South Tyneside Council

South Tyneside Town and District Use Needs Study

Final Report

Peter Brett Associates

October 2018

61 Oxford Street, Manchester, M1 6EQ   T: +44 (0)161 245 8900   E: manchester@peterbrett.com

Document Control Sheet

Project Name: **South Tyneside Town and District Use Needs Study**
Report Title: **Final Report**
Project Ref: 43364

	Name	Position	Signature	Date
Prepared by:	D Wheelwright	Associate	DW	October 2018
Reviewed by:	B Greep	Partner	BG	October 2018
Approved by:	B Greep	Partner	BG	October 2018
For and on behalf of Peter Brett Associates LLP				

Revision	Date	Description	Prepared	Reviewed	Approved

THIS REPORT IS FORMATTED FOR DOUBLE-SIDED PRINTING.

CONTENTS

TABLES

FIGURES

APPENDICES

1 INTRODUCTION

Purpose of the Study

1.1 In February 2018, South Tyneside Council ('STC') commissioned Peter Brett Associates LLP to undertake the South Tyneside Town and District Use Needs Study on its behalf. The Council requires the study to provide a robust update to its evidence base to support the preparation of the Local Plan. Accordingly, this report provides a full assessment of retail needs within South Tyneside, informed by a new telephone survey of households to establish current retail and leisure expenditure patterns.

1.2 In accordance with STC's brief, this study provides:

- a summary of national and local retail planning policy and its interpretation, together with an overview of national trends in the retail and leisure markets, and their implications for the District;
- health checks to assess the performance of the District's three town and six district centres;
- an overview of current shopping and leisure expenditure patterns based on up-to-date survey data and the identification of existing market shares for defined centres and other destinations;
- a quantitative assessment of retail floorspace requirements in both the convenience and comparison goods sectors up to 2033[1], taking into account the latest population and expenditure data, and the effects of multi-channel retailing (e.g. online shopping);
- recommendations in terms of how to meet any identified floorspace requirements, having regard to the performance of centres, any identified deficiencies, the capacity of centres to accommodate new development, and the need to increase consumer choice;
- policy recommendations in respect of future strategies for South Tyneside's main centres, including a review of boundaries; and
- advice on a minimum floorspace threshold for the assessment of the impact of retail schemes.

[1] In accordance with paragraphs 22 and //, this report sets out the Borough's quantitative and qualitative retail needs over a 15-year period.

Structure of the Report

1.3 The remainder of our report is structured as follows:

- Section 2 sets out the study context, with regard to national and local planning policies, as well as current trends within the retail and leisure sectors;
- Section 3 provides our performance analysis of the District's three town and six district centres which includes a health check of each centre's vitality and viability;
- Section 4 summarises current patterns of retail and leisure spending within the study area based on the household telephone survey;
- Section 5 contains our assessment of quantitative and qualitative requirements for additional retail floorspace; and
- Section 6 provides a summary of our findings and our recommendations.

2 THE POLICY AND MARKET CONTEXT

Introduction

2.1 The study has been undertaken in the midst of a renewed focus on the changing role and function of town centres. It is widely accepted that the traditional role of town centres has been undermined by the continued attraction and competition from out-of-centre retail locations, the growth in popularity of multi-channel shopping, the recent economic downturn and the associated decline in expenditure growth. In this section, we highlight some of these challenges in order to set the context for the remainder of the report.

Policy Context

National Planning Policy Framework

2.2 The revised National Planning Policy Framework (NPPF), was published in July2018 and sets out the Government's policy guidance for the planning system in England. The NPPF must be taken into account in the preparation of development plans, and is a material consideration in planning decisions.

Building a Strong, Competitive Economy

2.3 Paragraph 80 of the NPPF confirms that significant weight should be placed on the need to support economic growth and productivity. Paragraph 81 continues that Local planning authorities (LPAs) should set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, including planning policies which recognise and seek to address potential barriers to investment.

Ensuring the Vitality of Town Centres

2.4 Paragraphs 85 to 90 of the NPPF are of particular relevance to town centre planning. The NPPF advocates a ‘town centres first approach’, stating that planning policies should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation (paragraph 85). In drawing up Local Plans, LPAs should:

- define a network and hierarchy of centres which promotes their long-term vitality and viability – by allowing them to grow and diversify in a way that responds to rapid changes in the retail and leisure industries;
- allows a suitable mix of uses (including housing) and reflects the distinctive character of each centre;
- define the extent of town centres and primary shopping areas, setting a positive strategy but making clear what uses are permitted where;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones;

- allocate a range of suitable sites to meet the scale and type of development needed in town centres, including looking at the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge-of-centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres; and

Plan-Making

2.5 Paragraph 15 of the NPPF states that LPAs should positive vision for the future of their area providing '*a framework for addressing the housing needs and other economic, social and environmental priorities*.

2.6 Paragraph 20 confirms that strategic policies (those contained within a Local Plan prepared by the Local Planning Authority) should set out *'an overall strategy for the pattern, scale and quality of development'* including making sufficient provision for *'housing (including affordable housing, employment, retail, leisure and other commercial development'*

2.7 Paragraph 22 makes clear that strategic policies should look ahead over a minimum 15-year period from the point of adoption.

Planning Practice Guidance

2.8 The national Planning Practice Guidance (PPG) was published (March 2014) as an online document and has been the subject of a number of periodic updates. In relation, to town centres, the relevant section is 'Ensuring the Vitality of Town Centres'. PPG therefore expands upon policy contained within the NPPF. In particular, we note the requirement for a strategic vision for town centres (paragraph 002 of the PPG) and the guidance on the need for a town centre strategy (paragraph 003 of the PPG).

South Tyneside Local Development Framework

2.9 The South Tyneside Local Development Framework currently comprises the following Development Plan Documents (DPD):

- Core Strategy (adopted June 2007)
- Development Management Policies (adopted December 2011)
- Site Specific Allocations (adopted April 2012)
- South Shields Town Centre and Waterfront Area Action Plan (adopted November 2008)
- Central Jarrow Area Action Plan (Adopted September 2010)
- Hebburn Town Centre Area Action Plan (Adopted October 2008)

- The International Advanced Manufacturing Park Area Action Plan (Adopted November 2017).

2.10 The Core Strategy was adopted by South Tyneside Council in 2007 and covers the period from 2007 to 2021.

Core Strategy

2.11 Policy ST1, 'Spatial Strategy of the Core Strategy', sets the overarching approach to growth and change within South Tyneside including regenerating the Tyne Gateway corridor as well as supporting development that reflects the scale and functions of the main towns (South Shields, Jarrow and Hebburn).

2.12 Policy SC2. 'Reviving our Town Centres and other Shopping Centres', is the overarching policy on town centres, setting out a requirement for 80,000 sq.m of additional comparison retail area floorspace across the District. Consistent with Policy SP1, it seeks to focus town centre development[2] to South Shields ('principal market town'), as well as to Jarrow and Hebburn ('towns'). Policy SC2 also seeks to direct a proportionate level of development to South Tyneside's six District Centres (Harton Nook, Frederick Street, Boldon Colliery, Westoe Bridges, Dean Road and Boldon Lane) and smaller centres (comprising 43 'Neighbourhood Local Centres').

2.13 Policy SC2 specifically references the need to *'consolidate retail and commercial premises'* at Frederick Street District Centre to achieve a *'more sustainable, compact and viable core'*. If required, *'this approach will also be used in other shopping centres where necessary and appropriate'*.

Development Management Policies

2.14 The Development Management Policies DPD provides a suite of detailed policies to guide the determination of planning applications. Of relevance to town centres is Policy DM3, 'Hot Food Uses in Shopping Centres', which seeks to control any potential over-concentration of hot food uses in 'established shopping centres'. Proposals which result in the loss of prominent retails units, lead to two adjacent hot food takeaways or lead to two or more hot food outlets in any continuous retail frontage will be resisted.

Site Specific Allocations

2.15 The Site Specific Allocations DPD allocates sites for various forms of development, based on a thematic approach. Policy SA1, 'Mixed-Use Development Opportunities', allocates a range of mixed use sites across the District including a number of sites of varying scales including retail uses within District and Neighbourhood Centres.

2.16 Policy SA5– 'Retailing Opportunities', specifically guides retail development in South Tyneside's District and Local Neighbourhood Centres (it should be

[2] The Core Strategy identifies a need for 80,000 sq.m net additional comparison retail floorspace and 5,000 sq.m net additional convenience floorspace based on the North East Regional Retail and Leisure Need Assessment

noted that the main town centres are covered in their respective Area Action Plans, which we detail below).

2.17 Policy SA5 recognises that a number of town centres need to be managed, including *'consolidating the pattern and distribution of shopping facilities across the Borough'*. The amount of net additional floorspace to be provided across the District and Local neighbourhood centres is set out as 6,500 sq.m of comparison retail provision and 500 sq.m of convenience retail provision. Specific allocations and interventions for centres include a new local neighbourhood shopping centre at Westoe Crown village, the consolidation of Frederick Street District Centre, and improvements to the Brighton Parade Neighbourhood Centre. Policy SA5 goes on to state that development proposals will only be permitted where they do not *'adversely impact on the vitality and viability of existing facilities'*.

South Shields Town Centre and Waterfront Area Action Plan

2.18 The South Shields AAP covers a tightly defined central area of South Shields Town Centre and the waterfront area, reflecting the focus of the Core Strategy in directing development and investment at South Shields. Policy SS1 – Strategic Vision for South Shields Town Centre and Water Front, sets out the AAP's Spatial Strategy. This includes to:

- *'Strengthen, revive and promote the growth of South Shields town centre as the Borough's principal centre for shopping, entertainment and leisure, culture and administration'*;
- To *'redevelop the riverside as a high quality new location for urban living'*; and to
- Boost the attractiveness of the waterfront, *'making it a destination of choice for visitors and tourists'*.

2.19 The proposals map accompanying the South Shields AAP also defines both the primary shopping area and the town centre boundary of South Shields.

2.20 Policy SS2 – Mixed-Use Development Opportunities in South Shields identifies a range of sites within the designated town centre including 'Asda superstore on Ocean Road, Central Library and adjacent car park, land to the west of Fowler Street, sites at Barrington Street and 'Wouldhave House' in the Market Place.

2.21 Policy SS3 – Improving the Physical Accessibility of South Shields Town Centre and Waterfront seeks to improve connections within the Town Centre as well as between the riverside and Waterfront areas. This includes:

- Visual improvements along King Street and Ocean Road;
- Improved connections between King Street and Waterloo Square/ Coronation Street primary shopping areas;
- Enhancements to the connections between Market Place and the Shields Ferry; and

- Improvements at the Metro/ bus station interchange along Keppel Street and Chapter Row / Church Way.

2.22 Policy SS5 – Tourism and Culture in South Shields seeks a diverse range of cultural and tourism attractions to achieve the vision of Policy SS1, including developing *'a new high quality public library for the town centre'*.

2.23 Policy SS7 – Retailing Opportunities in South Shields Town Centre focusses on maintaining South Shields as the primary retail and commercial centre in South Tyneside through broadening and improving the vitality and viability of the town centre. This is proposed to be achieved through focussing retail activity and development in the primary shopping area; seeking to ensure 85 per cent of frontages are in A1 retail use; resisting changes of use to non-retail uses; and environmental improvements to secondary frontage areas such as Ocean Road and Fowler Street.

2.24 Policy SS7 also affirms the retail allocations (as listed above under Policy SS2) which proposes to deliver the 23,000 sq.m net additional comparison retail floorspace and 500 sq.m net additional convenience retail floorspace within South Shields Town Centre.

2.25 Policy SS8 – Evening and Night-time Economy in South Shields promotes the diversification of evening and night time economy attractions to enhance the vitality and viability of South Shields, the extended opening hours and 'café culture' in South Shields along pedestrianised areas, restaurants around Market Place and hot-food takeaways in the designated Special Policy Area along Ocean Road and Mile End Road.

2.26 Policy SS9 – Entertainment, Leisure and Community Facilities Opportunities in South Shields – encourages entertainment, commercial leisure and indoor sports facilities within the Town Centre, with entertainment and commercial leisure opportunities being supported on the mixed use allocations identified in Policy SS2.

Central Jarrow Area Action Plan

2.27 The Central Jarrow AAP covers Jarrow Town Centre as well as areas to the east of the town under the Port of Tyne ownership. Similar to South Shields, the Central Jarrow AAP establishes the Primary Shopping Area, Primary Shopping Frontages and wider town centre boundary.

2.28 Policy J1 – Strategic Vision for Central Jarrow seeks to *'restore pride and self-confidence to historic Jarrow'* through *'re-establishing the town centre as the heart of the community life and building its strength in an employment based with a sustainable core shopping area focussed around the Viking Centre'.* Other ambitions are seeking to make best use of regeneration opportunities and enhanced connections between the town centre and Metro/ bus station and with the Riverside Park.

2.29 Policy J2 – Mixed Use Development Opportunities in Jarrow allocates a range of mixed-use allocations, including four regeneration sites falling within the existing town centre boundary:

- Grange Road/Ellison Street
- Station Road/Sheldon Street/ Napier Street
- Grange Road/Monkton Road
- Jarrow Civic Hall, Ellison Street

2.30 Policy J3 – Improving the Physical Accessibility of Jarrow seeks to improve the accessibility within Jarrow Town Centre as well as between the town centre and the riverside and Bede's World areas. Key enhancements within the town centre are improving connections between the Viking Centre and the Metro/ bus interchange.

2.31 Policy J4 – Economic Development Opportunities in Jarrow aims to grow the economy and prosperity of Jarrow by supporting the needs of the Port of Tyne and encouraging office development as part of the mixed use allocated site identified in Policy J2.

2.32 Policy J6 Retailing Opportunities in Jarrow Town Centre guides the future growth and management of the Town Centre. In general terms, the approach is of maintenance, enhancement and protection through:

- Consolidating the pattern and distribution of shopping facilities within the primary shopping areas;
- Upgrading properties within secondary shopping frontages, together with other environmental improvements;
- Allocating two sites for retail uses (Grange Road / Ellison Street to accommodate up to 500sq.m net additional convenience retail floorspace and 3,000 sq.m net additional comparison retail floorspace).
- Bringing forward vacant / underused sites;
- Encouraging the use of upper floors where feasible; and
- Ensuring that 90 per cent of the primary shopping frontages remain in A1 retail use and resisting the loss of retail uses where they could undermine the vitality and viability of the centre.

2.33 Policy J7 supports entertainment, leisure and community uses within the town centre, including on the identified mixed-use allocations where appropriate.

Hebburn Town Centre Area Action Plan

2.34 Hebburn Town Centre AAP seeks to reinvigorate the 1960s shopping centre as well as residential neighbourhoods also associated with Hebburn New Town. Policy H1 – Strategic Vision for Hebburn Town Centre provides the spatial strategy for the AAP, seeking to achieve a well-managed local shopping centre together with revived community facilities. This is to be achieved in tandem with improving the attractiveness of Hebburn for urban residential living. As with the South Shields and Jarrow AAPs, the Hebburn

Town Centre AAP defines the Primary Shopping Area, Primary Shopping Frontages and wider town centre boundary for Hebburn.

2.35 Policy H2 – Mixed-Use Opportunities in Hebburn identifies the key sites for mixed use redevelopment including:

- Hebburn shopping centre precincts and associated areas;
- Hebburn New Town maisonette blocks and sites; and
- Former industrial sites at Glen Street

2.36 Policy H3 – Improving the Physical Accessibility of Hebburn Town Centre, seeks to improve connections within the town centre as well as access to and from the centre by non-car modes. These include improving:

- Pedestrian connections between the main town centre car park and the pedestrianised shopping precincts;
- Public transport facilities at the Metro station;
- Links between the town centre and civic facilities; and
- The Victoria Road/ Station Road junction as the main gateway for the town centre.

2.37 Policy H4 – Economic Development Opportunities in Hebburn, encourages the development of town centre office space for small businesses as well as maximising potential for the use of upper floors.

2.38 Policy H5 – Retailing Opportunities in Hebburn Town Centre sets out the approach to securing retail improvements and enhancements at Hebburn through:

- Focussing retail development in the Primary Shopping Area;
- Bringing back into use vacant sites and retail units;
- Maintaining an 80 per cent proportion within A1 retail use within Primary Frontages, including supporting the amalgamation of shop units to suit operator demand;
- Improving frontages and the environmental quality within the secondary frontages; and
- Allocating a substantial area of 8.2ha (including St James' Mall, St John's shopping precinct and neighbouring properties together with associated car parking delivery areas) for retail uses to support 4,000 sqm of additional sales area comparison retail floorspace.

2.39 Policy H6 – Social, Community and Leisure Opportunities in Hebburn, supports appropriate leisure and community uses as part of the mixed use allocation identified in Policy H2.

Emerging South Tyneside Local Plan

2.40 Work has commenced on a new Local Plan for the Borough. This is currently at an early stage with consultation recently taking place on a Sustainability

Appraisal Scoping Report. The plan period for the emerging Local Plan is 2020-2035.

South Tyneside Council Strategy 2017-2020

2.41 The Council strategy sets out a long-term 20-year vision of the District over the next twenty years, illustrating what has happened to date and what is proposed to be done. This 2017-2020 strategy document specifically identifies a series of 'three-year delivery priorities' for the Council. One of the key priorities is specifically the 'regeneration of Town Centres and neighbourhoods', though there are also other linked key priorities which are relevant including securing 'economic growth and jobs' and 'investment in neighbourhoods'.

2.42 Under each of the delivery priorities, a series of actions are identified to ensure that the priorities are met. For the 'regeneration of Town Centres and neighbourhoods' strand, the following are identified:

- *'To complete Phase 1 of South Shields 365 Vision in Autumn 2016 with opening of the National Centre for the Written Word and completion of a redeveloped Market Place*
- *Progress plans for a new transport interchange*
- *Begin retail and leisure phases for South Shields 365*
- *Work with the private sector to improve the retail and housing offer in Hebburn Town Centre*
- *Identify opportunities to being additional public and private sector investment into Jarrow town*
- *Develop plans for our villages – Boldon, Whitburn*
- *Deliver community safety plan objectives through joined up work with partner services.'*

2.43 A significant element of the Council's strategy under this objective is the South Shields 365 vision, which we outline in further detail below.

South Shields 365 Town Centre Vision

2.44 South Shields 365 is a partnership between South Tyneside Council and Muse Developments which seeks to deliver £100m improvements to South Shields Town Centre on a phased basis. The purpose of the transformation plans is to:

- improve the retail and family leisure offer in South Shields, further increasing the town's standing as a year round tourist destination; and
- boost the local economy and improve the visitor experience, increasing employment opportunities and improving community life in South Shields.

2.45 The first phase of development has seen the construction of 'The Word', the National Centre for the Written Word, a new cultural attraction celebrating the written word in all its forms from poetry, screen plays and books, stage plays and songs. The Word is home to the new central library and provides a rolling programme of exhibitions of regional and national significance. This phase was undertaken in conjunction with public realm improvements made to the adjoining Market Place and the construction of a new 40-space car park on vacant land at Harton Quays.

2.46 The second phase of the South Shields 365 which is currently underway involves the construction of a new transport interchange at Keppel Street and behind Fowler Street. This will create a new point of arrival into the town centre and will bring greater connectivity to the town, linking the Riverside and the Foreshore areas (which are wider initiatives under the 365 banner). Phase 2 includes the construction of a new bus station to bring all of the town's services into the same area, enabling seamless switching between services and also linking into a relocated Metro station, providing escalators and lifts to the station platform.

2.47 The third phase of South Shields 365 involves a mixed retail and leisure scheme, including the provision of a cinema. This is currently at outline planning stage and is intended to also include the provision of a new pedestrian link through to King Street.

Market Trends

2.48 A number of key retail and leisure market trends have had significant impacts on the composition and performance of town centres in recent years. These trends, which we detail below, include the 'polarisation' trend in the comparison retail sector, restructuring in the convenience goods market, the growth of commercial leisure, and the effects of digital technology.

Market overview

2.49 The overall profile of retail and leisure markets in the UK has changed significantly over the past 10 to 15 years. These changes have resulted from a combination of factors including the growth of online retailing, evolving consumer expectations and behaviours, and the ongoing impacts of the economic recession in the late 2000s on expenditure, investment and demand for retail property.

2.50 In terms of overall expenditure, the recession had significant impacts on household spending with three consecutive years of declining retail expenditure between 2009 and 2011. Levels of spending only began to recover strongly in 2013/14 although growth rates have since moderated. Whilst household spending has been supported by low interest rates and strong employment growth, it has been simultaneously supressed by poor growth in real wages. The relative weakness of Sterling following the EU referendum in June 2016 also raises the prospect of inflationary pressures.

2.51 These fluctuations in spending have served to accelerate trends that were evident before the recession, such as the consolidation of mid-market comparison goods retailers and the growth of discount retailers in both the comparison and convenience retail sectors. In addition, there has been continued growth in spending on online shopping and changing consumer expectations in terms of the retail experience. The latter is allied to the growth and diversification of the leisure sector and its increasing overlap with the retail sector.

2.52 All of the market shifts referred to above pose significant challenges to town centres (and increasingly also out-of-centre destinations). Those challenges include weakening demand for retail property (particularly in secondary locations), the requirement to provide a diverse range of uses, the need to adapt to new technology, and consequent challenges in maintaining investment both in commercial property and the physical environment of town centres and other key retail and leisure destinations.

2.53 We expand further on these key trends below before detailing the possible policy response and the broad implications of these developments for town centres within South Tyneside.

Restructuring in the comparison retail sector

2.54 Whilst comparison retail spending has proven more resilient than other types of retail and leisure spending over the past decade, there have been significant changes within the sector. These include the failure of a number of more vulnerable national comparison goods retailers that have struggled to adapt to changing markets, the consolidation of mid-market retailers, growth in the 'value' end of the market and the changing nature of out-of-centre retail facilities.

2.55 The 'polarisation trend' refers to the preference for mid-market comparison goods retailers to concentrate trading activities within larger stores in higher order centres and out-of-centre destinations. Retailers have increasingly recognised that greater efficiency can be achieved by having a strategic network of large stores offering a full range of their products, where investment to improve the quality of the in-store experience can be focused.

2.56 The recession and the growth in online shopping have further reinforced the need for retailers to reduce their store portfolios. The growth of online retail has posed fundamental challenges to specific sub-sectors where consumers will more happily make purchases over the internet, including music, video, books and electrical goods. This has contributed to traditional retailers such as Comet and Woolworths going into administration and the growth of digital-only retailers such as Amazon and ao.com.

2.57 However, the polarisation trend is also driven by consumers, who have become more discerning and are increasingly prepared to travel further afield to larger centres with a wider or better quality offer. There is therefore an increasing concentration of comparison goods expenditure in a smaller number of larger centres and out-of-centre destinations. This trend has been exacerbated by difficulties in raising funding for more complex in-centre development schemes as a result of the recession and more restrictive funding regimes.

2.58 The implication of the trends described above for town centres is that many retailers have sought to withdraw from smaller centres by way of measures such as non-renewal of expiring leases. Mid-market comparison goods retailers have become increasingly concentrated within regional centres and larger retail parks and other out-of-centre destinations. This trend has matured over the last decade and is reflected in higher vacancy rates in many smaller centres, decreasing rental values and, in many cases, lower footfall.

2.59 The rise of discount retail operators, which was further encouraged by the recession and constrained consumer spending, has mitigated the impacts of the polarisation trend with many of these operators, such as Wilko or B&M, taking space in smaller town centres that was formerly occupied by mid-market comparison retailers. Whilst this has served to moderate the vacancy rate it has significantly re-orientated the comparison goods offer of many centres, further concentrating it at the lower end of the market and away from the important clothing and footwear sub-sector.

2.60 In addition, the failure of a number of bulky goods retailers has provided surplus space in retail park locations at a time that coincided with the growth of value comparison retailers with relatively large space requirements. In many cases this has resulted in an incremental change in the nature of out-of-centre retail provision and increasing overlap with town centre provision.

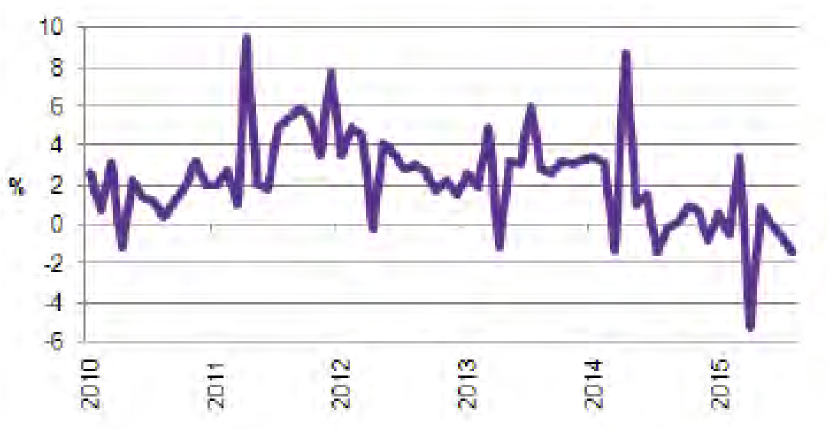
2.61 The market shifts described above are evident in many small town centres. However, some smaller centres have been able to respond to the polarisation trend by diversifying their town centre offer, particularly through accommodating higher quality independent retailers and developing a strong food and drink offer. Markets and similar alternative forms of retail are also increasingly popular, with low entry costs to growing numbers of new types of market traders, and a consumer appetite for 'events' based shopping with a strong leisure angle. The centres that have most benefited from these trends tend to serve more affluent catchments, are located in larger urban areas or already benefit from an inflow of expenditure as established tourist destinations.

Restructuring of the convenience retail sector

2.62 Prior to, and during, the recession the convenience goods sector became a key driver of growth with the 'Big Four' supermarket operators (Asda, Morrisons, Tesco and Sainsbury's), which have traditionally dominated the market, building and operating increasingly larger stores and expanding the range of services that they provide (particularly in terms of comparison goods). Whilst many of these larger stores were built outside of town centres, new large foodstores also often served to anchor redevelopment schemes within smaller town centres.

2.63 However, over recent years the market dominance of the 'Big Four' has been increasingly challenged, both by higher-quality operators (such as Waitrose and Marks & Spencer) and value/discount retailers (primarily Aldi and Lidl). In particular, the value retailers have posted significant year-on-year growth over recent years and they have emerged as important forces in the convenience goods market. Overall, expenditure on convenience goods has been falling in recent years due to increasing competition between operators (leading to a reduction in prices) and low inflation.

Figure 2.1 All Food Retailers Year-on-Year Growth



Source: ONS/Mintel

2.64 There has also been an increasing move by the major convenience goods operators away from opening larger-format stores towards smaller supermarkets and establishing a network of 'top up' convenience goods shopping facilities (sometimes referred to as 'c-stores'). These are often located in town centres, or district/ neighbourhood shopping parades. This shift has been driven by a shift in consumer behaviour; shoppers are undertaking an increasing number of smaller 'top-up shopping' or 'basket shopping' trips instead of a weekly food shop to a large out of centre foodstore. Verdict predicts that the proportion of convenience goods floorspace which will be accounted for by 'smaller stores' will have increased from 37.6 per in 2007 to 41.6 per cent by 2017.

2.65 Between 2013 and 2018 data, from Planet Retail shows that the compound annual growth rate of discount retailers (such as Aldi and Lidl) and convenience (C-format stores) is expected to reach 11 per cent and almost 7 per cent respectively whereas the growth rate among supermarkets is forecast at just 2 per cent. The 'discount' retailers have also successfully diversified their offers to include more premium products and greater appeal to new types of customers.

2.66 Both Sainsbury's and Tesco now have more 'C-stores' than large supermarkets and, along with Morrisons, these operators have withdrawn proposals for the development of new superstores and from town centre redevelopment projects. In the last 12-18 months both Tesco and Morrisons have closed dozens of 'unprofitable' foodstores (with Morrisons also disposing of its portfolio of C-stores to concentrate on its core business, demonstrating the complexity of changes within the market).

2.67 By way of comparison, both Aldi and Lidl have investment plans to open more than 120 stores in 2018. Store formats are also evolving with new Aldi stores now providing more floorspace and Lidl seeking to introduce new facilities such as in-store bakeries. In contrast, the likes of Tesco and Sainsbury's are incorporating concessions into their portfolio of very large format foodstores. Tesco has a deal with the Arcadia group to introduce names such as Burton and Dorothy Perkins into some of its stores, whilst Sainsbury's takeover of Argos has introduced Argos concessions into many of its larger stores.

Growth of the commercial leisure sector

2.68 Most commentators predict that commercial leisure, such as cafés, bars, restaurants and cinemas, will constitute a growing share of town centre floorspace. This partly comprises replacement activity generated as a consequence of the reduced demand for traditional retail space, and is partly driven by the increase in leisure expenditure as discretionary household expenditure rises. The key market trends in the sector include:

- Cinema: expected to expand via acquisition and diversification of the market despite falling attendance figures. The big three cinema operators are focusing on larger markets where there is limited competition. The second tier and boutique operators are focusing on the qualitative difference in their offer to enable them to create specialist markets. Cinema development is increasingly concentrated in town centre locations (where there are complementary leisure and cultural uses, especially food and drink facilities) as the popularity of out-of-centre leisure parks has waned. Indeed, such development is serving to anchor in-centre development schemes.
- Food and drink: contributed significantly to the continued growth of the leisure sector since the recession. Demand for A3 space is being driven by the regional expansion of successful A3 operators established in London and other main centres. Coffee shops have also experienced prolific growth reflecting changing consumer trends and the desire of customers to 'graze' during shopping and other trips to town centres.
- Health and fitness: the market is expected to experience continued growth in value, predominantly in the budget sector. The operator PureGym has grown to a chain of over 180 branches in just 7 years. These operators take space in both in-centre and out-of-centre locations and will operate multiple facilities, particularly in larger urban areas.
- 'Big box' leisure: a resurgence in the large floorspace Class D2 market since the recession. Operators are offering increasingly diverse activities with operators from abroad seeking space in the UK (e.g. trampolining or urban golf) as a result of consumers spending more disposable income

being spent on leisure-based activities and an increasing desire for more unusual leisure experiences. Often these ‘meanwhile’ (or temporary) uses are transitioning to boutique uses.

2.69 When considering leisure expenditure available to households, spending on food and drink typically accounts for more than 50 per cent of total leisure spending, compared to around 15 per cent on ‘cultural services’ (e.g. going to the cinema, theatre, art galleries or live music) and under 10 per cent on hotels, games of chance and recreation/sporting services.

Figure 2.2 New forms of leisure development

Above: Town centre cinema development (Corby) and boutique bowling (Manchester)

2.70 There is scope for town centres to capitalise on the trends described above, redefining their function as leisure ‘destinations’ in their own right. The development of a strong commercial leisure offer can help to increase footfall, particularly outside of retail hours, and visitors undertaking ‘linked trips’ between retail, leisure and other uses also increases dwell-time in centres.

Effects of digital technology

2.71 It has been widely documented that online shopping has increased at a rapid pace in recent years, particularly in the comparison goods sector. Online shopping is perceived to offer a number of significant advantages over 'traditional' town centre shopping, including: lower prices as there are lower operating overheads for online retailers; a wider variety of choice; and the ability for customers to easily search out bargains, including second hand goods.

2.72 Overall, internet sales have been rising more rapidly than general retail sales in recent years and this is reflected in increasing market shares for special forms of trading (SFT) provided by Experian. While many retailers have sought to scale back on physical retail space, their online operations continue to allow them to reach a wide customer base. Nevertheless, competition is not as straightforward as 'online shopping versus town centres' with new technologies increasingly promoting integration between alternative shopping channels. Consumers increasingly research purchases online before visiting stores, and vice versa.

2.73 The growth in the 'click and collect' method of online shopping serving to drive footfall and trade at physical outlets. The click and collect concept is such that a customer orders and pays for the desired product online, and then collects the product from the nearest branch of the retailer in question. This approach is being rolled out by an increasing number of retailers. Recent research by the British Retail Consortium indicates that 60 per cent of click and collect transactions result in an additional purchase in the store.

2.74 Recent trends indicate that major retailers are becoming more willing to embrace the challenge posed by online and mobile technology by putting into place technology such as click and collect, better mobile websites, free in-store Wi-Fi, or in-store technology points where a customer can order a product online from the same retailer, which may not be available within the store. This may be particularly applicable for smaller town centres where many retailers' stores are relatively small and may not be able to carry the full range of products available.

2.75 There is clearly still a significant role for 'bricks and mortar' stores, but the evidence suggests that traditional town centres will need to become more multi-functional in order to remain vital and viable.

Policy Response

2.76 In recent years, a considerable number of studies have been published assessing the future role and function of town centres in order to respond to the market trends discussed above. These include:

- The Portas Review, Mary Portas (2011)
- The Grimsey Review, Bill Grimsey (2013)
- Beyond Retail: Redefining the Shape and Purpose of Town Centres, British Council of Shopping Centres (2013)
- 21st Century High Streets, British Retail Consortium (2013)
- The Future High Street, Future Spaces Foundation (2013)
- Accommodating Growth in Town Centres (2014), Greater London Authority
- Digital High Street 2020 Report, Digital High Street Advisory Board (2015)
- Grimsey Review 2: "It's time to reshape our town centres" (2018)

The Portas Review

2.77 In May 2011, retail expert Mary Portas was appointed by the former Coalition Government to lead an independent review into the future of the high street in response to the decline of town centres nationally, seen as a consequence of reduced spending on the high street. The report supported the call to strengthen planning policy in favour of 'town centre first' and includes 27 separate recommendations to tackle the further decline of the high street.

2.78 The core recommendations included measures to strengthen the management of high streets, improvements to the business rates system, reducing car parking charges, placing greater onus on landlords to proactively manage their assets or face the use of compulsory purchase powers by local authorities, and to increase community involvement in town centres.

2.79 As well as 24 'Portas Pilot' towns to trial the recommendations, the Coalition Government established the future High Street Forum to implement Portas' recommendations and provided funding to establish business improvement districts (BIDs) and a 'Future High Street X Fund' (renamed the High Street Renewal Fund) to reward towns delivering innovative plans to promote their town centres.

The Grimsey Review and The Grimsey Review 2

2.80 Bill Grimsey, the former managing director of DIY chain Wickes and food retailer Iceland, published his report as an 'alternative response' to the recommendations of the Portas Review. The report made a total of 31 wide-ranging recommendations, including encouraging more people to live in town centres, appointing a High Streets Minister, and freezing car parking charges for a year.

2.81 Grimsey has now followed up his original report with a review recently published in July 2018, which is particularly influenced by the recent high-profile collapse of retailers and some food and drink operators. Grimsey asserts that town centres are facing their greatest challenge in history. Towns must stop trying to compete with out-of-town shopping parks that are convenient and benefit from free parking. Instead, Grimsey argues that town centres must create their own unique reason for communities to gather there – being interesting and engaging and altogether a compelling and great experience.

2.82 Whilst it is not appropriate to have a one-size-fits-all approach, Grimsey sets out 25 recommendations to tackle the problems identified. Key recommendations include:

- Replacement of business rates with a fairer and less complex system;
- Creation of a digital commission to develop a 20-year strategy for local high streets;
- Accelerating the digital transformation of smaller towns;
- Appointment of high quality designers to celebrate the local identify of town centres;
- Free short-term parking; and
- Improved public realm and free wifi

Beyond Retail

2.83 Following the Portas Review, the Government supported the establishment of an industry task force to analyse retail property issues relating to town centres. The findings of the task force's report were presented in the 'Beyond Retail' report of 2013.

2.84 One of the report's key observations was that the trend towards market polarisation (discussed further below) has resulted in three broad types of town centre offer: strong centres with a wide retail and leisure offer; convenience food and service-based centres with an element of fashion and comparison goods; and, localised convenience and everyday needs-focused centres. The report made a number of recommendations, including:

- Strong and dynamic leadership, led at the local authority level also including business and community involvement, to bring about long-term change in town centre function.
- Undertake bold, strategic land assembly, to assemble redevelopment opportunities of scale and worth.
- Provide greater flexibility in the planning system to enable vacant retail premises to be converted to 'more economically productive uses'.
- Consider the mechanisms to address funding gaps to encourage local authorities to commit to long-term planning for town centres.
- Town centres must take advantage of technology to assist in marketing, driving footfall, and assisting independents and SMEs.
- A review of the business rate system and publishing of new retail valuation guidance.

21st Century High Streets

2.85 In 2013, the British Retail Consortium published the second '21st Century High Streets' report as an update to the original report published in 2009. The 2013 report set out various policy recommendations to help secure 'flourishing 21st Century high streets' under six key topics:

- A unique sense of place: local partnerships, authorities and retailers must create a brand for the town centre to engender consumer loyalty through differentiation.
- An attractive public realm: local partnerships and authorities must actively manage the public realm creating attractive public space.
- Planning for success: local authorities should develop a clear strategic vision focused on the role of the town centre and cooperate with neighbouring authorities to maintain viable and complimentary retail destinations.
- Accessibility: local authorities should manage accessibility holistically and responsively, and should provide adequate parking to assist in driving footfall.

- Safety and security: local police should work with retailers to better understand the impacts of retail crime to promote town centres as safe, secure and effectively managed.
- Supportive regulatory and fiscal regimes: central government should reform the Business Rate Multiplier to reduce the cost of operating and investing in town centres.

The Future High Street

2.86 The Future Spaces Foundation was established in 2013, made up of a diverse independent panel of experts to generate new ideas about how to create social and economic opportunity through the transformation of the built environment.

2.87 The Future High Street report (2013) sought to examine the high street debate from a holistic stance; it assesses the full range of socio-economic, demographic and technological factors which affect how we interact with high streets and seeks to challenge the traditional role of retail in town centre regeneration. The report made 14 specific recommendations under four key policy areas relating to public services and community cohesion, commercial drivers, transport and accessibility and health and well-being. The recommendations included:

- re-concentrating public services in and around the high street to harness agglomeration benefits;
- diversifying community spaces beyond their traditional functions;
- supporting a mobile-enabled high street;
- flexible use of space to mix retail, leisure and work dynamically to suit modern life styles;
- de-stigmatising bus travel, so that it provides a superior alternative to the car;
- transport infrastructure design with multiple uses to give it a fluid role in the town centre;
- providing housing, particularly assisted living, within easy access of high streets; and
- providing health services in close proximity to the high street and plan high streets to promote good.

Digital High Street

2.88 The Digital High Street Advisory Board was established following the work of the Future High Streets Forum to consider the revolutionary impact of digital technologies on future success of high streets. The Advisory Board's report of 2015 made four principal inter-related recommendations, which sought to revitalise high streets in a digitally dominated world. These include raising connectivity standards and increasing the deployment of digital technology, improving digital skills, and adopting a digital health index to assess the competitiveness of high streets, to measure the economic value of digital developments and set goals for digital integration.

Implications for South Tyneside

2.89 The research summarised above contains a number of recurring themes which will be important to consider in the context of future development for main town centre uses within South Tyneside. These include:

- The need for flexibility – town centre accommodation needs to be adaptable to a number of uses to address future needs. This presents both opportunities and challenges for South Tyneside's town centres. The previous orthodoxy to protect A1 retail uses within Primary Shopping Centres may unwittingly be restricting the ability of town centres to diversify and develop distinctive identities and associated offer to consumers.
- Vital and viable centres need a varied mix of uses – town centres are increasingly diverse with the emergence of a greater proportion of leisure, food and drink uses. There is also an identified need to concentrate multi-functional public services in town centre locations to realise agglomeration benefits (as per 'The Future High Street' report). South Shields Town Centre through the South Shields 365 vision is taking forward this approach with the recent delivery of 'The Word', the National Centre for the Written Word including a new Central Library. However, town centres face increasing competition from physical competition at retail parks and higher order centres as well as online shopping.
- The integration of commercial and residential uses within town centres important to their overall vibrancy, to encourage footfall within centres throughout the day. This includes access to high quality public transport, with the 'Future High Street' report specifically referring to improved bus and rail services. This poses specific challenges for town centres in South Tyneside, where town centre office and residential markets are limited or have only recently been commenced through regeneration initiatives. Nevertheless significant investment in improving accessibility is currently being taken forward for South Shields through Phase 2 of the 365 vision which will provide a new and better integrated Metro / bus interchange.
- The role of each town centre needs to be clearly articulated to provide it with a distinct and recognisable identity appropriate to its role, as emphasised by the '21st Century High Streets' report and the Portas Review. This is, to some extent, reflected in current development plan policy, however market dynamics have significantly shifted since the adoption of the various development plan documents, which now need to be updated as part of the production of a new Local Plan.

3 TOWN CENTRE PERFORMANCE ANALYSIS

Introduction

3.1 We have undertaken performance analyses (otherwise known as 'health checks') of the Borough's three defined town centres[3] at South Shields, Jarrow and Hebburn and six District Centres of Boldon Colliery, Boldon Lane, Dean Road, Frederick Street, Harton Nook and Westoe Bridges. Our appraisals have involved on-foot surveys of each centre, together with desk-based research which draws on published data from national data-providers.

3.2 The performance analyses have been undertaken with reference to the key indicators of vitality and viability that are set out within national Planning Practice Guidance (PPG) summarised below in Table 3.1. Where relevant, we have compared our findings with those of the Council's previous retail and leisure study in order to track changes in the performance of the three town centres over the past six years.

Table 3.1 PPG Town Centre Vitality and Viability Indicators

Vitality and viability of town centres: key indicators
Diversity of uses
Proportion of vacant street level property
Commercial yields on non-domestic property
Customer views and behaviour
Retailer representation and intentions to change representation
Commercial rents
Pedestrian flows
Accessibility
Perception of safety and occurrence of crime
State of town centre environmental quality

3.3 As well as providing the base position for the future monitoring of town centre vitality and viability, the health check exercise identifies the key strengths of the centres as well as deficiencies and areas that would benefit from improvement. We then use this information to inform our recommendations in subsequent sections of our report.

[3] Based on the current defined Primary Shopping Area for Town Centres and the defined Town Centre boundary in relation to the District Centres.

Performance of South Shields Town Centre

3.4 South Shields Town Centre serves the largest urban area within South Tyneside and is therefore designated as the 'principal town' for the Borough in Core Strategy Policy SC2, alongside the 'towns' of Jarrow and Hebburn. The town centre is generally linear in character, concentrated along King Street and Fowler Street and terminating at Market Place. Some retail provision breaks this form, most notably the Asda Superstore on Coronation Street and the modern purpose built comparison retail units at Waterloo Square / Keppel Street.

Previous Findings

3.5 The 2012 Retail, Health and Capacity Study found that South Shields Town Centre was functioning adequately and was generally a healthy town centre with good retailer representation, though slightly lower comparison and convenience retail provision than the UK average at the time. The study noted, however, that there had been a significant rise in vacant retail units, though this was attributed to the wider economic picture rather than a particular issue within South Shields. Multiple retailer representation was found to be good in the low-mid market sectors including key fashion and department store operators, however the proximity of the centre to Newcastle and Sunderland meant that mid-higher representation was generally lacking. A concern expressed was the fact that limited modern floorplates exist in the centre (aside from Waterloo Square), contrasting with the increasing tendency for retailers to occupy purpose built units in larger centres. Consequently, the report noted that would represent a barrier to significant enhancement of the centre.

Diversity of Uses

3.6 Data collected by PBA in April and June 2018 (see Table 3.2 below) identifies that the primary shopping area of South Shields Town Centre contained 219 units at that date, providing a total floorspace of 39,164 sq.m. The average unit size is therefore 179 sq.m, reflecting the greater predominance of small retail units within the centre overall, despite the presence of a number of larger floorplate retail units with the centre.

Table 3.2 Diversity of Uses Table for South Shields Town Centre

South Shields Town Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	58	26	38.08	19,344.09	44.06	43.4
Convenience (A1)	12	5	9.78	6,037.75	13.75	18.42
Retail Services[4] (A1)	23	11	12.96	1,753.58	3.99	6.41
Professional (A2)	26	12	7.96	2,590.86	5.90	6.44
Food and Drink (A3-A5)	33	15	17.74	3,859.69	8.79	13.24
Other service	11	5	0.79	1,105.5	2.52	0.58
Miscellaneous	7	3	0.39	2,949.91	6.72	0.29
Vacant	49	22	12.3	6,260.1	14.26	11.23
Total	219	100	100	39,164	100	100
Source: PBA / South Tyneside Council Survey and GOAD Experian (for UK averages)						

3.7 The PBA survey identifies that 26 per cent of units are occupied by comparison goods retailers, which equates to 44 per cent of all floorspace within the town centre. This compares to national averages of 38 per cent (for units) and 43 per cent (for floorspace), respectively. Comparison retail provision within the primary shopping area is therefore below the national average by proportion of units but close to the national average as a proportion of overall floorplace. This highlights that the comparison retailers occupy the larger floorplate retail units within the centre. Given the role of South Shields as the principal town centre for South Tyneside, the current level of comparison retail provision is considered to be adequate for the scale and role of the centre.

3.8 In terms of convenience retail uses, 5 per cent of units and 14 per cent of floorspace were in use by convenience retail operators as of June 2018. These figures compare to UK average figures of 10 per cent and 18 per cent respectively. The provision of convenience retail facilities within the primary shopping area of South Shields is therefore below the national average despite the presence of larger format convenience retailers within the town centre. This is partially a consequence of the relative dominance of comparison retail provision but is also a reflection of the limited independent or smaller convenience retailers as well as greater level of vacancies now present within the centre.

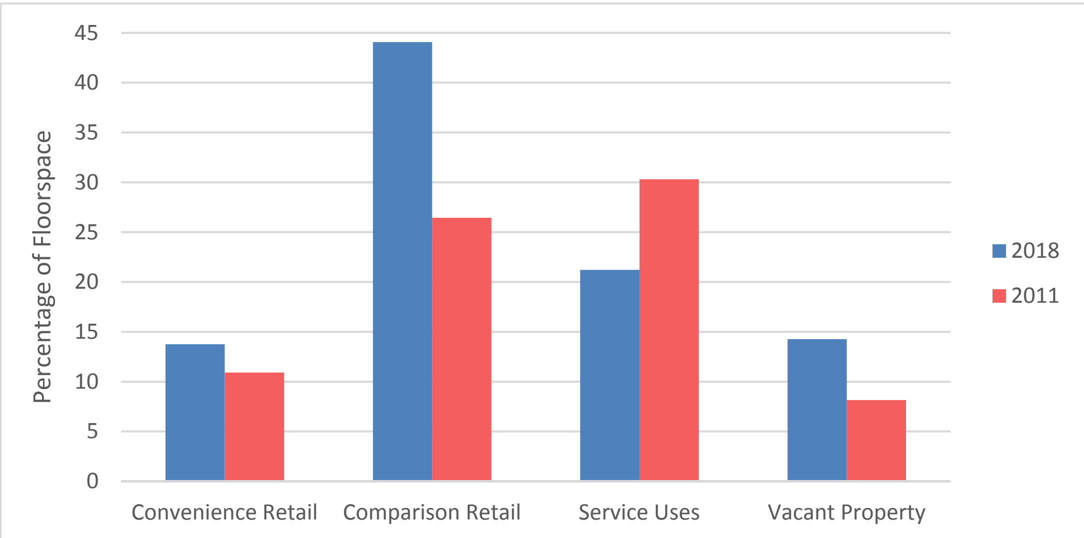
[4] Retail services includes hairdressers, beauticians, nail bars, post offices, dry cleaners, travel agents and undertakers.

Figure 3.1 Images of King Street, South Shields Town Centre

3.9 For non-retail uses, 12 per cent of all units within the town centre are non-retail service uses, equating to 2.5 per cent of all floorspace. These figures are slightly higher than the national average of 14 per cent by proportion of units though equal to the national average (7 per cent) by proportion of floorspace. The town centre has above average representation in terms of banks, financial services and travel agents, by proportion of units and in terms of floorspace. Therefore, the town is well catered for in this regard, despite recent closures of bank branches nationally. However, in the important food and drink sub-sector, approximately 15 per cent of units and 9 per cent of floorspace is occupied for such uses, which is noticeably lower than the national average.

3.10 We have compared the current diversity of uses within South Shields Town Centre with the equivalent figures identified by the 2012 Retail, Health and Capacity Study, and the results of this analysis are shown below in Figure 3.2 below.

Figure 3.2 South Shields Town Centre Diversity of Uses (2011 and 2018)



Source: PBA / South Tyneside Council

Proportion of Vacant Property

3.11 A total of 22 per cent of units within the town centre are currently vacant, which equates to 14 per cent of all floorspace. This compares to the UK averages of 12 per cent (for units) and 11 per cent (for floorspace), respectively. Whilst these figures are partially skewed by the vacant units associated with the South Shields 365 Vision, it is apparent that the proportion of vacant property has grown well above the national average compared to the 2012 Study. Particular concentrations of vacant units are notable on Fowler Street and the western end of King Street. Left unchecked, this could have serious implications for the overall vitality and performance of the town centre.

3.12 It is recognised that the town is in transition with significant investment proposed to take place in the centre over the next few years. However certain areas such as Fowler Street are showing notable clusters of vacancies which detracts from the quality of the centre, particularly being one of the key gateways into the centre.

Retailer Representation

3.13 Multiple comparison retailers present in the town centre includes stationers WHSmith; fashion and footwear operators Sports Direct, New Look, JD Sport, Debenhams, River Island, Burton, Next, Clarks, Shoe Zone, Argos, Bon Marché, Select, Greenwoods, Peacocks; mobile phone shops EE, Vodafone, O2, Three, Carphone Warehouse; opticians Specsavers, Vision Express; and discounters Wilko, B&M Bargains, Poundland and Poundworld. Notable closures of prominent multiple comparison retailers since the previous survey are BhS, Marks & Spencer, Officers Club and That’s Entertainment. Marks & Spencer and BhS in particular present a notable gap in anchors within the centre. Whilst most of these vacancies are due to tough trading conditions at a national level, it highlights the vulnerability of the centre to market change particularly in relation to fashion retailers. A number of independent comparison retailers are interspersed within the centre, however these tend to be located towards the secondary areas within the centre towards Fowler Street or at the junction of King Street and Market Place.

3.14 Convenience retail provision in the centre is dominated by the Asda Superstore on Coronation Street and Morrisons on King Street. These act as significant draws to the centre, although Asda currently feels somewhat disconnected from the rest of the town centre due to the presence of St Hilda’s Church. Smaller convenience retailers are present including a Heron Foods, as well as a small number of independent butchers and bakers interspersed through the centre.

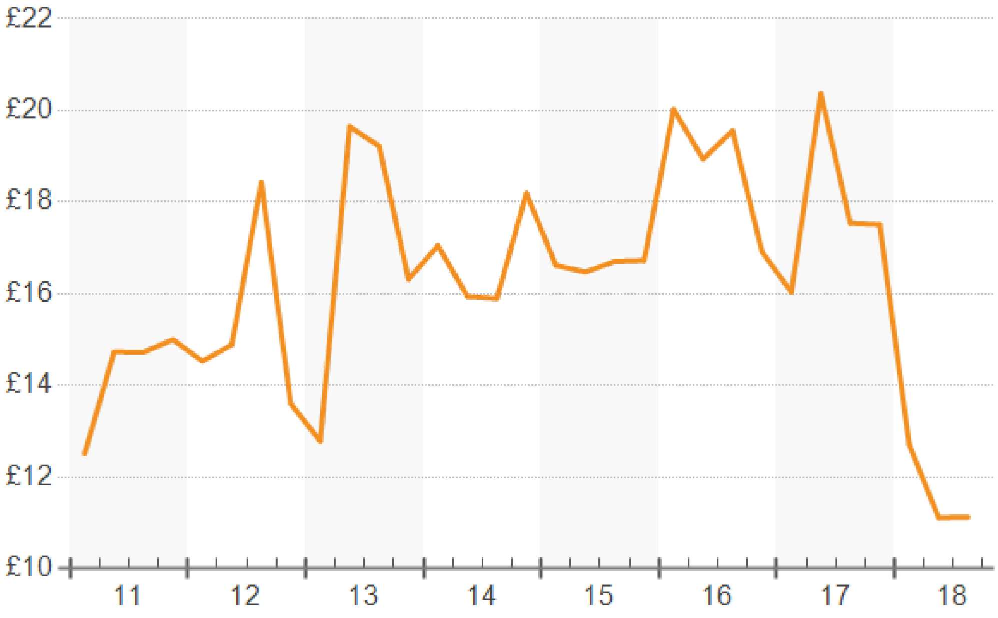
3.15 South Shields market also operates on a Monday, Friday and Saturday in Market Place, providing a range of goods and serving as a notable attractor to the centre. Additionally, during the summer months, the ‘Pepperpot Fayre’ takes place, which is a monthly craft and specialist food fair.

3.16 The town centre's food and drink offer mainly comprises public houses (Ship and Royal, Mechanics Arms), bars (Hogarths, Life of Riley), cafés (Costa, Caffé Nero) and hot food takeaways (Subway, Greggs, and McDonald's). There are also a number of independent cafés surrounding Market Place and towards the eastern end of King Street. Provision of restaurants within South Shields centre is generally limited, with no multiple operators present, however outside of the primary shopping area along Ocean Road, there are numerous cafés and restaurants serving visitors to South Shields beach and South Marine Park.

Commercial Rents and Yields

3.17 We have sourced commercial property data for South Shields Town Centre from CoStar UK. Figure 3.3 below shows asking rents for commercial property within the town centre have fluctuated at around £18 per sq.ft, though displaying a marginal upward trend since 2013. However, there appears to be a notable dip to around £11 per sq. ft in 2018 (though the reason for this fall is unclear). The five-year average stands at £16.95 per sq. ft. It is important to note that only a single lease transaction has been reported by CoStar since 2013 which suggests a very low level of leasing activity within the town centre in recent years. Given the absence of any recent property sales, the data are too limited to provide reliable commercial property yields within the town centre.

Figure 3.3 South Shields Town Centre Asking Rents 2011-18(£ per sq. ft)



Source: CoStar UK

Accessibility and Pedestrian Flows

3.18 South Shields Town Centre is highly accessible by a range of transport modes. A Metro Station is located within the Town Centre connecting South Shields to Gateshead and Newcastle to the north-west or Sunderland to the south east. Situated on Chapter Row in close proximity to the Metro Station is the current bus interchange. As might be expected in light of the scale of South Shields, numerous bus services are provided including to Newcastle and Gateshead (Crusader 27), Cleadon Park (12), Fellgate (X20) and Biddick Hall (4). As mentioned in Section 2, the South Shields 365 vision includes the provision of a new Metro / bus interchange at South Shields, with improved access and permeability between the interchange and the centre.

3.19 Road access to South Shields Town Centre is reasonably uncongested, however the central area of South Shields has restricted access along Fowler Street to cater for a dedicated bus lane. A ring road comprising the A194, , A183, B1384 and B1202 roads, allows for circulatory travel to numerous car parks surrounding the centre. Many of these are owned by the Council (East Street, Salem Street, Mile End Road and Oyston Street) offering free parking for two hours. In addition, both Morrisons and Asda offer free two-hour parking for customers, allowing for linked trips to the town centre.

3.20 Pedestrian access to the town centre is generally good particularly along the east-west axis of the centre. King Street and Market Place are pedestrianised areas offering a car-free environment to explore the centre, with Market Place in particular being resurfaced with high quality materials as part of Phase 1 of South Shields 365. North-South pedestrian connections are generally less permeable particularly between Waterloo Square / Coronation Street (Asda in particular) and King Street. Phase 2 (currently underway) and the later Phase 3 proposals of South Shields 365 would assist in improving these connections with a new pedestrian route being proposed though new and reconfigured retail provision.

3.21 Pedestrian activity within the town centre is concentrated along King Street and Market Place (particularly on market day). However, Fowler Street has significantly lower footfall, and lower footfall was also noted around Coronation Street as travel appeared to be undertaken mainly by car in these locations. Car park utilisation close to the centre was high (particularly within the supermarkets and Oyston Street car parks), providing free and easy access to the centre by car. We noted significant variations in the level of footfall with strong activity during the school holidays, however during term time the level of footfall generally is lower within the week.

Town Centre Environment

3.22 The town centre environment in South Shields is particularly mixed. Where investment has occurred, there are examples of high quality public realm. This is the case with the pedestrianised area of King Street and the recently improved Market Place, which has involved the construction of 'The Word', However, this is contrasted with Fowler Street which suffers from high levels of vacant units including noticeable clusters of shuttered shopfronts. The general appearance in these locations is poor and is a deterrent to the casual visitor venturing further. The impression that is achieved is that of a failing centre despite Fowler Street being one of the main routes to the centre by foot. Coupled with this, the public realm in this location is sparse and underwhelming.

Figure 3.4 Town Centre Environment, Market Place and Fowler Street

3.23 It is also of concern that the western part of King Street is experiencing a growing number of vacancies following the closure of anchor stores such as Marks & Spencer. Whilst a number of these vacancies are related to the South Shields 365 Vision (Stage 3 involves the creation of a new north-south pedestrian access to King Street coupled with new or reconfigured retail provision), there is also a growing number of general vacancies in this location. There is a real risk that this will interrupt pedestrian flows through to Market Place, which could potentially concentrate at the eastern end of King Street. The implementation of Stage 3 of the 365 proposals is predicted to commence in 2020 following demolition of the vacant units in 2019. Therefore, completion of Stage 3 is not predicted to occur until 2021 or 2022, which potentially means that this area will not be regenerated for a number of years.

Figure 3.5 Town Centre Environment, King Street and Chapter Row

3.24 The area between Chapter Row and Coronation Street / Barrington Street has now either been cleared or has left a number of vacant / underutilised in pursuit of taking forward Phase 3 of the South Shields 365 Vision. This results in an unattractive environment detracting from the rest of the centre; however, it is recognised that this is transitional stage prior to Phases 2 and 3 of the 365 Vision being completed.

Summary

3.25 The overall performance of South Shields currently is adequate, with a strong comparison retail offer despite recent high profile losses. Whilst convenience retail provision is below the national average, the Asda and Morrisons stores act as strong anchors for the centre to support linked trips. Despite this the centre – particularly within the fashion retail sector – is vulnerable to changing retail trends. Vacancy levels have significantly grown since the previous survey. Food and drink and service sector provision within the centre is below average and could help to build in resilience in the future.

3.26 We recognise that the centre is in transition. Recent improvements to the public realm at Market Place together with 'The Word' have bolstered activity within this area. However, it is essential that Phases 2 and 3 of South Shields 365 come forward to support wider improvements to the centre. We note that Phase 3 of the 365 initiative supports a mixed use retail and leisure scheme, the latter being an element which is particularly lacking within the centre currently. Fowler Street in particular suffers from very high vacancies as well as an unattractive public realm which may suggest that consolidation of the primary shopping area in this location is required. The western part of King Street also has a cluster of vacancies which threatens the vitality and viability of this part of the centre, potentially undermining the recent investment at the Market Place. Whilst it is acknowledged that this is exacerbated by the need to redevelop a number of units for the 365 initiative, there is nevertheless a noticeable cluster of vacancies which detracts from the key shopping street within the centre.

Performance of Jarrow Town Centre

3.27 Jarrow is a compact centre dominated by the 1960s Viking Centre, surrounded by remnant parts of the earlier Victorian centre. The Viking Centre is set out in a precinct style, being principally inward facing, though with some shopfronts facing onto Ellison Street and Grange Road. The vast majority of town centre provision falls within the centre, including the later addition of a Morrisons supermarket and petrol filling station in the early 2000s.

Previous Findings

3.28 The 2011 Retail and Leisure Study found that Jarrow Town Centre was an essentially healthy town centre with a higher than average comparison and convenience retail offer and commensurate low vacancy rate. A strong multiple retailer representation was recorded due to the dominance of the Viking Centre making it a vital and viable town centre.

Diversity of Uses

3.29 Data collected by PBA in June 2018 (see Table 3.3 below) show that the primary shopping area of Jarrow Town Centre contained 95 units at that date (down from 98 in March 2011), providing a total floorspace of 20,349 sq.m. The average unit size is therefore 214 sq.m, reflecting the fact that there are a greater number of larger floorplate units within the centre due to the presence of the purpose built Viking Centre.

Table 3.3 Diversity of Uses Table for Jarrow Town Centre

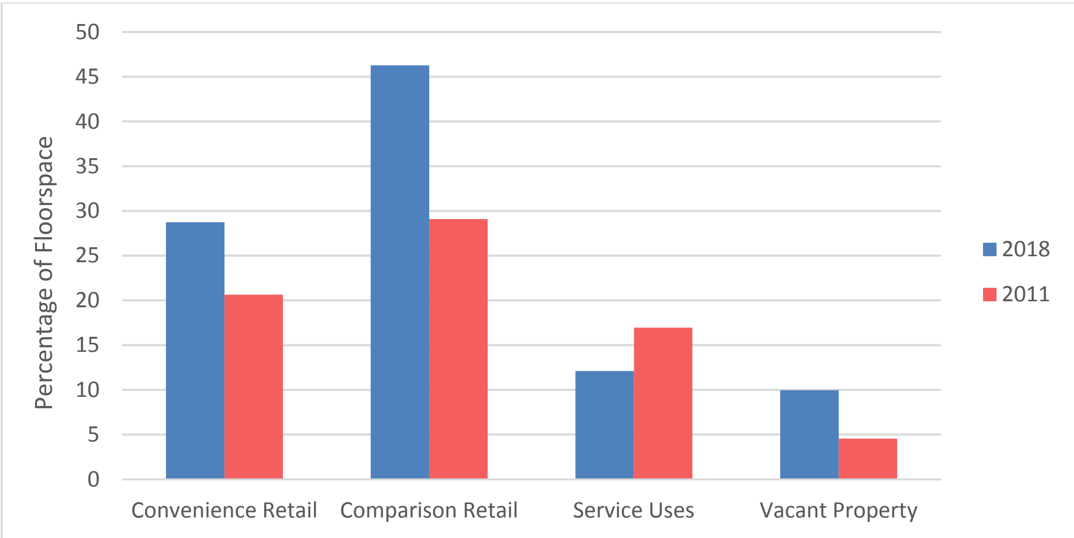
Jarrow Town Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	33	35	38.08	9,416.50	46.27	43.4
Convenience (A1)	11	12	9.78	5,843.54	28.72	18.42
Retail Services (A1)	15	16	12.96	929.73	4.57	6.41
Professional (A2)	7	7	7.96	557.16	2.74	6.44
Food and Drink (A3-A5)	10	11	17.74	860.29	4.23	13.24
Other service	3	3	0.79	115.50	0.57	0.58
Miscellaneous	3	3	0.39	601.50	2.96	0.29
Vacant	13	14	12.3	2,024.68	9.95	11.23
Total	95	100	100	20,349	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.30 Consistent with the previous health check, Table 3.3 indicates that Jarrow has a stronger than UK average convenience retail sector, comprising 12 per cent of units and 29 per cent of floorspace (well above the national averages in both regards). These figures are dominated by the Morrisons supermarket though there are also a number of small independent convenience retail outlets along Bede Precinct.

3.31 In terms of comparison retail, 35 per cent of town centre units are in comparison retail use, equating to 46 per cent of floorspace. This is below the national average by proportion of units but above the national average in terms of proportion of floorspace. These figures indicate a healthy position for a centre of this scale and reflects the presence of a relatively small number of large format comparison retail units including New Look, Peacocks, Wilkos and B&M. There are also a number of smaller comparison units along Bede Precinct. The breath of comparison retail provision is good for a centre of this size, including fashion and footwear (New Look, Peacocks, Shoe Zone), DIY and homeware (Wilkos and Argos).

Figure 3.6 Images of Jarrow Town Centre

Figure 3.7 Jarrow Town Centre Diversity of Uses (2011 and 2018)



Source: PBA and South Tyneside Council

3.32 The service sector offer of Jarrow town centre has reduced compared to the 2011 survey, however both comparison and convenience retail has notably increased, in quantitative terms.

Proportion of Vacant Property

3.33 The proportion of vacant property in Jarrow Town Centre was 14 per cent at April 2018, equating to 10 per cent of floorspace within the town centre. By floorspace this is below the UK average, though by number of units it is above the national average. This indicates that those vacant units tend to be smaller units present within the centre. Whilst vacancy levels have increased from their low level in 2011, this is still close to the national average and is not a current concern. Overall there is no particular concentration of vacant units, however we noticed a greater proportion on Grange Road during our visit. The evening economy is not significantly established in Jarrow apart from the local public house and restaurants. However, there is also the Energie Fitness Gym within the Viking Centre which is open until 10pm, 7 days a week.

Retailer Representation

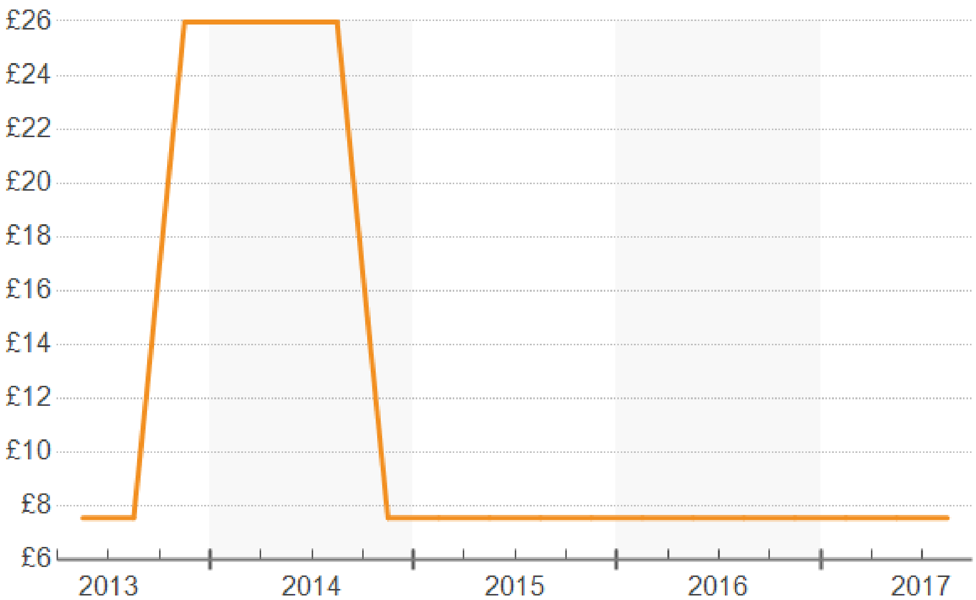
3.34 Anchor retailers within Jarrow Town Centre include Morrisons, New Look, and B&M Bargains. Other multiple convenience and comparison retailers include Peacocks, Shoe Zone, Card Factory, Argos, Superdrug and Boots. There are also some good quality independent retailers within the town centre, including Homefair Blinds, Four Seasons Florists and M I Dickson Butchers.

3.35 In terms of food and drink, there are no national multiples present however there are a small number of independent cafés, restaurants (Santino's Pizza and Grill Bar, Martino's) and a public house (Ben Lomand).

Commercial Rents and Yields

3.36 Commercial property data for Jarrow Town Centre have been sourced from CoStar UK, as shown in Figure 3.8 below. Very limited rental data are available for Jarrow and therefore the graph fluctuates significantly as a result. Figure 3.8 identifies that asking rents grow from just below £8 per sq. ft in 2013 up to £26 per sq. ft in 2014, returning back to £8 per sq. ft from 2015. Therefore, limited reliance can be placed on the data in light of the low level of activity within Jarrow Town Centre. CoStar reports that no lease transactions occurred in the last 5 years and therefore no yield data on commercial properties are available.

Figure 3.8 Jarrow Town Centre Asking Rents 2013-18 (£ per sq. ft)



Source: CoStar UK

Accessibility and Pedestrian Flows

3.37 Jarrow Town Centre is highly accessible by a range of transport modes. Jarrow Metro station (connections to South Shields and Newcastle) is located a short distance to the west of the town centre which in turn links to Jarrow bus station on Sheldon Street. The bus station provides regular connectivity to

Newcastle and South Shields (Crusader 26/27/ 11/ Whey Aye 5), Murton ('9 the 9'). Direct road access is achieved to the centre from the A185 which also provides access to a range of car parks including Morrisons, Napier Street, Sheldon Street and Station Street. There is also on-street parking provision along Station Street and Grange Road which together ensures a distribution of car parking across the town centre serving to support its vitality.

3.38 At the time of our visit, on a weekday during the school holidays, footfall was concentrated with the Viking Centre (Bede Precinct) particularly through to Morrisons though relatively quiet along Ellison Road and Grange Road. Additional footfall generators were stalls on Bede Precinct including a children's entertainer, an ice cream van and a novelty items seller. Due to the compact and pedestrianised nature of the centre, shoppers tended to stay within the Viking Centre complex. Limited activity other than retail was taking place in the centre largely due to the general lack of cafés, restaurants and bars in the immediate locality. This is supported by the compact layout of the centre, the fact that it is largely pedestrianised and the relatively even distribution of car parking facilities.

Town Centre Environment

3.39 Jarrow Town Centre is dominated by the 1960s Viking Centre (originally the first Arndale centre in the UK), which can appear externally dominant and uninviting. However, within Bede Precinct and along Grange Road, the public realm has been improved which softens the architecture. Part of the original town centre remains on the west side of Ellison Road and at the crossroads with Grange Road. Therefore, the streetscene is somewhat mixed. Notwithstanding this the town centre appears popular, with a good variety of retailers present for a centre of this compact scale.

3.40 The public realm within the town centre is generally of a good quality and well maintained, with plentiful street furniture. We did not observe any apparent issues with graffiti, litter, crime or safety at the time of our visit to the town centre.

Figure 3.9 Town Centre Environment, Jarrow

3.41 The layout of the centre is essentially square in shape with a cruciform pattern of pathways formed by Bede Precinct. This provides an easily navigable centre, largely devoid of cars. Further investment in the public realm within the centre will assist in drawing footfall through the primary frontages. The Victorian town centre has an attractive built environment but is severed from the centre by Grange Road and Ellison Street. Public realm improvements in this area, including raised crossing points, would help to knit together these currently disparate elements.

Summary

3.42 In summary, we consider that Jarrow remains a vital and viable town centre. It has reasonable representation from national retailers and a number of good quality independents. Whilst tending towards the discount sector, this serves its catchment well and ensures the centre remains popular. The centre also continues to provide a very good convenience retail offer with the large Morrisons foodstore acting as a strong anchor. Whilst the town centre vacancy rate has increased since 2011, it remains around UK average and is limited to smaller retail units. There is a need to encourage further independent shops or cafés to fill vacant units particularly along Grange Road, which will provide a more active frontage in this location.

Performance of Hebburn Town Centre

3.43 Hebburn is the smallest of South Tyneside's three town centres and primarily comprises a compact 1960s 'New Town' centre dominated by the Mountbatten Shopping Centre though also including parts of Station Road. Key anchors are convenience retailers Asda Local, Heron and Farmfoods, though this tends to be for top-up shopping rather than main food shopping trips.

Previous Findings

3.44 The previous health check of Hebburn Town Centre, undertaken in 2011, found that the centre had vitality and viability issues due to the high level of vacancies. Convenience retail provision was found to be high compared with comparison retail provision which was well below the UK average.

Diversity of Uses

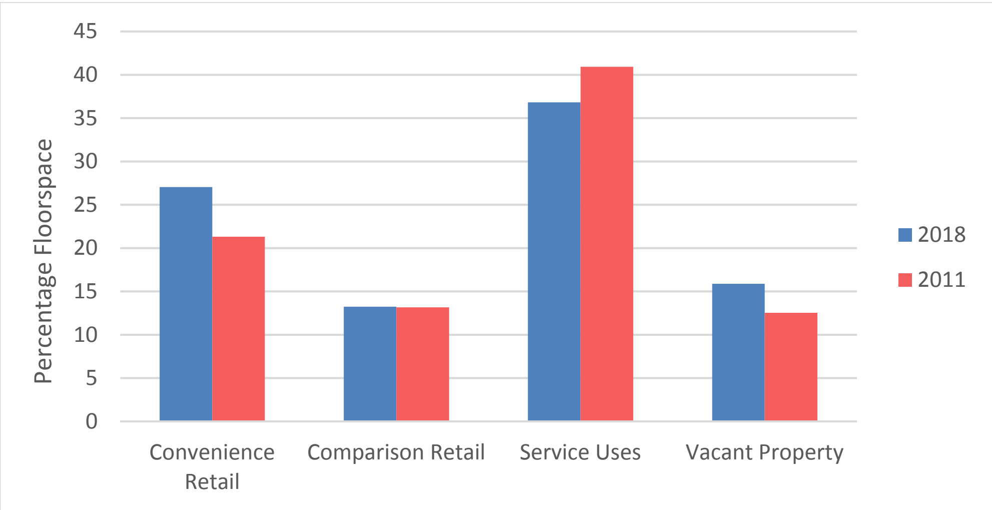
3.45 Data collected by PBA in April 2018 (see Table 3.4 below) show that the primary shopping area of Hebburn Town Centre contained 61 units (down from 65 in March 2011), providing a total floorspace of 5,161 sq.m.

Table 3.4 Diversity of Uses Table for Jarrow Town Centre

Hebburn Town Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	11	18	38.08	682.20	13.22	43.4
Convenience (A1)	8	13	9.78	1,395.57	27.04	18.42
Retail Services (A1)	13	21	12.96	717.44	13.90	6.41
Professional (A2)	2	3	7.96	216.79	4.20	6.44
Food and Drink (A3-A5)	5	8	17.74	404.47	7.84	13.24
Other service	8	13	0.79	560.84	10.87	0.58
Miscellaneous	2	3	0.39	365.00	7.07	0.29
Vacant	12	20	12.3	818.87	15.87	11.23
Total	61	100	100	5,161	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.46 Table 3.4 identifies that comparison retail at the centre remains well below the national average at 18 per cent of units and 13 per cent of floorspace. The proportion of units in convenience retail use is well above the UK average at 13 per cent of units and 27 per cent of floorspace respectively, thus confirming the centre's main role for top-up convenience retailing. The proportions of retail services, professional services and food and drink uses within the centre are all well below the national average, underlining the dominance of convenience retail within the centre.

Figure 3.10 Hebburn Town Centre Diversity of Uses (2011 and 2018)



Source: PBA and South Tyneside Council

3.47 Comparing the results of the 2018 survey with the previous 2011 survey, it is clear that the proportion of convenience retail and vacant floorspace has increased, whilst comparison retail floorspace has remained constant, albeit at a low base. The proportion of service uses has declined slightly.

Proportion of Vacant Property

3.48 The town centre vacancy rate at the time of the PBA survey was notably above the UK average at 20 per cent as a proportion of the number of town centre units (compared to 12.3 per cent nationally) and by proportion of floorspace was 16 per cent compared to 12 per cent nationally. This stubbornly high vacancy rate is a continued theme from the previous survey and is a concern.

Retailer Representation

3.49 The main convenience retailers within Hebburn Town Centre are Asda, Heron and Farmfoods. Other multiple operators are Lloyds Pharmacy, Greggs and Ladbrokes betting shops. There are no other multiple retailers within the centre though there are a number of small independent retailers, café owners and service providers.

Commercial Rents and Yields

3.50 Published data on commercial rents and yields in Hebburn Town Centre are very limited. Figure 3.11 displays asking rents in Hebburn since 2011, which shows a very variable pattern ranging from £9 per sq. ft in 2011 to £13.50 per sq. ft in 2015, before plummeting to £8 per sq. ft in 2018. We ascribe this significant variability to the lack of transactions taking place over the period. In general terms, the level of asking rents for Hebburn is significantly lower than other town centres in South Tyneside.

Figure 3.11 Hebburn Town Centre Asking Rents 2013-18 (£ per sq. ft)

Accessibility and Pedestrian Flows

3.51 Hebburn is accessible by a range of transport modes. There is a Metro station a short distance to the east of the centre, providing access to South Shields and Newcastle. Regular bus services are also available along Station Road including the Crusader 26 and 27 (Newcastle / South Shields). Access by car is via either the A185 or B1927 with free parking at public car parks on Glen Street and Victoria Court. The level of provision is adequate for the size of the centre and numerous free spaces were observed during our visit.

3.52 At the time of our visit, the town centre was quiet and pedestrian activity was concentrated around the Asda store on Station Road. The level of activity observed was low given that it was within the school holidays. In light of the limited number of cafés and restaurants and cultural facilities, the centre lacks activity linked to the evening economy.

Town Centre Environment

3.53 Hebburn is dominated by the 1960s Mountbatten Shopping Centre, though there is also a linear element to the centre along Station Road. There has been a number of public realm improvements recently including repaving and the provision of new street furniture. Whilst this is a significant improvement, the layout of the shopping centre remains inward facing which reduces the overall visibility of the centre. The shopping precincts within the centre are of variable quality, with some frontages being recently refreshed, with others having a generally tired appearance as well as lack of natural surveillance. The linear elements along Station Road are reasonably welcoming, though lack any anchor store to encourage pedestrian activity in this area. Construction of a new Aldi store adjacent to Station Road will provide a strong anchor which when completed and trading, should generate additional footfall in this area.

3.54 Significant investment in Hebburn Central and Hebburn Library has recently taken place adjacent to the centre, which adds additional footfall to the centre. Fountain Park, close to the North of the centre, provides immediately accessible and good quality greenspace.

Figure 3.12 Town Centre Environment, Hebburn

Summary

3.55 In summary, we consider Hebburn to be currently underperforming with relatively low vitality and viability. Anchor convenience retailers are critical to retaining the relatively low level of footfall present in the centre, providing day-to-day shopping facilities, services and leisure uses. The town centre has a stubbornly high vacancy rate despite public realm improvements and significant public investment including Hebburn Central and Hebburn Library. As such, we consider that the town centre has moderately declined in its overall performance since 2011. Notwithstanding this, the provision of a new Aldi will provide a notable boost to the centre which should improve levels of footfall.

Performance of District Centres

Boldon Colliery

3.56 Boldon Colliery is a linear centre along North Road and East View though it also includes a substantial Asda superstore.

3.57 As a result of the Asda superstore noted above, the convenience retail floorspace offering in Boldon Colliery is by far the dominant use covering over 82 per cent of the total floorspace within the District Centre. The majority of individual units in Boldon Colliery are occupied by retail services operators, which account for around 6 per cent of the floorspace in the district centre. Comparison retailers make up under three per cent of the floorspace in Boldon Colliery, which is which is not surprising given the presence of Asda within the centre with its comparison retail provision with the store. The level of vacancies is extremely low by proportion of floorspace (1.7 per cent, or 11 per cent by proportion of the number of retail units). Both figures are below the UK average.

Table 3.5 Diversity of Uses Table for Boldon Colliery District Centre

Boldon Colliery District Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	4	14	38.08	164.82	2.96	43.4
Convenience (A1)	3	11	9.78	4,596.81	82.60	18.42
Retail Services (A1)	9	32	12.96	357.00	6.42	6.41
Professional (A2)	1	4	7.96	75.25	1.35	6.44
Food and Drink (A3-A5)	4	14	17.74	96.56	1.74	13.24
Other service	4	14	0.79	177.20	3.18	0.58
Miscellaneous	0	0	0.39	-	-	0.29
Vacant	3	11	12.3	97.50	1.75	11.23
Total	28	100	100	5,565	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.58 Boldon Colliery is therefore a well-used centre, which is dominated by the Asda superstore. This helps to generate linked trips to North Road / East View and we note that Heron Foods has also recently opened.

3.59 Boldon Colliery is therefore a vital and viable centre serving a greater than local catchment due to the presence of the Asda superstore.

Boldon Lane

3.60 Boldon Lane District Centre is a largely linear centre spanning across Boldon Lane and Stanhope Road. The form of the centre gets increasingly fragmented on Bolton Lane south of Beattie Street, being interspersed with residential and vacant units. As identified in Table 3.6, the latest data identifies that the District Centre contained a total 45 units at the time of our survey, providing a total of 3,272 sq. m. of floorspace.

Table 3.6 Diversity of Uses Table for Boldon Lane District Centre

Boldon Lane District Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	8	18	38.08	655.91	20.05	43.4
Convenience (A1)	5	11	9.78	977.77	29.88	18.42
Retail Services (A1)	3	7	12.96	142.55	4.36	6.41
Professional (A2)	0	0	7.96	-	-	6.44
Food and Drink (A3-A5)	10	22	17.74	493.00	15.07	13.24
Other service	12	27	0.79	840.58	25.69	0.58
Miscellaneous	0	0	0.39	-	-	0.29
Vacant	7	16	12.3	162.16	4.96	11.23
Total	45	100	100	3,272	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.61 In a similar manner to Boldon Colliery, the offering at Boldon Lane is dominated by a convenience foodstore – operated by Lidl in this instance. The data suggests that there is 978 sq. m. of convenience floorspace at Boldon Lane, which amounts to almost 30 per cent of the overall floorspace within the district centre.

3.62 Some 27 per cent of units at Boldon Lane District Centre are occupied by ‘other services’, which includes a fitness centre and bookmakers. ‘Other services’ make up 840 sq.m. of floorspace which, at around 25 per cent of the overall floorspace within the district centre, is far greater than the typical floorspace occupied by nationally by ‘other services’ (0.58 per cent). Comparison retailers occupy one fifth of the overall floorspace within the Boldon Lane district centre, which is less than half of the national average occupied by comparison retailers (43 per cent). Vacancy levels are at well below the national average by proportion of floorspace (5 per cent) though above the national average when measured against proportion of units (16 per cent).

3.63 The environmental quality is somewhat functional with no public realm enhancements evident, however the new expanded Lidl store presents a modern addition to the centre. Towards the south of the centre on Bolton Lane, the streetscene deteriorates with a greater number of vacant retail units interspersed between dwellings. There was a low level of litter observed during our visit and no evidence of anti-social behaviour.

3.64 Overall, we consider the centre to be healthy for a centre of its size and role, with the centrally located Lidl store acting as a strong anchor boosting linked trips with the rest of the centre. Vacancy levels are generally low, though we suggest consolidation of the District Centre at the southern end of Boldon Lane.

Dean Road

3.65 Dean Road District Centre is a predominantly linear centre comprising terraced retail and service accommodation close to the Chichester Metro stop south of South Shields. Table 3.7 identifies that the district centre comprises a total of 57 units, providing a total of 3,995 sq.m. of floorspace. Some 11 units within the district centre, equating to almost 40 per cent of the available floorspace, was identified as vacant within the latest survey. This high vacancy figure is largely as a result of the closure of the Mecca bingo hall, which occupied the largest single unit within the district centre, until the closure of the facility in September 2014. Nevertheless, the vacancy rate remains high at 19 per cent by proportion of units within the centre.

Table 3.7 Diversity of Uses Table for Dean Road District Centre

Dean Road District Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	12	21	38.08	497.88	13.31	43.4
Convenience (A1)	6	11	9.78	576.27	15.40	18.42
Retail Services (A1)	14	25	12.96	503.13	13.45	6.41
Professional (A2)	0	0	7.96	-	-	6.44
Food and Drink (A3-A5)	9	16	17.74	467.44	12.50	13.24
Other service	5	9	0.79	215.83	5.77	0.58
Miscellaneous	0	0	0.39	-	-	0.29
Vacant	11	19	12.3	1,480.5	39.57	11.23
Total	57	100	100	3,995	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.66 Of the units which are occupied, roughly equal levels of floorspace are occupied by convenience retail (15.4 per cent), retail services (13.5 per cent), comparison (13.3 per cent) and food and drink operators (12.5 per cent).

3.67 The environmental quality is neat and functional with no public realm enhancements evident, however the centre is fragmented particularly around the former Mecca bingo hall and Marsden Street due to a greater predominance of residential and other non-town centre uses. There is also a cluster of vacancies close to Byron Street which currently detract from the streetscene. There was a low level of litter observed during our visit and no evidence of anti-social behaviour.

3.68 The greatest activity is focussed towards the western (near Stanhope Parade) and eastern ends (at the Sunderland Road junction) of the centre where there is a greater density of occupied units. We therefore consider that Dean Road District Centre is generally healthy overall despite higher than average vacancies, but will benefit from consolidation.

Frederick Street

3.69 Frederick Street District Centre comprises a relatively concentrated district centre located off Laygate roundabout on the Western Approach (A194) to South Shields. Since the previous retail study the centre has undergone significant consolidation with the southern half of the centre demolished and redeveloped for residential uses. Therefore, the level of retail floorspace and number of units has substantially reduced. The latest data identifies 61 units within the district centre, providing a total of 5,277 sq. m. of floorspace. As shown in Table 3.8, approximately one third of the units within the district centre, totalling 23 per cent of the floorspace, was identified as vacant within our survey.

Table 3.8 Diversity of Uses Table for Frederick Street District Centre

Frederick Street District Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	17	28	38.08	1,417.52	26.86	43.4
Convenience (A1)	7	11	9.78	1,693.73	32.10	18.42
Retail Services (A1)	5	8	12.96	295.01	5.59	6.41
Professional (A2)	0	0	7.96	-	-	6.44
Food and Drink (A3-A5)	9	15	17.74	525.26	9.95	13.24
Other service	2	3	0.79	131.00	2.48	0.58
Miscellaneous	0	0	0.39	-	-	0.29
Vacant	21	34	12.3	1,214.65	23.02	11.23
Total	61	100	100	5,277	100	100

Source: PBA Survey and GOAD Experian (for UK averages)

3.70 Table 3.8 indicates that Frederick Street has a stronger than national average convenience retail representation, comprising 11 per cent of units and 32 per cent of floorspace. These figures are dominated by presence of a Lidl supermarket and Heron Foods. In terms of comparison retail, 28 per cent of units are in comparison retail use, equating to around 27 per cent of floorspace, which is below the national average.

3.71 As is evident from the survey plan in Appendix A, Frederick Street has a high level of vacancies compared to the UK average, particularly at the south of the centre where it is clustered. The anchor Lidl store at the north of the centre is a key attractor to the centre but unfortunately this does not encourage linked trips with the rest of the centre. This is principally due to the position of the Lidl store adjacent to the Laygate / Western Approach roundabout which is convenient to car users who want to ‘shop and go’ at Lidl. Additionally, the Lidl store ‘turns its back’ on the retail units along Green Street and so limits the visibility between the Lidl store and rest of the centre.

3.72 Being inward facing, Frederick Street District Centre is not visible to traffic travelling along Western Approach, which consequently means the centre loses out on opportunistic passing trade. This means that visitors to the centre are generally very localised. Overall footfall is low as a consequence, which in turn impacts on the vacancy level.

3.73 Despite theis, the environmental quality of the centre along Frederick Street has an ordered and compact quality which has been enhanced by the surrounding recent residential development and associated public realm. At Green Street, the streetscene is poorer in quality, principally due to it being dominated by Lidl's car park. The Lidl store also has a very limited active frontage, with the building presenting blank elevations except at the main entrance.

3.74 We consider that is strong potential to improve the current level of vacancies, moving on from this transitional phase and setting a clear identify for the centre. This will assist in making the centre become an identifiable destination of choice, with consequential improvements in footfall.

3.75 Overall, we consider that Frederick Street District Centre is currently underperforming, though we recognise that it is still in transition following its recent consolidation. We make specific recommendations on potential actions and enhancements in Section 6.

Harton Nook

3.76 Harton Hook is a long linear district centre radiating from the Sunderland Road/ Prince Edward Road roundabout junction. As shown in Table 3.9, some 71 units were identified within the district centre, providing a total of 5,541 sq. m. of floorspace. Vacancy levels at Harton Hook, both in terms of the number of units and floorspace, are below the national average.

Table 3.9 Diversity of Uses Table for Harton Hook District Centre

Harton Nook District Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	24	34	38.08	1,378.01	24.87	43.4
Convenience (A1)	12	17	9.78	2,288.09	41.29	18.42
Retail Services (A1)	4	6	12.96	157.56	2.84	6.41
Professional (A2)	5	7	7.96	225.61	4.07	6.44
Food and Drink (A3-A5)	12	17	17.74	730.61	13.19	13.24
Other service	6	8	0.79	370.80	6.69	0.58
Miscellaneous	0	0	0.39	-	-	0.29
Vacant	8	11	12.3	390.43	7.05	11.23
Total	71	100	100	5,541	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.77 The data suggest that there is a strong convenience retail offering at Harton Hook district centre, with 12 stores providing 2,228 sq. m. of convenience retail floorspace. The convenience retail floorspace offering equates to 41 per cent of floorspace, which is far greater than the national average of 18 per cent. The convenience offering comprises stores operated by national operators including Tesco, Sainsbury's, Iceland and Farmfoods alongside local independents.

3.78 Approximately one third of units are occupied by comparison retail operators, which makes up around one quarter of the floorspace with the district centre and is therefore below the national average of 43 per cent of floorspace. The level of vacancies measured both by proportion of floorspace and units is below the national average which is a positive indication of the centre's health.

3.79 In our assessment, Harton Nook is the best performing District Centre within South Tyneside. This is largely a function of its location along the busy Prince Edward Road, its large surrounding residential population and the plentiful provision of free parking directly adjacent to the retail units. Consequently, this arrangement generates a significant level of passing trade and we consider that the centre is performing well with high level of footfall evident during the time of our visit.

3.80 The environmental quality is good with public realm improvements to the footpaths and adjacent to the roundabouts within the centre. There was no evidence of anti-social behaviour or letter at the time of our visit.

3.81 We consider that Harton Nook is a vital and viable centre, performing the role of a District Centre well.

Westoe Bridges

3.82 Westoe Bridges District Centre comprises a relatively small, linear centre comprising terraced retail and service accommodation, interspersed with residential accommodation south of South Shields Town Centre. As shown in Table 3.10, the district centre contains 38 units, providing a total of 1,680 sq. m. of floorspace.

3.83 Approximately one third of units within the district centre, equating to around 26 per cent of the floorspace, was identified as vacant within our survey, which is far greater than the national average. Of the units which were in use, the majority were occupied by independent retailers.

Table 3.10 Diversity of Uses Table for Westhoe Bridges District Centre

Westoe Bridges District Centre - Diversity of uses						
Category	**No. of units**	**% of units**	**UK %**	**Floorspace sq.m**	**Floorspace (%)**	**UK %**
Comparison (A1)	9	24	38.08	413.69	24.62	43.4
Convenience (A1)	2	5	9.78	133.51	7.95	18.42
Retail Services (A1)	6	16	12.96	189.81	11.30	6.41
Professional (A2)	1	3	7.96	43.50	2.59	6.44
Food and Drink (A3-A5)	4	11	17.74	149.80	8.92	13.24
Other service	3	8	0.79	319.80	19.04	0.58
Miscellaneous	0	0	0.39	-	-	0.29
Vacant	13	34	12.3	429.93	25.59	11.23
Total	38	100	100	1,680	100	100
Source: PBA Survey and GOAD Experian (for UK averages)						

3.84 Around one quarter of units and floorspace within Westoe Bridges is occupied by comparison retail operators. Some 16 per cent of units were in use by retail services providers, who occupied 11 per cent of the floorspace. Both the percentage of units and floorspace occupied by retail service providers is higher than the national average. Conversely, the percentage of units and floorspace occupied by convenience retailers is below the national average.

3.85 We consider that Westoe Bridges is underperforming in its role as a District Centre with a lack of anchor retailers which generate footfall to the rest of the centre, despite being located on a busy road. The centre is suffering from high levels of vacancies which appear to cluster to the north of the centre (see Appendix A). The current centre is fragmented as a consequence of intervening residential and other non-town centre uses. This is particularly evident to the south of the centre between Spohr Terrace and Elizabeth Street. It is therefore evident that consolidation of the centre may be required.

3.86 Overall, in our assessment, Westoe Bridges District Centre is declining, with a lack of anchor retailers (particularly in the convenience retail sector) to drive footfall within the centre. This poor performance threatens the centre’s status as a District Centre if left unchecked.

4 CURRENT RETAIL AND LEISURE EXPENDITURE PATTERNS

Introduction

4.1 In this section we utilise the results from the household telephone survey to identify the current patterns of comparison and convenience retail and leisure spending by residents within the Borough. The findings can also be compared to the results from the previous household survey to indicate how shopping patterns have changed over time.

Household Survey Methodology

4.2 The last comprehensive Borough-wide survey of shopping patterns was undertaken over six years ago to support the South Tyneside Retail, Health and Capacity Study of 2012. Given the passage of time, and to ensure an up to date evidence base to underpin the preparation of the Borough's new Local Plan, a new household telephone survey has been undertaken as part of this study to provide up-to-date evidence of current shopping patterns. Accordingly, our assessment of local patterns of retail spending, as set out in this section of our report, is based on a new telephone survey of 1,000 households undertaken in April 2018.

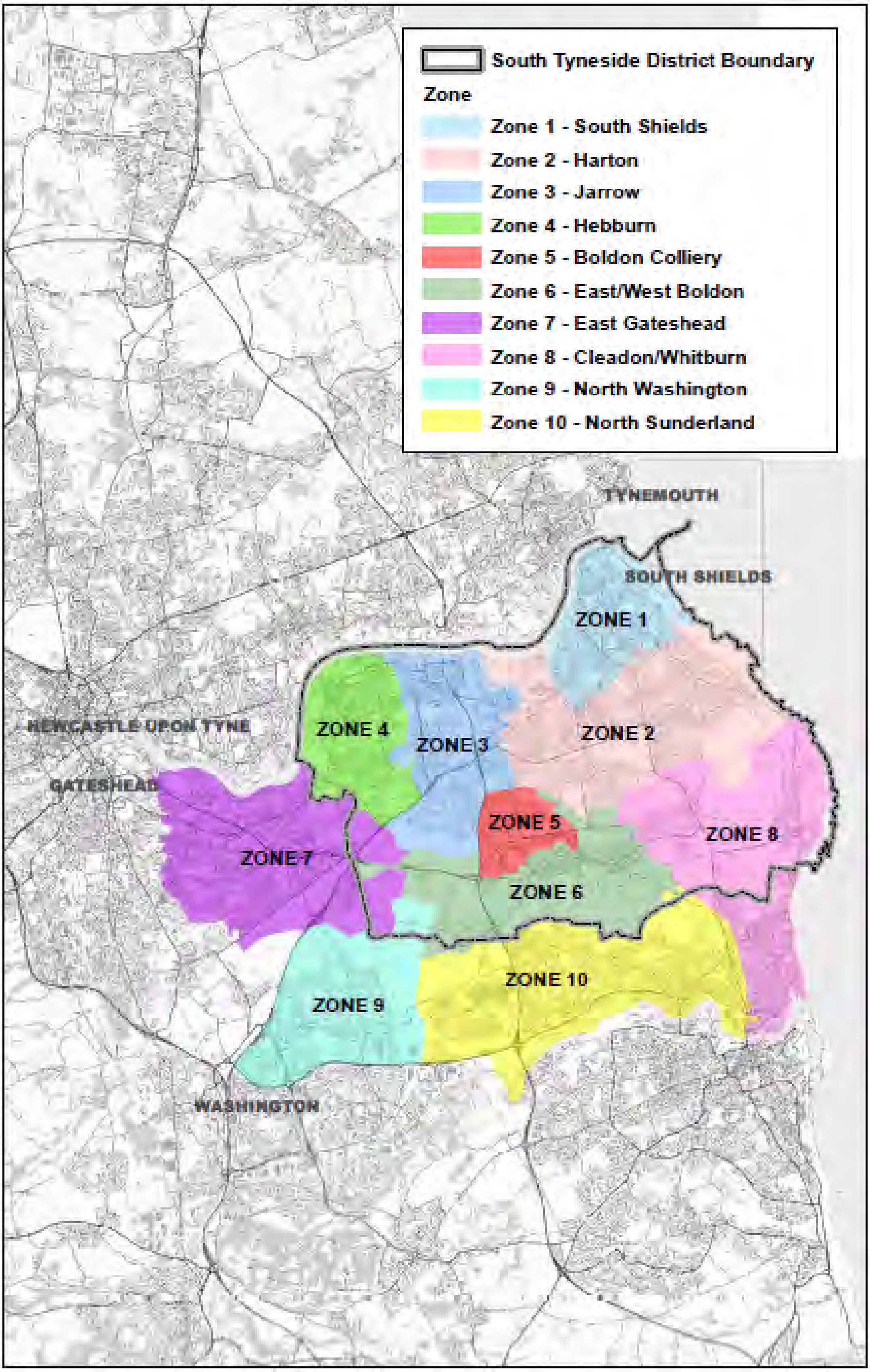
Study Area

4.3 The study area – as shown on the plan in Appendix B and in Figure 4.1 below – is based on postcode sector boundaries and is similar to the study area used within the Council's previous study. However, the current study area excludes areas to the north of the River Tyne given that the previous household survey showed that destinations within the Borough had very little influence on the shopping patterns of residents within these areas.

Table 4.1 Postcode Sectors by Survey Zone

Zone	Postcode sectors
1 – South Shields	NE33 1, NE33 2, NE33 3 ,NE33 4 and NE33 5
2 – Harton	NE34 0 NE34 6 NE34 7 NE34 8 and NE34 9
3 – Jarrow	NE32 3, NE32 4 and NE32 5
4 – Hebburn	NE31 1 and NE31 2
5 – Boldon Colliery	NE35 9
6 – East/West Boldon	NE36 0
7 – East Gateshead	NE10 0, NE10 8 and NE10 9
8 – Cleadon / Whitburn	SR6 0, SR6 7, SR6 8 and SR6 9
9 – North Washington	NE37 1, NE37 2 and NE37 3
10 – North Sunderland	SR5 1, SR5 2, SR5 3, SR5 4 and SR5 5

Figure 4.1 Study Area



Source: Ordnance Survey (2016) and Experian (2017)

4.4 We have ensured at least 100 completed interviews for each zone, with the results of the survey being weighted according to the actual population in each zone.

Survey Questionnaire

4.5 The survey questionnaire, which is reproduced in Appendix B, sought to establish:

- patterns of convenience goods spending, based on the location of:
  - the store where the household last undertook a main food and grocery shop (question 1); and
  - the store where the household last undertook a ‘top-up’ food and grocery shop (question 4).
- patterns of comparison goods spending, based on the locations of the last purchase of:
  - clothes and shoes (questions 5 and 6);
  - furniture, carpets or soft household furnishings (questions 7 and 8);
  - DIY and decorating goods (questions 9 and 10);
  - electrical items, such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers (questions 11 and 12);
  - domestic appliances, washing machines, fridges or cookers (questions 13 and 14)
  - health, beauty and chemist items (questions 15 and 16);
  - recreational goods, such as sports equipment, bicycles, musical instruments and toys (questions 17 and 18); and
  - other non-food items, such as books, CDs, jewellery, glass and china products (questions 19 and 20).

4.6 In addition to spending on retail goods, the household survey also sought to identify patterns of spending on leisure services and cultural activities (question 22 to 27), based on the locations where households spend the most money on:

- restaurants/cafés;
- pubs/bars/nightclubs;
- cinema;
- theatre/concerts; and
- health and fitness.

Composite Patterns of Spend on Comparison Goods

4.7 The composite pattern of spending for comparison goods was achieved on the basis of expenditure data supplied by Experian. Table 4.2 below provides the weightings of each comparison goods category used to achieve the composite comparison figure.

Table 4.2 Composite Patterns of Comparison Goods Spend

Category	Percentage weighting
Clothes and shoes	29.1%
Furniture, carpets and soft household furnishings	14.8%
DIY and decorating goods	4.5%
Electrical items	6.3%
Domestic appliances	2.3%
Health, beauty and chemist items	14.8%
Recreational goods	15.9%
Other non-food goods	12.3%

4.8 The population of the study area in 2018, disaggregated by zone, is shown in the third row of figures in Table 1 of Appendix D. The overall population in the 2018 base year amounts to approximately 266,659 persons, which is ONS based. Future year population projections to 2033 are based data from Experian MMG3 and based on sub-national population projections published by the ONS.

4.9 The per capita spend on comparison goods in 2018 (Table 3a of Appendix D) varies from a low of £2,053 in Zone 10 to a high of £3,297 in Zone 6. The total amount of comparison goods spending for residents of the whole of the study area in 2018 is approximately £651m (Table 3a of Appendix D), excluding special forms of trading (internet, catalogue and TV shopping, which we subsequently abbreviate as SFT).

4.10 Table 4a of Appendix D shows the market shares that each zone of the study area achieves in terms of the total spend on comparison goods by residents of each zone within the study area, and Table 5a of Appendix D sets out the pattern of expenditure flows for the comparison goods sector as a whole, as revealed by the household survey.

4.11 Table 4.3, which is derived from the final column of Table 5a of Appendix D, summarises the main destinations for comparison goods expenditure within and outside the Borough. South Shields and Jarrow Town Centres are the main destinations for comparison shopping within the study area, attracting £101.8m (15.6 per cent) and £32.1m (4.9 per cent), respectively, of comparison retail expenditure within the study area. The Borough’s third town centre, at Hebburn, achieves a market share of just 0.7 per cent, equivalent to £4.8m.

4.12 Other district and local centres, retail parks and freestanding stores located within the study area account for a further £68.65m (10.5 per cent) of the comparison goods expenditure available to residents of the study area. Thus, overall, some 32 per cent of expenditure on comparison goods available to the study area's residents is spent in town, village and local centres, or in retail parks and freestanding stores, which are located within the study area. This is known as the aggregate retention rate.

Table 4.3 Broad Destinations for Comparison Goods Expenditure

Destination	Expenditure (£m)	Expenditure (%)
South Shields Town Centre	101.84	15.6
Jarrow Town Centre	32.06	4.9
Hebburn Town Centre	4.76	0.7
Other destinations within the Study Area	68.10	10.5
Total retained expenditure	**206.76**	**31.8**
Total leakage outside of the Study Area	**444.20**	**68.2**
TOTAL	650.96	100%

4.13 Table 4.3 confirms that more than two-thirds or £444m of the comparison retail expenditure available within the study area (in 2018) leaks to destinations beyond the study area. The market shares and estimated comparison goods turnovers of the main centres and retail parks/freestanding stores within the study area (i.e. all destinations with a market share of 1 per cent or more) are set out in the last two columns of Table 5a of Appendix D and are summarised in Table 4.4.

Table 4.4 Comparison Goods Expenditure Retained Within the Study Area

Defined centres within the Study Area	Expenditure (£m)	Expenditure (%)
South Shields Town Centre (including Asda)	101.84	15.6
Jarrow Town Centre	32.06	4.9
Boldon Colliery District Centre (including Asda)	17.29	2.7
East Boldon Road Neighbourhood Centre	8.00	1.2
Other defined centres	8.55	1.3
Retail parks and freestanding stores within the Study Area		
Sunderland Retail Park	10.03	1.5
Hylton Riverside Retail Park	8.57	1.3
The Peel Centre, Washington	6.89	1.1
Other destinations	7.95	1.2

4.14 Table 4.4 confirms that South Shields Town Centre is the main comparison shopping destination in the study area, with a market share of 15.6 per cent. South Shields is followed by Jarrow Town Centre with a market share of 4.9 per cent. The only other defined centres that achieve a market share of more than 1 per cent are the district centre at Boldon Colliery (2.7 per cent) and the neighbourhood centre at East Boldon Road (1.2 per cent). Other defined centres within the study area achieve a total market share of 1.2 per cent.

4.15 The main out-of-centre comparison shopping destinations are located within the southern part of the study area. Sunderland Retail Park achieves the highest turnover with a market share of 1.5 per cent, followed by the Hylton Riverside Retail Park and Peel Centre in Washington which achieve a comparison retail market share of 1.3 and 1.1 per cent respectively. However, it should be noted that facilities within the study area's defined centres attract the significant majority of retained comparison retail expenditure (in total 84 per cent of retained comparison retail expenditure).

4.16 68 per cent of comparison retail expenditure generated by residents of the study area 'leaks' to destinations outside of the study area. The main destinations for comparison goods expenditure leakage, again as shown in the last two columns of Table 5a of Appendix D, are summarised below in Table 4.5. The principal destination for comparison goods expenditure leakage is Newcastle City Centre, which attracts £114.1m of the study area's comparison goods expenditure, equating to a market share of 17.5 per cent. Expenditure leakage to Newcastle is therefore approximately £13 greater than the comparison goods turnover of South Shields Town Centre, underlying the city centre's influence over the shopping patterns of residents within the study area.

4.17 Sunderland City Centre achieves the second highest market share of any destination outside of the study area, accounting for £107.5m or 16.5 per cent of all comparison retail expenditure. Washington Town Centre attracts £41.8m of comparison retail expenditure from the study area with a market share of 6.4 per cent. The only other defined centre outside of the study area to achieve a market share of over 1 per cent is Gateshead Town Centre with comparison retail turnover of almost £9.5m drawn from the study area, equivalent to a market share of 1.5 per cent.

4.18 Other destinations outside of the study area, including shopping centres, retail parks and freestanding stores, achieve a combined market share of 29.8 per cent. The dominant out-of-centre destination outside of the study area is the Metro Centre which attracts £69.8m of comparison retail expenditure (a market share of 10.7 per cent). Team Valley Retail Park to the south of Gateshead achieves a comparison retail turnover of just over £38.2m from residents of the study area, whilst Metro Retail Park has an equivalent turnover of £16.4m. This equates to market shares of 5.9 per cent and 2.5 per cent respectively.

4.19 The only other destinations outside of the study area that achieve market shares greater than 1 per cent are the Silverlink Shopping Park at Wallsend and the Trimdon Street West Retail Park in Sunderland (both 1.4 per cent). A dispersed range of other destinations then account for the remaining £23.0m of comparison retail expenditure that currently leaks from the study area.

Table 4.5 Main Destinations for Comparison Goods Expenditure Leakage

Defined centres outside of the Study Area	Expenditure (£m)	Expenditure (%)
Newcastle-upon-Tyne City Centre	114.1	17.5
Sunderland City Centre	107.5	16.5
Washington Town Centre (including Galleries Retail Park)	41.8	6.4
Gateshead Town Centre	9.5	1.5
Other defined centres	5.5	0.8
Retail parks and freestanding stores outside of the Study Area		
Metro Centre Shopping Centre (Mall), Gateshead	69.8	10.7
Team Valley Retail World, Gateshead	38.2	5.9
Metro Retail Park, Gateshead	16.4	2.5
Silverlink Shopping Park, Wallsend	9.4	1.4
Trimdon Street West Retail Park, Sunderland	9.0	1.4
Other destinations	23.0	3.5

4.20 The study area's retention level by zone (see Table 4a of Appendix D) varies from a low of 7.2 per cent in Zone 6 (East/West Boldon) to a high of 56.2 per cent in Zone 1 (South Shields). Residents in Zones 1, 2 and 3 of the study area, covering South Shields, Harton and Jarrow, spend more than 50 per cent of their total comparison retail expenditure within the study area. Residents in Zones 4, 5 and 6, covering Hebburn, Boldon Colliery and East /

West Boldon, spend over a third (37 per cent) of their total comparison retail expenditure. The lowest retention rates are found in the remaining four zones covering East Gateshead, North Washington, East/West Boldon, and Clevedon and Whitburn.

4.21 The localised retention rate – which is the proportion of expenditure on comparison goods available to residents in a specific zone that is spent in centres and stores located within that zone – only exceeds 10 per cent of comparison retail expenditure within three of the ten study area zones. This reflects that few of the zones contain any significant in-centre or out-of-centre comparison retail facilities. The three zones that achieve higher localised retention rates are Zone 7 (East Gateshead) at 7.2 per cent and Zone 9 (North Washington) 9.6 per cent.

Comparison Goods Market Shares

4.22 We provide below a more detailed analysis of the comparison goods market shares achieved by each of the three town centres in South Tyneside. We also briefly examine a number of other significant centres outside the study area.

South Shields Town Centre

4.23 South Shields Town Centre achieves a comparison goods market share of 45.0 per cent in its own zone (Zone 1) and also 42.3 per cent in the neighbouring Zone 2 (Harton). South Shields is clearly the most dominant comparison retail destination within Zone 1 and Zone 2 with the second most popular destination, Newcastle City Centre, achieving a market share of only 12.9 per cent within Zone 1 and Zone 2 respectively. However, the town centre has limited influence over other zones, achieving market shares of over 10 per cent in only Zone 3 (Jarrow). South Shields achieves a market share of less than 5 per cent in Zones 7 to 9 covering East Gateshead, North Washington and Clevedon/Whitburn.

Jarrow Town Centre

4.24 Jarrow Town Centre draws the vast majority of its comparison retail turnover from Zones 3 and 4 of the study area, covering Jarrow and Hebburn given its more localised offer and the general lack of comparison offer within Hebburn Town Centre. Jarrow's influence on shopping patterns outside of Zones 2 and 3 is very limited with Jarrow only achieving above 5 per cent in one other Zone (Zone 1). Newcastle City Centre is the most popular destination for comparison retail expenditure within Zone 3.

Hebburn Town Centre

4.25 The levels of comparison retail turnover and market shares of Hebburn Town Centre are markedly lower than the Borough's other two town centres. Hebburn achieves a market share of 6.2 per cent in its own zone (Zone 3) and has negligible influence on other parts of the study area. Both Jarrow and

South Shields town centres achieve a higher market share in Zone 3 than Hebburn Town Centre.

Centres outside the Study Area

4.26 As noted above, Newcastle City Centre is the most popular comparison retail destination for residents of the study area. It accounts for around a quarter of all comparison retail expenditure in Zones 3 to 7 of the study area and holds market shares of more than 10 per cent in all zones except for Zone 10 (North Sunderland).

4.27 The only other centre outside of the study area with significant market shares is Sunderland City Centre. Sunderland's influence is greatest in Zones 8 and 10 where it achieves market shares of 40.3 per cent and 52.7 per cent respectively. It also has a market share of 23 per cent in Zone 6.

4.28 Washington Town Centre (including Galleries Retail Park) achieves a comparison retail market share of 16.5 per cent across the study area as a whole. However, this influence is concentrated in Zone 8 (Cleadon/ Whitburn) and Zone 10 (North Sunderland) where it has a market share of 40.3 per cent and 52.7 per cent respectively.

Other destinations outside the Study Area

4.29 There are two key out-of-centre destinations outside of the study area. The regional shopping centre at the Metro Centre draws trade from all parts of the study area with its highest market share of 23.7 per cent in Zone 7 (East Gateshead – which is also the study area's most affluent zone in terms of per capita comparison retail expenditure). The Metro Centre achieves market shares of over 10 per cent in six of the ten zones within the study area.

4.30 Team Valley Retail Park in Gateshead has an overall market share of 5.9 per cent within the study area. Its strongest influence is on Zones 7 (East Gateshead) and Zone 9 (North Washington) where it holds market shares of 18.5 per cent and 10.9 per cent respectively.

Current Patterns of Spending on Convenience Goods

4.31 Per capita expenditure on convenience goods in 2018, based on Experian MMG3 data, varies across the study area from a low of £1,746 in Zone 1 (South Shields) to a high of £2,106 in Zone 6 (East/West Boldon). The total amount of convenience goods spending for residents of the whole study area in 2018 is just under £502m (Table 5b of Appendix D), excluding SFT. The pattern of expenditure flows for the convenience goods sector as a whole, as revealed by the survey of households, is set out in Tables 5a and 5b of Appendix D.

4.32 Table 4.6 below – which is derived from Table 5b of Appendix D – reveals that, overall, some £417m, or 83.1 per cent, of the expenditure on convenience goods available to residents of the study area is spent within the study area; this is known as the aggregate retention rate.

Table 4.6 Broad Destinations for Convenience Goods Expenditure

Destination	Expenditure (£m)	Expenditure (%)
Total retained expenditure within the Study Area	417.1	83.1
Total expenditure leakage	84.9	16.9
TOTAL EXPENDITURE	**501.2**	**100.0**

4.33 Overall, we consider that the current level of convenience expenditure retention to be good.

Main destinations for convenience shopping

4.34 Table 4.7 shows retained expenditure and market shares for all destinations within the study area that achieve market shares of more than 2 per cent. The most popular destination for convenience shopping within the study area is the Asda store at Boldon Colliery, which has a convenience goods turnover of around £70m, and a market share of 13.9 per cent. The next most popular destinations for convenience shopping within the study area are the Morrisons store in Jarrow Town Centre and the Asda store in South Shields Town Centre, with convenience turnovers of £39.55m and £37.85m respectively, equating to market shares of 7.9 per cent and 7.5 per cent. The Aldi store in South Shields also trades very well securing total retained expenditure of almost £29m and a market share of 5.8 per cent. No other single foodstore achieves a market share of over 5 per cent but a further six stores throughout the study area achieve shares of between 2 and 5 per cent.

Table 4.7 Main Destinations for Convenience Goods Expenditure Retained within the Study Area

Foodstores within the Study Area	Expenditure retained (£m)	Market share (%)
Asda, North Road, Boldon Colliery District Centre	69.76	13.9
Morrisons, Viking Precinct, Jarrow Town Centre	39.55	7.9
Asda, South Shields Town Centre	37.85	7.5
Aldi, Chichester Road, South Shields	28.99	5.8
Morrisons, Lowry Road, Seaburn	23.36	4.7
Aldi, Hylton Riverside Retail Park	22.17	4.4
Aldi, Shields Road, Pelaw, Felling	17.81	3.5
Tesco Extra, Newcastle Road, Sunderland	17.80	3.5
Asda, Hebburn Town Centre	20.91	3.2
Lidl, Boldon Lane District Centre	14.38	3.0

4.35 The main leakage destinations for convenience goods expenditure are set out in Table 4.8, and are predominantly located in Washington. Most expenditure leakage from the study area is from residents of Zones 7 and 9 to more convenient foodstore destinations in Washington and Gateshead.

Table 4.8 Main Destinations for Convenience Goods Expenditure Leakage

Foodstores outside of the OCA	Expenditure retained (£m)	Market share (%)
Asda, The Galleries, Washington Town Centre	14.55	2.3
Aldi, The Galleries, Washington Town Centre	11.64	2.3
Sainsbury's, The Galleries, Washington Town Centre	8.41	1.7
Tesco Extra, Trinity Square, Gateshead	6.20	1.2

4.36 As Table 4.9 shows, the study area's retention level by zone – that is, the proportion of expenditure on convenience goods available to residents in a specific zone which is spent in town centres and stores located within the study – is over 90 per cent within Zones 1-6 and Zone 8. These very high retention levels reflect the variety and choice of foodstore destinations within these zones. Key anchor stores are Zones 1 Asda, Aldi and Morrisons in South Shields; Lidl, Boldon Lane in Zone 2; Morrisons, Jarrow in Zone 3, Asda, Hebburn in Zone 4; Asda, Boldon Colliery in Zone 5; Sainsbury's Local, Station Road in Zone 6; and Morrisons, Seaburn in Zone 8. Many of these stores also achieve market share from a number of zones within the study area.

4.37 The next highest zonal retention rate is in Zone 10 (North Sunderland) at 82.7 per cent, which is dominated by Aldi, Hylton Riverside Retail Park, Sunderland.

4.38 Most other zones within the study area achieve localised retention rates of between approximately 27 and 62 per cent, depending on the presence or otherwise of main foodstores within these zones. The two zones with notably lower localised retention rates are Zone 7 (East Gateshead) and Zone 9 (North Washington).

Table 4.9 Localised Convenience Goods Retention Rates

Zone	Zonal retention rate (%)
1	95.4
2	93.4
3	97.0
4	91.7
5	96.1
6	92.7
7	62.1
8	93.3

Zone	Zonal retention rate (%)
9	26.7
10	82.7

4.39 Overall, we consider that the result reveals a high level of localised retention for convenience goods and there are no zones with an acute deficiency in convenience retail provision.

Convenience Goods Market Shares

4.40 Table 4.10 shows, for each zone, 'dominant' stores with a zonal market share of over 25 per cent, and stores with shares between 8 and 25 per cent, which have a 'subsidiary' influence.

Table 4.10 Dominant Convenience Goods Stores, and Stores with Subsidiary Influence

Zone	Dominant Stores (greater than 25% market share)	Subsidiary Stores (market share between 8% and 25%
1	Asda, South Shields Town Centre	Aldi, Chichester Road, South Shields Morrisons, South Shields Town Centre
2		Asda, South Shields Town Centre Aldi, Chichester Road, South Shields Lidl, Boldon Lane District Centre Asda, North Road, Boldon Colliery District Centre
3	Morrisons, Viking Precinct, Jarrow Town Centre	Asda, North Road, Boldon Colliery District Centre Aldi, Chichester Road, South Shields Aldi, Shields Road, Pelaw, Felling
4	Morrisons, Viking Precinct, Jarrow Town Centre Asda, Hebburn Town Centre	Asda, North Road, Boldon Colliery District Centre Aldi, Shields Road, Pelaw, Felling
5	Asda, North Road, Boldon Colliery District Centre	
6	Asda, North Road, Boldon Colliery District Centre	Sainsbury's Local, Station Road Neighbourhood Centre
7		Asda, North Road, Boldon Colliery District Centre Aldi, Shields Road, Pelaw, Felling Asda, Old Fort Road, Gateshead
8	Morrisons, Lowry Road, Seaburn	Asda, North Road, Boldon Colliery District Centre Tesco Extra, Newcastle Road, Sunderland Lidl, Roker Avenue, Roker
9	Asda, The Galleries, Washington Town Centre	Aldi, Armstrong Road, Washington Aldi, The Galleries, Washington Town Centre Sainsbury's, The Galleries, Washington Town Centre
10		Aldi, Hylton Riverside Retail Park, Sunderland Asda, North Road, Boldon Colliery District Centre Sainsbury's, Riverside Road, Sunderland

4.41 Table 4.10 shows that:

- The Asda store at Boldon Colliery is the dominant store in two zones and has a subsidiary role in a further six zones. It is clear that this store is trading well and is highly accessible from large parts of the study area.
- Other Asda stores are dominant foodstores in three other zones. These include the Asda stores in South Shields and Hebburn Town Centres.
- Morrisons in Jarrow Town Centre is a dominant store in Zones 3 and 4. However, it does not have subsidiary influence within any other parts of the study area.
- There are no dominant stores in three zones, although in each case there are three or four subsidiary stores providing residents with good consumer choice.
- There are no zones where consumer choice necessarily limited, though shoppers may need to travel further to access stores in Zone 9, which eplains the noticeably lower retention rate.

4.42 The survey findings indicate that a high proportion of convenience retail expenditure is retained within the study area and that most residents have access to a good choice of convenience retail destinations. We therefore consider the current convenience offer provides enough choice and competition across the Borough.

Current Patterns of Spending on Leisure Services and Cultural Activities

4.43 As noted at the beginning of this section, the household survey questionnaire also sought to identify patterns of spending on various types of leisure and cultural services. The most popular destinations for these various activities enjoyed by residents of each survey zone, are set out in Table 4.11. We also describe below in order to provide an insight into whether any centres within the study area have potentially greater roles to play in the provision of leisure and cultural services.

Table 4.11 Most Popular Destinations for Expenditure on Leisure Services and Culture

Zone	Restaurants/ Cafes	Bars/ Pubs/ Clubs	Cinema	Theatre and Concerts	Health and fitness
1	South Shields Town Centre	South Shields Town Centre	Boldon Colliery	Sunderland City Centre	South Shields Town Centre
2	South Shields Town Centre	South Shields Town Centre	Boldon Colliery	Sunderland City Centre	South Shields Town Centre
3	Newcastle City Centre	Jarrow Town Centre	Boldon Colliery	Sunderland City Centre	Jarrow
4	Newcastle City Centre	Newcastle City Centre	Boldon Colliery	Newcastle City Centre	Jarrow
5	Boldon Colliery	Boldon Colliery	Boldon Colliery	Newcastle City Centre	Boldon Colliery

Zone	Restaurants/ Cafes	Bars/ Pubs/ Clubs	Cinema	Theatre and Concerts	Health and fitness
6	Newcastle City Centre	East Boldon	Boldon Colliery	Newcastle City Centre	South Shields Town Centre
7	Newcastle City Centre	Newcastle City Centre	Gateshead Town Centre	Newcastle City Centre	Gateshead
8	Sunderland City Centre	SunderLand City Centre	Sunderland City Centre	Sunderland City Centre	Sunderland
9	Washington Town Centre	Washington Town Centre	Boldon Colliery	Newcastle City Centre	Washington
10	Sunderland City Centre	Sunderland City Centre	Boldon Colliery	Sunderland City Centre	Sunderland

Leisure Services and Cultural Activities Sub-Sectors

Restaurants and cafés

4.44 The most popular destination for visits to restaurants and cafés is South Shields Town Centre (24 per cent), closely followed by Newcastle-upon-Tyne City Centre (23 per cent). Sunderland City Centre (15 per cent) was the only other destination to account for more than 5 per cent of responses.

4.45 Newcastle-upon-Tyne City Centre was the most popular destination for visits to restaurants and cafés in four of the ten survey zones, with South Shields Town Centre and Sunderland City Centre being the most popular in two zones each. Washington Town Centre is the most popular destination for residents of Zone 9 and Boldon Colliery for residents of Zone 5.

Pubs, bars and nightclubs

4.46 As is the case with restaurants, the three most popular destinations for pubs, bars and nightclubs are South Shields Town Centre (21 per cent), Newcastle City Centre (19 per cent) and Sunderland City Centre (12 per cent). However, Boldon Colliery also accounted for 10 per cent of responses in the pubs, bar and nightclubs sub-category. Other destinations identified by more than 5 per cent of respondents were East Boldon (6 per cent), Washington Town Centre (5 per cent) and Jarrow Town Centre (5 per cent).

4.47 South Shields Town Centre, Newcastle City Centre and Sunderland City Centre were the most popular destinations for residents of two survey zones each, depending on proximity. Jarrow Town Centre, Boldon Colliery, East Boldon and Washington Town Centre were the most popular destinations for the other four survey zones.

Cinemas

4.48 The most popular cinema destination identified by the household survey was Cineworld at Boldon Colliery (62 per cent). This was the most popular destination in eight of the ten survey zones. The only other locations accounting for more than 5 per cent of responses in this category were Empire in Sunderland (12 per cent), Vue in Gateshead (10 per cent) and Odeon at the Metro Centre (6 per cent).

Theatres/concerts

4.49 The most popular destinations for theatres and concerts was Sunderland City Centre (43 per cent) followed by Newcastle City Centre (38 per cent). The only destination within South Tyneside of any significance in this category was South Shields Town Centre, which accounted for 11 per cent of responses.

Health and fitness centres

4.50 The most popular destination for health and fitness activities was South Shields Town Centre, with 22 per cent of responses. Jarrow Town Centre was the next most popular at 16 per cent, followed by Sunderland at 13 per cent. No other destination accounted for more than 10 per cent of responses, Table 4.11 showing that this leisure activity is undertaken on a more localised basis.

South Shields Town Centre

4.51 South Shields Town Centre performs reasonably in terms of both the ‘restaurants and cafés’ and ‘pubs, bars and nightclub’ categories, where the most localised patterns of trips might normally be expected. However, a large proportion of residents are travelling considerable distances to the city centres of Newcastle and Sunderland to access these type of leisure facilities. As is the case with all of the town centres in South Tyneside, the role of South Shields in providing leisure facilities such as theatres, concerts, and cinema is very limited. The majority of such visits are to destinations outside of the Borough. There would appear to be scope to improve these types of facilities to diversify and support the evening economy within the town centre.

Jarrow Town Centre

4.52 The findings of the household survey demonstrate the relatively poor performance of Jarrow Town Centre in terms of leisure provision. The only categories within which Jarrow performed slightly more strongly was in terms of ‘pubs, bars and nightclubs’ and ‘health and fitness’, albeit that its role was large confined to its own zone of the study area. Jarrow’s performance in terms of ‘restaurants and cafes’ was notably poorer than South Shields, according to the findings of the household survey.

Other Centres within the Borough

4.53 The town centre at Hebburn performed very poorly in terms of leisure and cultural activities, even within its own zone of the study area. It is clear that this centre lacks a range of these types of services and that local residents are meeting their needs within the Borough’s other centres, or at destinations outside of the study area.

4.54 The district centre at Boldon Colliery is the only other notable in-centre location for leisure activities within the Borough. It provides the only multi-screen cinema within the study area and a number of associated restaurant facilities that are operated by brands such as Nandos, Pizza Hut and Frankie and Benny’s.

District Centres

Aside from Boldon Colliery, due to the presence of the Vue cinema close to the centre, no other District Centres featured in the household survey principally due to the smaller scale nature of the centres and a reflection of their general lack of cultural and leisure facilities.

5 ASSESSMENT OF RETAIL NEEDS

Introduction

5.1 Based on the retail spending patterns identified in the previous section, and forecasts of future population and retail expenditure growth, this section of the report sets out the quantitative need for additional retail floorspace in the Borough across the study period. It goes on to provide our assessment of qualitative needs based on the town centre performance analysis set out in Section 3 of this report, and having regard to our review of market trends included at Section 2.

Quantitative Assessment

Methodology

5.2 The key inputs and assumptions that have been applied as part of our quantitative assessment of retail needs are explained below. Our assessment is based on sub-national population projections provided by the Office for National Statistics (ONS).

5.3 At the outset, we emphasise that capacity forecasts should, in line with the national Planning Practice Guidance, be subject to regular review throughout the plan period, in order to ensure an up-to-date evidence base which is based on accurate economic and market trends. Related to that general point, we advise that the longer-term quantitative forecasts set out in this assessment (post-2023) should be treated as indicative given the inherent uncertainties in respect of longer-term economic and demographic trends.

Population and Expenditure Growth

5.4 Tables 1, 3a and 6 of Appendix D set out detailed figures for population and retail expenditure growth in the study area over the period to 2035. These population figures are derived from Experian and are based on ONS sub-national population projections. The total population figures for the study area are presented below in Table 5.1. The Council as part of its emerging Local Plan is seeking to base the proposed housing requirement on the standard methodology approach set out in the revised NPPF and PPG guidance. The latest 2016 household projections from ONS were published in September 2018. However, a number of inconsistencies have been identified in the dataset and the Government is seeking to produce revised household projections by the end of December 2018. For these reasons, we consider the Experian sourced ONS data to be the most robust for the purposes of undertaking the retail study.

5.5 The figures in Table 5.1 show that the study area is predicted to experience only limited population growth over the study period under the trend-based scenario.

Table 5.1 Summary of Trend-based Population Growth

Year	Population	Population Growth relative to 2018
2018	124,329	-
2023	124,829	2,818
2028	125,540	5,128
2033	126,028	7,300

Source: Table 1 of Appendix D

5.6 Table 5.2 below provides a summary of overall levels of convenience retail spending growth across the study period. This includes an allowance made for special forms of trading (SFT), taken from Experian's Retail Planner Briefing Note 15 (RPBN) of December 2017. Expenditure on SFT is excluded from our assessment as it is not considered to be available to support the future development of retail floorspace.

5.7 Experian provides adjusted forecasts of SFT market shares to account for online transactions that are serviced through stores (i.e. items that are 'picked' for home delivery from stores and purchases made via 'click and collect'). Localised rates of SFT were captured by the household survey (see Appendix D), though they do not take account of how individual transactions are serviced. The localised rates vary for convenience and comparison goods. For convenience goods, the SFT market share identified by the household survey was 2.5 per cent. This is slightly lower than Experian's adjusted market share for SFT of 3.4 per cent in 2018. However, as Experian provides adjusted SFT forecasts to take into account SFT sales from stores, we have consequently applied the adjusted SFT forecasts over the study period as set out in Figure 5 of EPBN 15.

5.8 Based on Experian population data and expenditure forecasts, the total level of available convenience retail expenditure (excluding SFT) is expected to increase only marginally by £8.54 million in the period to 2033, as shown in Table 5.2 below.

Table 5.2 Convenience Expenditure Growth Summary

Year	Convenience expenditure inc. SFT (£m)	SFT (£m)	Convenience expenditure exc. SFT (£m)
2018	£519.05	£17.07	£501.98
2023	£524.34	£21.13	£503.20
2028	£530.81	£24.31	£506.50
2033	£537.07	£26.55	£510.53

Source: Table 3b of Appendix D

5.9 Table 5.3 provides an equivalent summary for comparison goods expenditure. Again the level of SFT is based on the adjusted SFT Experian forecasts for comparison goods as set out in Figure 5 of ERPBN 15. For 2018 this equates to 15.4 per cent compared to a market share of 18.2 per cent which was identified by the household survey. As previously mentioned, as the Experian data takes into account SFT sales from stores, we have therefore utilised these forecasts as being the most appropriate. Excluding this element of expenditure, we forecast an increase in available comparison retail expenditure within the study area of £392.99 million to 2033.

Table 5.3 Comparison Expenditure Growth Summary

Year	Comparison expenditure inc. SFT (£m)	SFT (£m)	Comparison expenditure exc. SFT (£m)
2018	£751.21	£100.25	£650.96
2023	£874.30	£129.58	£744.73
2028	£1,028.72	£153.96	£874.76
2033	£1,219.02	£185.08	£1,033.95

Source: Table 3a of Appendix D

Retained Expenditure

5.10 The quantitative forecasts of retail need take account of the total amount of comparison and convenience goods expenditure which is retained within South Tyneside. Table 5.4 sets out the total amount of expenditure retained within South Tyneside in 2018 (based on the baseline population figures).

Table 5.4 Summary of Expenditure Retention in South Tyneside at 2018

	Available expenditure within South Tyneside (£m)	Expenditure retained within South Tyneside (%)	Expenditure retained within South Tyneside (£m)
Comparison goods	£379.8	41.7 per cent	£158.5
Convenience goods	£276.4	81.6 per cent	£236.6

Source: Tables 6a and 6b of Appendix D

5.11 In total, and as set out in greater detail in Section 4 of this report, 42 per cent of resident's expenditure on comparison retail goods is currently retained within South Tyneside, and 82 per cent of residents' expenditure on convenience retail goods is retained within South Tyneside. It is assumed that convenience goods market shares will remain constant over the study period.

5.12 As part of the quantitative assessment, we have assumed that the current retention rates are held constant over the study period. For convenience retail, this is because it is unlikely that significant additional convenience provision will be brought forward within South Tyneside to 2033, due to the already relatively high retention of expenditure and the nature of existing provision. For comparison retail goods, whilst the level of retained expenditure is low across the study area, we consider it unrealistic that increases in retention rates are achievable over the longer term in light of the rapidly changing market as outlined in Section 2.

Claims on Expenditure

5.13 As set out in the previous section, spending on SFT (such as online shopping) has been removed from the expenditure forecasts. The total expenditure figures summarised above in Table 3a make allowance for this.

5.14 In addition to SFT, it is necessary to take account of commitments for new retail floorspace (schemes implemented but not yet trading at the time of the household survey, or extant planning permissions which would result in additional retail floorspace); and sales density growth (which is the expected growth in turnover of existing retailers within the study area).

Sales Density Growth

5.15 Sales density growth relates to the improved productivity or efficiency of retail floorspace over time. In assessing the amount of expenditure that is available to support the development of new retail floorspace, we make an allowance for sales density growth associated with existing retail floorspace within the study area. Allowances for sales density growth are linked to expenditure growth and, given the very low rates of expenditure growth forecast for the convenience retail sector, we do not allow for any real terms growth in sales densities for convenience goods floorspace within the study area. However, for comparison retail floorspace, we assume an average annual increase in sales densities of 2.1 per cent, based on average sales density growth over the study period provided by Experian[5]..

5.16 The ability of existing floorspace to absorb expenditure growth will depend on its type. More modern floorspace (such as that within purpose built shopping centres and large, freestanding foodstores) is better able to accommodate growth than older, less flexible floorspace. However, given that there is currently a variety of retail floorspace throughout the study area, it is considered robust to apply these average sales density growth figures for sales density growth. We also make an allowance for sales density growth to committed comparison retail floorspace to account for the improved sales productivity of this additional floorspace.

Floorspace Commitments

5.17 The floorspace commitments that have been identified by the Council and are taken account of in the quantitative need assessment are identified in Table 5.5 below.

[5] Derived from Figure 4b 'Retail Sales Density for Comparison Goods including Changes to Floorspace', of Experian Retail Planner Briefing Note 15

Table 5.5 Retail Commitments

Commitment	Net Sales Area	Convenience Net Sales Area	Comparison Net Sales Area
South Shield Town Centre Sites (King Street, Chapter Row, Barrington Street, Garden Lane and Fowler Street)[6]	4,920 sq. m	-	4,920 sq. m
Various Keppel Street, William Street, East Smith Street, Burrow Street, Albemarle Street	205 sq. m	-	205 sq. m
58-66 Ocean Road, South Shields	326 sq. m	-	326 sq. m
Former Mecca, 52-60 Dean Road, South Shields	403 sq. m	-	403 sq. m
Corner of Glen Street/ Station Road, Hebburn	1,125 sq. m	900 sq. m	225 sq. m
The Red Duster PH, 216-218 Whiteleas Way, South Shields	501 sq. m	365 sq. m	136 sq. m
The Mariner, Mortimer Road, South Shields	235 sq. m	235 sq. m	-
Total	7,715 sq. m	1,500 sq. m	6,215 sq. m

Source: Table 2 of Appendix D

5.18 We estimate that this committed retail floorspace will generate a convenience goods turnover of £17.0 million in 2023, and a comparison goods turnover of £34.4 million in the same year (when we expect these committed developments to be fully trading). Further details of the assumptions applied in estimating the turnover of committed retail floorspace are contained in Table 2 of Appendix D.

Need for Convenience Retail Floorspace

5.19 Table 6b of Appendix D provides our forecasts of convenience retail floorspace requirements in South Tyneside. Floorspace requirements have been calculated to the end of the study period and for the interval years of 2023, 2028 and 2033. The tables are structured as set out below in Table 5.6, where we explain some of the other assumptions that we have applied in calculating these quantitative requirements.

5.20 Table 6b of Appendix D identifies convenience retail floorspace requirements under the baseline population scenario. Due to low forecasts of population and expenditure growth, the expenditure claims made by existing commitments and the low overall population growth anticipated by this scenario, there would be no new convenience retail floorspace requirements over the period to 2033. Indeed, the figure is negative to 2033, even if the majority of commitments do not come forward over the study period.

[6] This commitment did include the provision of a larger supermarket under Phase 4 of the South Shields 365 Vision. However, this is not being taken forward due to retail market changes and the Compulsory Purchase Order wasn't extended to cover this part of the site.

Table 5.6 Methodology for Convenience Retail Assessment

Row	Explanation/Description
A	Total convenience retail expenditure within South Tyneside. This is taken from Table 3b.
B&C	Proportion of convenience retail expenditure which is retained within South Tyneside (£m & per cent) based on the findings of the household telephone survey (as detailed in Spreadsheet 6). Market share is held constant at 81.6 per cent throughout the study period.
D&E	Inflow of convenience retail expenditure to destinations within the South Tyneside from residents outside South Tyneside. This is derived from applying the level of inflow in Row C to the Total Expenditure in Row A. This rate of inflow is held constant across the study period.
F	Total available expenditure within South Tyneside (£m) taking into account rows A-E.
G& H	Claims on residual growth in convenience retail expenditure including sales density growth in existing stores within South Tyneside and turnover from committed convenience retail floorspace. Commitments are expected to be implemented and trading by 2023 and the total turnover figure is taken from Table 2. Given the low levels of expenditure growth we have not allowed for any sales density growth for either existing stores or commitments over the study period.
I	Total claims on expenditure (£m) from sales density growth in existing stores and committed convenience retail floorspace.
J	Final residual convenience retail expenditure capacity (£m), calculated by deducting total claims on expenditure (Row I) from total available expenditure (Row F) within South Tyneside.
J-M	Final residual convenience retail expenditure converted into floorspace requirements by applying a generic convenience retail sales density of £12,000 per sq.m (kept constant over the study period in line with our approach to sales density growth). This produces a net floorspace requirement (i.e. total required convenience retail sales floorspace), that is converted to a gross convenience retail floorspace figure on the basis of an assumed net:gross floorspace ratio of 70:30.

5.21 Assuming a constant rate of retention, the result of Table 6b indicates a negative overall floorspace requirement over the whole of the study period to 2033 due to the relatively low level of population and expenditure growth and the impact of existing commitments within South Tyneside The floorspace requirement through the study period intervals are as follows:

- 2018 - 2023: -1,343 sq. m sales area floorspace/-1,919 sq. m gross.
- 2018 - 2028: -1,156 sq. m sales area floorspace/1,651 sq. m gross.
- 2018 - 2033: -962 sq. m sales area floorspace/-1,375 sq. m gross

Table 5.7: Summary Convenience Retail Floorspace Requirement

2018-2023	2018-2028	2018-2033
-1,919 sq. m (gross)	-1,651 sq. m (gross)	-1,375 sq. m (gross)
-1,343 sq. m (net)	-1,156 sq. m (net)	-962 sq. m (net)

Source: Table 6b of Appendix D

Need for Comparison Retail Floorspace

5.22 Table 6a of Appendix D calculates requirements for comparison retail floorspace over the study period, assuming the expenditure retention rate remains constant. Table 5.8 below explains the structure of this assessment, which is similar to the approach used for convenience retail floorspace, albeit that assumptions differ in terms of sales densities and net:gross floorspace ratios.

5.23 Assuming a constant rate of expenditure retention, there will only be modest capacity for comparison retail goods at the end of the study period (as shown by Rows L and M of Table 6a in Appendix D). Again this is principally due to the relatively low levels of population growth and claims on expenditure though existing floorspace efficiency and identified commitments.

Table 5.8 Methodology for Comparison Retail Assessment

Row	Explanation/Description
A	Total comparison retail expenditure available within South Tyneside. This is derived from Table 3a.
B&C	Proportion of comparison retail expenditure which is retained within South Tyneside (£m & per cent) based on the findings of the household telephone survey in 2018. This per cent figure is held constant at 42 per cent across the study period.
D&E	Inflow of comparison retail expenditure to destinations within South Tyneside from residents outside the study area. This rate of inflow is held constant across the study period
F	Total available comparison retail available expenditure within South Tyneside taking into account Rows A-E.
G&H	Claims on residual growth in convenience retail expenditure including sales density growth in existing stores within South Tyneside and turnover from committed convenience retail floorspace. Commitments are expected to be implemented and trading by 2023 and the total turnover figure is taken from Table 2. An annual sales density growth rate of 2.1 per cent is applied to both existing stores and committed comparison retail floorspace.
I	Total claims on expenditure (£m) from sales density growth in existing stores and committed comparison retail floorspace.
J	Final residual comparison retail expenditure capacity (£m), calculated by deducting total claims on expenditure from residual growth in retained convenience goods expenditure
L-M	Final residual comparison retail expenditure converted into floorspace requirements by applying a generic comparison retail sales density of £6,000 per sq. m (grown over the study period to allow for sales density growth). This produces a net floorspace requirement (i.e. total required comparison retail sales floorspace), which is converted to a gross comparison retail floorspace figure on the basis of an assumed net:gross floorspace ratio of 70:30.

5.24 Assuming a constant rate of retention, the results from Table 6a indicate a negative overall floorspace requirement over the study period to 2028 due to the relatively low level of population growth and the impact of existing commitments within South Tyneside (particularly Phase 3 of the South Shields 365 Vision town centre redevelopment). However, the third interval demonstrates a very small positive requirement to 2033, due to more positive expenditure growth over a longer period:

- 2018 - 2023: -4,181 sq. m sales area floorspace/-5,972 sq. m gross floorspace.
- 2018 - 2028: -2,235 sq. m sales area floorspace/-3,193 sq. m gross floorspace.
- 2018 - 2033: 11 sq. m sales area floorspace/16 sq. m gross floorspace.

5.25 Our findings in respect of quantitative need for comparison retail floorspace are summarised below in Table 5.9 (figures are cumulative).

2018-2023	2018-2028	2018-2033
-5,972 sq. m (gross)	-3,193 sq. m (gross)	16 sq. m (gross)
-4,181 sq. m (net)	-2,235 sq. m (net)	11 sq. m (net)

Table 5.9 Summary of Comparison Retail Floorspace Requirements

Source: Table 6a of Appendix D

Qualitative Assessment

5.26 Paragraph 158 of the NPPF makes clear that local planning authorities should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area.

5.27 Paragraph 161 of the NPPF goes on to state that LPAs should use this evidence base to assess *'the needs for land or floorspace for economic development, including both the quantitative and <u>qualitative</u> needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development'* (our emphasis added).

5.28 In this section, we consider the qualitative need for additional convenience and comparison retail floorspace in the Borough, focussing on the three main town centres and six District Centres. Below, we consider in turn the main factors of qualitative need:

- deficiencies and gaps in existing provision, including location-specific needs; and
- consumer choice and competition, including any issues associated with under/over-trading.

Deficiencies and Gaps in Existing Provision

5.29 Deficiencies and gaps in existing retail provision can be considered on the basis of the study area as a whole and in terms of the Borough's individual centres. As set out within Section 4 of this report, we consider that the study area has a good retention rate for convenience goods expenditure, however the retention rate for comparison goods expenditure is low relative to the scale of the main Town Centres and in particular South Shields, given its designation as principal Town Centre.

5.30 The principal reasons for this are due to:

- the polarisation trend of multiple comparison retailers (Marks & Spencer being a notable example) focussing on cities larger towns, as well as out of town retail parks;
- South Shields being at a stage of transition with properties demolished and vacant, but with Phases 2 and 3 of the 365 Vision not yet implemented; and
- the good transport links from South Shields to higher order centres such as Newcastle, Sunderland and the Metro Centre.

5.31 South Shields currently achieves a 15.6 per cent market share for comparison retail which is by far the greatest of all South Tyneside's town centres. However, this compares to 17.5 per cent for Newcastle, 16.5 per cent for Sunderland and 10.7 per cent for the Metro Centre, which amounts to significant leakage of comparison expenditure outside of South Tyneside. Notwithstanding this, South Shields doesn't have obvious sub-sectoral deficiencies in comparison retail provision, though it lacks higher quality high street retailers (H&M, Zara) and high footfall generating retailers (Primark) which can be key attractors to a centre. Additionally, South Shields has a large proportion of multiple retailers compared to independent operators which means that it is vulnerable to national trends and increasingly difficult trading conditions traditional multiple retailers (such as the administration of BhS). Therefore, to improve, and in light of the negative or very limited floorspace capacity into the future, it is important that South Shields diversifies its offer to build in resilience.

5.32 Elsewhere within South Tyneside, we consider that Jarrow Town Centre caters well for the retail needs of residents in this part of the Borough with a good mix of retailers covering all convenience retail sectors and most sub-categories of comparison goods. Jarrow's comparison goods market share of 4.9 per cent is healthy relative to the scale of the centre. There is, however, further scope to encourage quality independent retailers within the town centre, particularly along Ellison Street and Grange Road. Hebburn is a much smaller centre and, as detailed in Section 3 of this report, we found it to be underperforming with a comparison market share of only 0.7 per cent, although convenience retail provision is stronger due to the presence of Asda. Notwithstanding this, there is very limited comparison provision even at the discounted end of the market and therefore we consider more transformative changes to the centre are necessary to improve its attractiveness.

5.33 As outlined in Section 3, the six District Centres vary in scale and representation, though all generally cater for more local needs, particularly in terms of local convenience retail provision, retail services and food and drink offer. However, Boldon Colliery and Boldon Lane attract a wider catchment due to the presence of and Asda and Lidl foodstores, respectively. Westoe Bridges lacks a convenience retail anchor to drive footfall which is a key deficiency.

Consumer Choice and Competition

5.34 Consumer choice and competition are important considerations in terms of the efficiency of the local economy and the sustainability of local communities, especially for relatively disadvantaged communities who may be more reliant on access to local facilities.

5.35 In terms of convenience goods facilities, we consider there to be healthy consumer choice in South Shields, Jarrow and to a lesser extent in Hebburn. Whilst additional convenience retail provision was suggested in the previous study, structural market changes to the convenience retail sector and stagnant expenditure growth mean that this is no longer being pursued. Additionally, the majority of the District Centres have a local convenience offer commensurate with their scales (aside from Boldon Colliery and Boldon Lane which have larger scale provision). Convenience retail provision tends to the lower and middle ends of the market which is suited to the level of expenditure available locally. Westoe Bridges lacks a reasonable convenience retail offer and this is not providing choice and competition to visitors of the centre.

5.36 Outside of the Borough's main settlements, convenience retail provision is more limited but this is to be expected in less populous areas. These areas continue to have access to larger facilities within the Borough's main towns and urban areas outside of the study area, notably the Galleries at Washington. Nevertheless, there may be scope for improvements to the local convenience retail. Overall the relatively high level of convenience retail retention within South Tyneside indicates health choice and competition locally.

5.37 Insofar as comparison retail facilities are concerned, the main issues in terms of significant competition from higher order centres which are readily accessible to residents of South Tyneside. Notwithstanding this, South Shields does have a reasonable comparison retail provision from a range of multiple retailers providing consumer choice particularly in the clothing and footwear sub-sectors. However, the centre is vulnerable to the national polarisation trends of comparison retailers together with the increasing tough trading conditions at physical stores. Phase 3 of the South Shields 365 development will provide purpose built new comparison provision as part of a mixed use development which will assist in reducing loss of market share from South

Shields town centre in the future and providing further choice and competition within the centre.

5.38 We consider that, for a centre of its size, Jarrow provides a good range of comparison retail facilities which tends the discount / affordable end of the market. This is appropriate given the relatively high levels of deprivation of residents surrounding the centre. There appears to be healthy competition between retailers including the multiple units within the Viking Centre, and the smaller shops along Bede Precinct.

5.39 Hebburn lacks any significant comparison retail provision, which is a function of the generally smaller retail units present within the centre. As noted above, more significant interventions will be required to address identified gaps, however these need to be realistic to the market and the relatively high levels of deprivation evident.

5.40 The District Centres generally have a much more limited independent comparison provision due to their scale, though Boldon Lane and Boldon Colliery are bolstered by comparison retail provision within the Lidl and Asda stores, providing for wider than local needs.

Conclusions

5.41 In this section, we have considered the quantitative and qualitative capacity for additional retail development in the study area over the period to 2033[7]. We set out below our conclusions in respect of quantitative and qualitative needs for additional convenience and comparison retail floorspace.

Convenience Retail Needs

5.42 The detailed assessment set out at Appendix D shows that based on Experian's population data (derived from the ONS's 2016 sub-national population projections), there would be no capacity for additional convenience retail floorspace development in the period up to 2033. This is because the additional expenditure generated by relatively low levels of population and expenditure growth over this period will be absorbed by committed convenience retail developments and growing market shares for special forms of trading (i.e. internet shopping).

5.43 In qualitative terms, we note that South Shields and Jarrow in particular are already well served by a number different foodstores providing a ranging of choice to local residents. Hebburn has a reasonable choice of localised convenience retail provision which tends toward the discount end of the market. In addition, Boldon Colliery and Boldon Lane District Centres have greater than localised convenience retail provision due to the presence of a

[7] The projections of retail need in this study are until 2033, which is based on a 15-year time horizon from 2018. Whilst the emerging plan period end date is predicted to be 2035, given the recommendations outlined of no additional retail floorspace being required, it is not considered that this conclusion will materially change by 2035.

large Asda store and a Lidl store, respectively. We therefore consider overall that there is sufficient current convenience retail provision across the Borough. In any case the negative convenience retail floorspace requirements mean that there isn't a need to additional convenience provision in South Tyneside to 2033.

Comparison Retail Needs

5.44 As noted above, nearly 60 per cent of comparison retail expenditure generated by residents within South Tyneside is spent at destinations outside of the study area. However, given the significant competition from other higher order centres and the growing threat from known retail trends in terms of the polarisation effect and rise of special forms of trading, we do not consider that a rising retention scenario is appropriate. Instead it is essential that centres should be consolidated where appropriate and for efforts to be focussed on existing regeneration efforts, particularly Phase 3 of South Shields 365.

5.45 Our detailed assessment contained at Appendix D shows that based on existing retention levels, a very small positive comparison retail floorspace requirement will occur (16 sq.m net sales area) by 2033 due to increased expenditure growth levels over that period.

5.46 In terms of qualitative retail needs, we do not consider that South Shields has any particular deficiency, however we consider it is vulnerable to changing trends underlined by the recent closure of the Marks & Spencer store and the national collapse of BhS. Therefore, it is essential that the Council seeks to retain the current market share to South Shields through scheduled regeneration initiatives, as well as seeking to diversify its overall offer including niche independent stores. Notwithstanding we consider South Shields overall to be a moderately healthy centre, though vulnerable to change given its present dominant multiple comparison provision. Jarrow is a vital and viable town centre with a reasonable comparison retail provision given its scale. Hebburn has very limited comparison retail provision, though it is unlikely that additional comparison retail provision is achievable given the current functioning of the centre which is orientated to meeting local convenience needs.

5.47 The District Centres mainly have limited comparison retail provision as a function of the scale of the centres. However, Boldon Colliery and Boldon Lane have enhanced comparison retail provision as a function of the comparison retail provision within the Asda and Lidl foodstores, respectively.

6 CONCLUSIONS AND RECOMMENDATIONS

Introduction

6.1 In this concluding section we summarise the findings of this study and set out our recommendations for the formulation of future planning policy within South Tyneside. We provide recommendations in terms of retail and leisure requirements over the plan period and meeting these needs in a manner that will support the vitality and viability of the Borough's town centres.

The Performance of South Tyneside's Town Centres

6.2 In Section 3 of this report we considered the performance of the Borough's three main town centres in terms of the indicators of vitality and viability set out within national Planning Policy Guidance. We summarise are findings in respect of the individual centre below.

South Shields Town Centre

6.3 The overall performance of South Shields currently is adequate, with a strong comparison retail offer despite recent high profile losses. Whilst convenience provision is below the national average, the Asda and Morrisons act as strong anchors for the centre to support linked trips. However the centre – particularly within the fashion retail sector – is vulnerable to changing retail trends. Vacancy levels have significantly grown since the previous survey. Food and drink and service provision within the centre is below average and additional provision in this regard could help to provide a more diverse mix of uses and thus building in resilience to future change.

6.4 It is recognised that the centre is in transition, with recent improvements to the public realm at Market Place including 'The Word' bolstering activity within this area of the centre. However, it is essential that Phases 2 and 3 of South Shields 365 come forward quickly to support wider improvements to the centre and reduce the perception of higher vacancy levels within the centre. We note that Phase 3 of the 365 initiative supports a mixed use retail and leisure scheme, the latter being an element which is particularly lacking within the centre currently.

6.5 Fowler Street in particular suffers from very high vacancies as well as an unattractive public realm which may suggest consolidation of the primary shopping area in this location is required. The western part of King Street also has a cluster of vacancies which threatens the vitality and viability of this part of the centre, potentially undermining the recent investment at Market Place. Whilst it is acknowledged that this is exacerbated by the need to redevelop a number of units for the 365 initiative, there is nevertheless a noticeable cluster of vacancies which detracts from the key shopping street within the centre.

Jarrow Town Centre

6.6 We consider that Jarrow remains a vital and viable town centre. It has reasonable representation from national retailers and a number of good quality independents. Whilst tending towards the discount sector, this serves its residents well and ensures the centre remains popular. The centre also continues to provide a very good convenience retail offer with the large Morrisons foodstore acting as a genuine anchor. Whilst the town centre vacancy rate has increased since 2011, it remains at about the UK average and is limited to smaller retail units. There is a need to encourage further independent shops or cafes to fill vacant units particularly along Grange Road, which will provide a more active frontage in this location.

Hebburn Town Centre

6.7 We consider Hebburn to be in overall poor health with relatively low vitality and viability. Anchor convenience retailers are critical to retaining the relatively low level of footfall present in the centre, providing day-to-day shopping facilities, services and leisure uses. The town centre has a stubbornly high vacancy rate despite public realm improvements and enhance public investment including Hebburn Central and Hebburn Library. As such, the town centre has declined in its overall performance since 2011.

District Centres

6.8 The majority of South Tyneside’s District Centres are vital and viable, serving the localised needs of their catchment. For Boldon Colliery and Boldon Lane District Centres, the more substantial convenience retail provision present within these centres mean that they serve a wider catchment. However, Dean Road, and Westoe Bridges District Centres possess noticeably higher levels of vacancies which mean consolidation of these centres may be appropriate. For Westoe Bridges, any consolidation may mean that its status as a District Centre is downgraded.Frederick Street also has high levels of vacancies despite its recent significant consolidation. We are concerned over the significant level of vacancies present, which if not addressed may lead to further consolidation.

Retail Needs over the Study Period

6.9 Based on the findings of our quantitative assessment of retail needs, set out in Section 5, we forecast that requirements for additional retail floorspace within the study area will fall within the ranges set out below within Table 6.1. These figures are derived on the assumption that retention levels within South Tyneside remain constant over the study period.

Table 6.1 Summary of Retail Sales Floorspace Requirements (2018-2033)

Period	Convenience Retail Floorspace (sq. m net)	Comparison Retail Floorspace (sq. m. net)
2018 – 2033	-1,343 to -962	-4,181 to 16

6.10 Table 6.1 indicates a negative figure for convenience retail floorspace over the study period. Therefore, there isn't a need for additional convenience provision, taking into account existing commitments and increases in floorspace efficiency over the study period.

6.11 In qualitative terms, we note that the centres within South Tyneside are already well served by a number of different foodstores providing a ranging of choice to local residents. Therefore, there isn't a qualitative need for additional convenience provision over the study period above those already operating or programmed to be delivered (Table 5.5).

6.12 Table 6.1 shows a maximum requirement for an additional 16 sq.m of comparison retail sales area floorspace over the study period. Whilst a very modest requirement, we consider that it should be focussed on South Shields Town Centre to retain its current market share and to diversify is comparison retail offer. Should any comparison retail commitments also fail to come forward over the period, any additional floorspace requirement arising should also be concentrated in South Shields.

6.13 In terms of qualitative retail needs, we do not consider that South Shields has any particular deficiency, however we consider it is vulnerable to changing trends underlined by the recent closure of the Marks & Spencer store and the national collapse of BhS. Therefore, it is essential that the Council should seek to retain the current market share of South Shields through scheduled regeneration initiatives, as well as seeking to diversify its overall offer including niche independent stores. Jarrow is a vital and viable town centre with a reasonable comparison retail provision given its scale and therefore we do not consider that additional comparison retail is proposed here over the study period. Hebburn has very limited comparison retail provision, though it is unlikely that additional comparison retail provision is achievable given the current functioning of the centre which is orientated to meeting local convenience retail needs.

6.14 No additional comparison retail provision is suggested for the District Centres, given that they serve more localised needs. However, consolidation is suggested at Dean Road and Westoe Bridges District Centres in light of clusters of vacancies and changes to non-retail uses. Some additional local convenience retail provision should be supported within Westoe Bridges District Centre to generate footfall., Further consolidation of Frederick Street District Centre may be appropriate, should its performance not improve.

6.15 In terms of comparison retail floorspace, we recommend that the Borough Council should develop policy on the basis of a constant retention rate. This will ensure that existing regeneration efforts of the Borough's centres are carried through, particularly South Shields Town Centre.

Other Recommendations

6.16 In view of our findings in respect of the current performance of the Borough's main town centres, current expenditure patterns and the capacity for additional retail development over the study period, we set out below our recommendations in terms of potential strategies for meeting these future needs and supporting town centre regeneration. We consider that the retail hierarchy within South Tyneside, currently set out by Policy SC2 of the Core Strategy, continues to be appropriate (insofar as it relates to the Borough's Town and District Centres).

South Shields Town Centre

6.17 We have identified that the overall performance of South Shields currently is adequate, recognising the current transitional changes the town centre is undergoing as part of the South Shields 365 Vision. We consider that South Shields has a strong comparison retail offer despite recent high profile losses. The Asda and Morrisons foodstores act as strong anchors for the centre to support linked trips. However, the centre – particularly within the fashion retail sector – is vulnerable to changing retail trends. Vacancy levels have significantly grown since the previous survey. Food and drink and service provision within the centre is below average and could help to build in resilience in the future.

6.18 We therefore make the following recommendations in terms of South Shields Town Centre, building on the existing objectives of Policy SP2 of the Local Plan:

- The town centre should be expected to accommodate all of the comparison retail floorspace requirements that we have identified over the study period (16 sq.m net sales area to 2033) and any additional floorspace arising should existing retail commitments not come forward. This is because only a very limited need for additional comparison retail floorspace has been identified to 2033 and this should be focussed on the largest comparison centre to ensure it retains market share.
- No need for additional convenience retail provision over the study period is identified, and therefore no additional convenience retail provision is proposed for South Shields. There is also no qualitative need for further convenience retail provision taking into account existing convenience retail provision.
- Taking forward the Phase 3 of the South Shields 365 Vision comprising a mixed use retail and leisure scheme (and associated public realm improvements) through redevelopment of the area around Chapter Row is a key priority. We also recommend that a greater mix of leisure (D2) and food and drink (specifically A3and A4 uses) uses should be incorporated

into the existing commitment to diversity the mix and to bolster the evening economy of South Shields.

- Opportunities should be to sought to substantially improve the leisure offer of the town centre, particularly in terms of food and beverage uses. We recommend that the Borough Council should seek to focus food and beverage uses within South Shields Town Centre to support the evening economy and increase its attractiveness as a destination.
- Further investment in cultural and entertainment facilities should be encouraged to diversify the town centre offer and support the development of a viable evening economy in combination with additional urban residential development.
- Consolidation of the Primary Shopping Area around Fowler Street should take place due to the high level of vacancies and changes to footfall patterns within South Shields Town Centre. Alternative uses should be encouraged particularly higher density residential uses.

Jarrow Town Centre

6.19 Jarrow is generally a healthy town centre with a good retail offer, including a popular market, growing food and drink sector and some quality independent retailers. The town centre is compact and accessible serving the needs of local residents well. Whilst we proposed only very limited change overall, we make the following recommendations in terms of the future development of Jarrow Town Centre:

- Focus on environmental enhancements to the public realm along Ellison Street, including new pedestrian crossings.
- Promotion of food and drink (A3 and A4) uses along Grange Road to encourage greater dwell time in the centre as well as the evening economy.
- Active coordination of events at the centre to attract additional footfall.
- No additional comparison or convenience retail provision identified for Jarrow, given the modest comparison retail and negative convenience retail requirements identified.

Hebburn Town Centre

6.20 As noted above, we consider Hebburn to underperforming with relatively low vitality the footfall within the centre, providing day-to-day shopping facilities, services and leisure uses. The town centre has a stubbornly high vacancy rate despite positive recent public realm improvements and enhanced public investment including Hebburn Central and Hebburn Library. As such, the town centre has marginally declined in its overall performance since 2011.

6.21 Given that the issues affecting Hebburn's performance relate to the variable physical appearance of the Mountbatten Shopping Centre, targeted efforts are required to bolster its performance through new anchor retail provision and/or enhancements to existing provision. A positive change will occur with the opening of the Aldi store at Station Road / Glen Street, which will attract a greater level of footfall, making the centre more of a destination for local residents. It is essential that linked trips to other retailers in the centre are encouraged in association with this additional footfall. We therefore recommended enhancements are undertaken to the shopfronts / units within the centre to draw shoppers within the Mountbatten Shopping Centres, including allowing flexibility for some A3 and A4 uses. There is also the potential for amalgamation of shop units to create larger floorplates which are attractive to a wider variety of retailers. Improvements of this nature, together with the existing attraction of Hebburn Central and Library, will assist in securing the longer term sustainability of the centre.

District Centres

6.22 The majority of District Centres remain vital and viable since the previous study was undertaken, servicing generally localised needs. We don't suggest any changes to the those performing well, though we set out our recommended boundaries for the centre in Appendix E. However as noted above, we have concerns in relation to three District Centres in particular:

- Dean Road;
- Westoe Bridges; and
- Frederick Street.

6.23 Dean Road and Westoe Bridges suffer from a greater level of vacancies as well as a number of units changing to non-retail uses. This has fragmented the linear nature of the centre. We therefore propose some consolidation of the centres to respond to these changes (see Appendix E). Notwithstanding this, we still consider that these centres function at a District Centre level.

6.24 Frederick Street District Centre has been substantially consolidated since the previous study was undertaken, with the southern part of the centre now redeveloped for residential use. It is therefore still adjusting to this substantial change in terms of the offer provided. Our visit to the centre identified a higher than average level of vacancies which reflects the transitional nature of the centre. An issue in generating footfall towards the centre is the relative lack of visibility due to the severing effect of the Western Approach and the fact that the centre faces into itself. To mitigate the lower level of footfall relative to other similar sized District centres, we consider that the centre will benefit from a clearer identity, building its attractiveness as a destination. We therefore recommend that relevant partners (such as traders and Council representatives) are brought together to foster a unique identify for the centre (such as food and drink provision) and to consider alternative forms of retail provision (such as markets / vintage shops / programme of events etc). This would generate increased footfall, particularly at the weekend and evenings, capitalising on the nearby and growing residential population. We recommend close monitoring of the performance of the centre over the next five years as provision within the centre stabilises.

Local Centres

6.25 As previously mentioned, currently there are no local centres[8] defined within the retail hierarchy of the Core Strategy, and instead a series of 'local neighbourhood centres' are listed which fall below the level of a defined 'town centre' in accordance with the NPPF definition (see footnote 6). Having reviewed the various neighbourhood centres, we consider there are four centres which we consider serve the function of a local centre due to the level of services and facilities offered and their relative self-containment:

- Cleadon Village
- Harton
- Westoe Road
- Whitburn

6.26 We therefore recommend that these be identified as local centres as part of the emerging Local Plan process which will ensure they are afforded appropriate protection as part of the consideration of retail planning applications.

Neighbourhood Local Centres

6.27 Following review of the remaining 39 neighbourhood local centres (taking into account the suggested Local Centres above), we consider that the majority still perform this role adequately in providing very local provision. Notwithstanding that, we consider that twelve of the previously identified existing neighbourhood centres do not perform this role adequately and consequently we recommend their removal from being classified as a neighbourhood local centre. These are:

Table 6.2: Neighbourhood Local Centres Suggested to be Removed

Location	Reason
Ellison Street	Too small
Hartleyburn Avenue/ Victoria Ave West	Too small
Coniston Avenue	Too small
Cambridge Avenue	Too small
Wood Terrace	Too small
Southport/ Brighton Parade	Too small
Salisbury Way	Too small
Calf Close Lane	Too small
Addison Road	Too dispersed
Dame Flora Robson Avenue	Too small
Fallow Road	High level of vacancy due to very low prominence
South Eldon	High level of persistent vacancy and fragmented nature

[8] In accordance with the definition of 'town centre' on page 72 of the NPPF

6.28 Table 6.2 also identifies the reason for the removal of these areas from Neighbourhood Local Centre status. Principally this is because the provision is too small (comprising three units or less). However other reasons include that the provision is too fragmented (split by residential dwellings to a large degree, or because there is significant and persistently high vacancy levels in these localities which are unlikely to be remedied. Removing these centres, together with the suggested four local centres listed above, leaves a total of 27 Neighbourhood Local Centres remaining.

6.29 To avoid confusion with the 'Local Centre' designation, we also recommend that the term 'Neighbourhood Local Centres' is simplified to 'Neighbourhood Centres'.

Town, District and Local Centre Boundaries

6.30 We have reviewed the existing town centre boundaries as well as proposing District Centre and Local Centre boundaries based on the recommendations within this Section. These are included as Appendix E.

Neighbourhood Centre Boundaries

6.31 We have also identified the 27 Neighbourhood Centre boundaries in Appendix E. It should be noted that because these centres fall below the threshold of what is defined as a 'town centre' in the NPPF, we recommend that a suitably worded policy on the protection of community facilities could be utilised to guide change to these areas over emerging local plan period.

Local Impact Floorspace Threshold

6.32 South Tyneside doesn't currently have a policy covering a local impact floorspace threshold. We have reviewed planning permission over the last three years to ascertain the nature and scale of planning applications for town centre uses. We have also had regard to the potential current performance of the centres and their sensitivity to competition from out of centre retail provision.

6.33 We therefore recommend the following tiered local impact floorspace threshold so ensure a robust consideration of proposals which fall outside of the Borough's defined Town and District Centres:

Table 6.3: Recommended Local Impact Floorspace Threshold

Centre(s)	Convenience retail threshold (gross)	Comparison Retail threshold (gross)	Mixed comparison and convenience threshold (gross)
South Shields, Jarrow and Hebburn	1,000 sq.m	500 sq.m	1,000 sq.m
District Centres	500 sq. m	500 sq.m	750 sq.m

Monitoring and Review

6.34 Our assessment of requirements for retail and leisure development is based on population growth forecasts published by the Office for National Statistics and prepared to support the Council's other evidence base documents. These forecasts are of course update on a regular basis and therefore the Council should have regard to any revisions in population projections issued by the Office for National Statistics or revised forecasts that emerge as a result of other evidence base work as preparation of the new Local Plan progresses.

6.35 There are also a number of other indicators that should be monitored by the Council to determine likely changes to retail floorspace requirements over the development plan period, which include:

- the implementation of existing retail commitments. Non-implementation of commitments or the expiry of existing planning permissions will release additional capacity;
- expenditure growth rates. These reflect general economic conditions and therefore an acceleration in economic growth is likely to result in higher floorspace requirements as a result of increased expenditure growth rates. Conversely, any future economic downturn is likely to reduce floorspace requirements as a result of lower or negative expenditure growth rates; and
- the market-share of non-store retail sales (special forms of trading). Such market shares have increased considerably in recent years but it remains to be seen whether this growth will be maintained.

6.36 In addition to monitoring, we recommend that the Council should maintain an up-to-date picture of the performance of the Borough's centres and any qualitative retail needs by continuing to review the composition of the centres, vacancy rates and environmental quality.

6.37 Any sustained and significant changes in any of the key indicators should prompt a review and update of this assessment to ensure that the Council is meeting objectively assessed retail needs where they arise, encouraging sustainable shopping patterns and implementing the most appropriate strategy to support the vitality and viability of South Shields Town Centre and the Borough's other defined centres.

APPENDIX A PBA SURVEY PLANS

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd

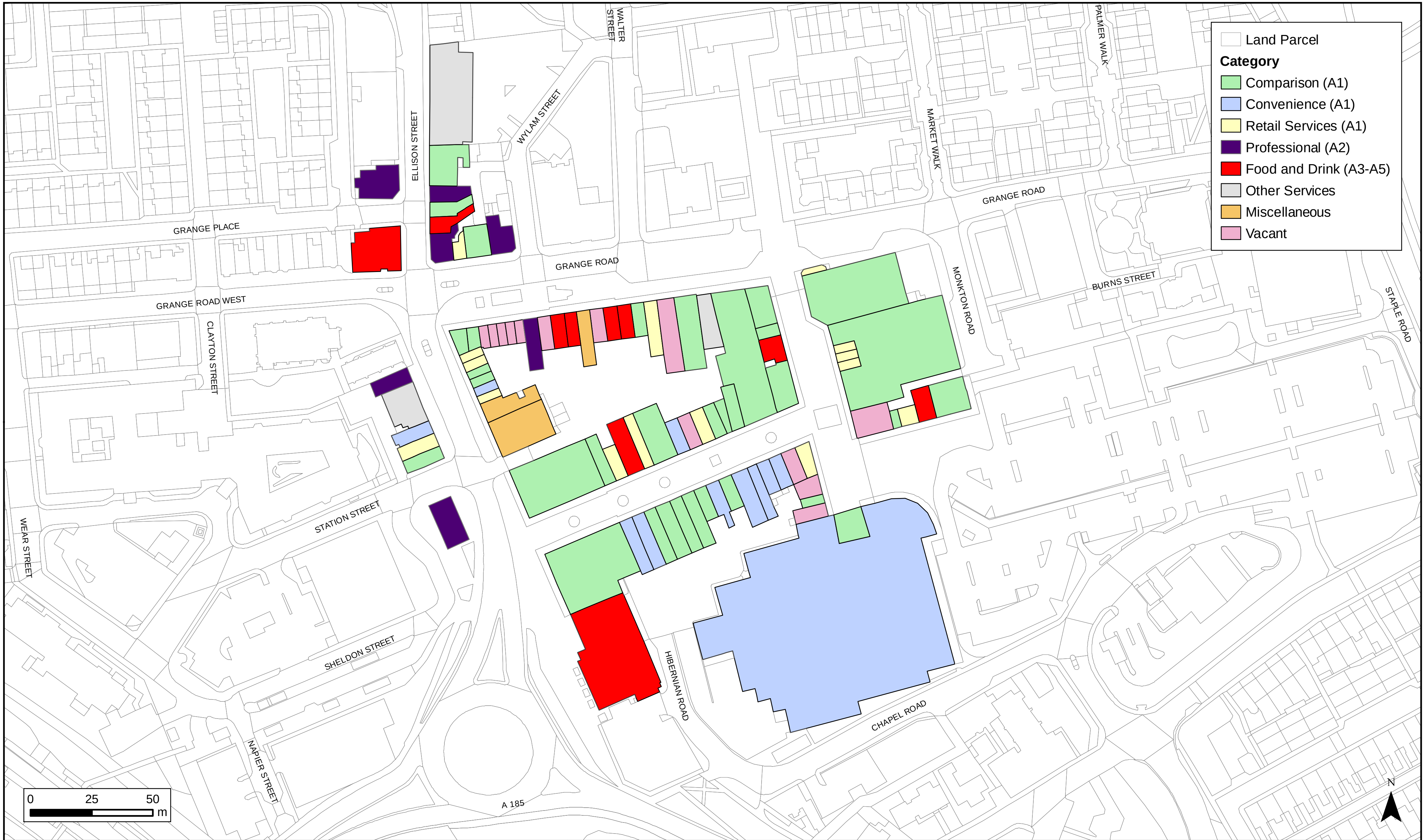
Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:4,000 @ A4	**South Tyneside Town & District Centre Use Needs Study**
11/07/2018	South Shields Town Centre
Drawn: MI	
Checked: HC	

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:2,000 @ A4

11/07/2018

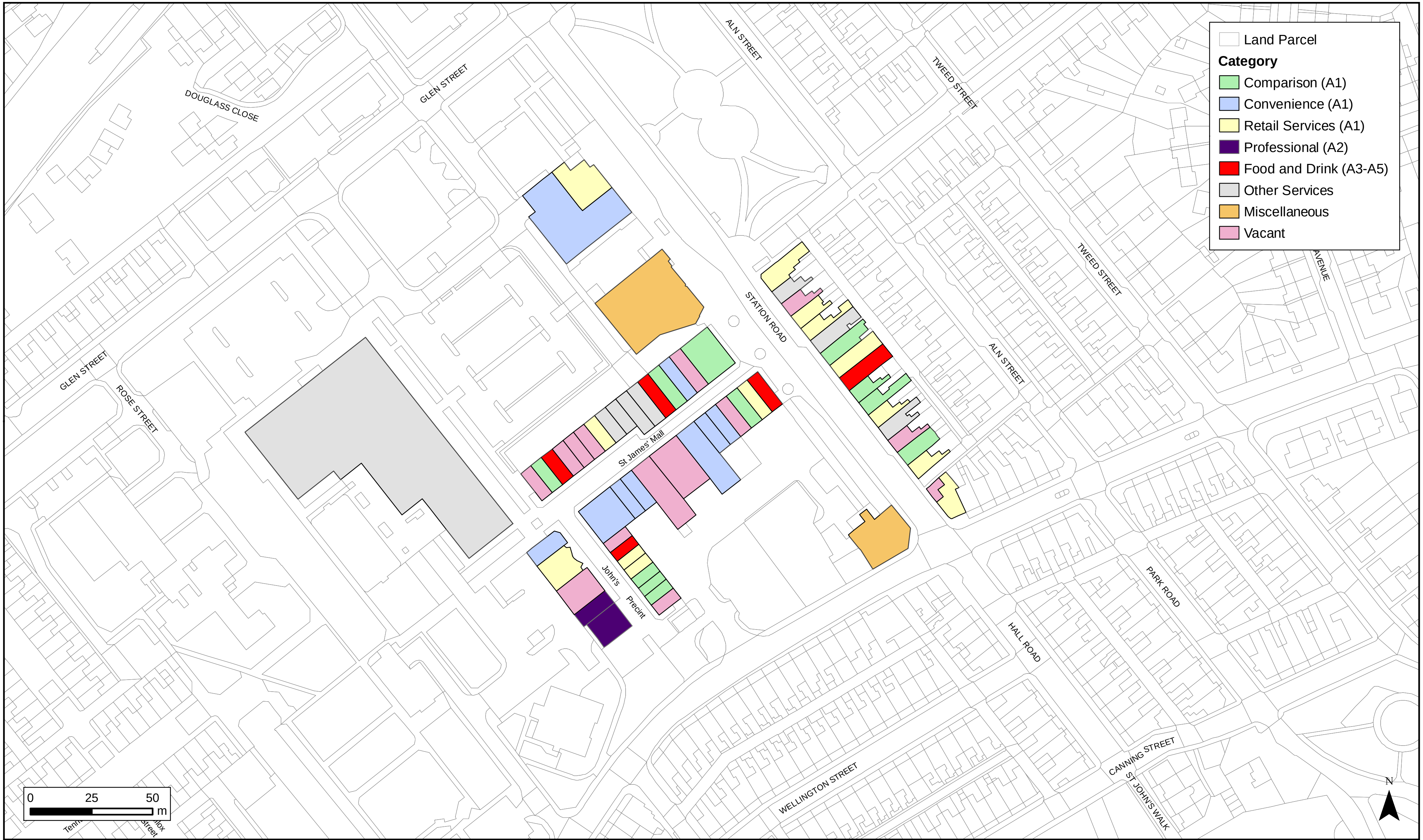
Drawn: MI

Checked: HC

South Tyneside Town & District Centre Use Needs Study

Jarrow Town Centre

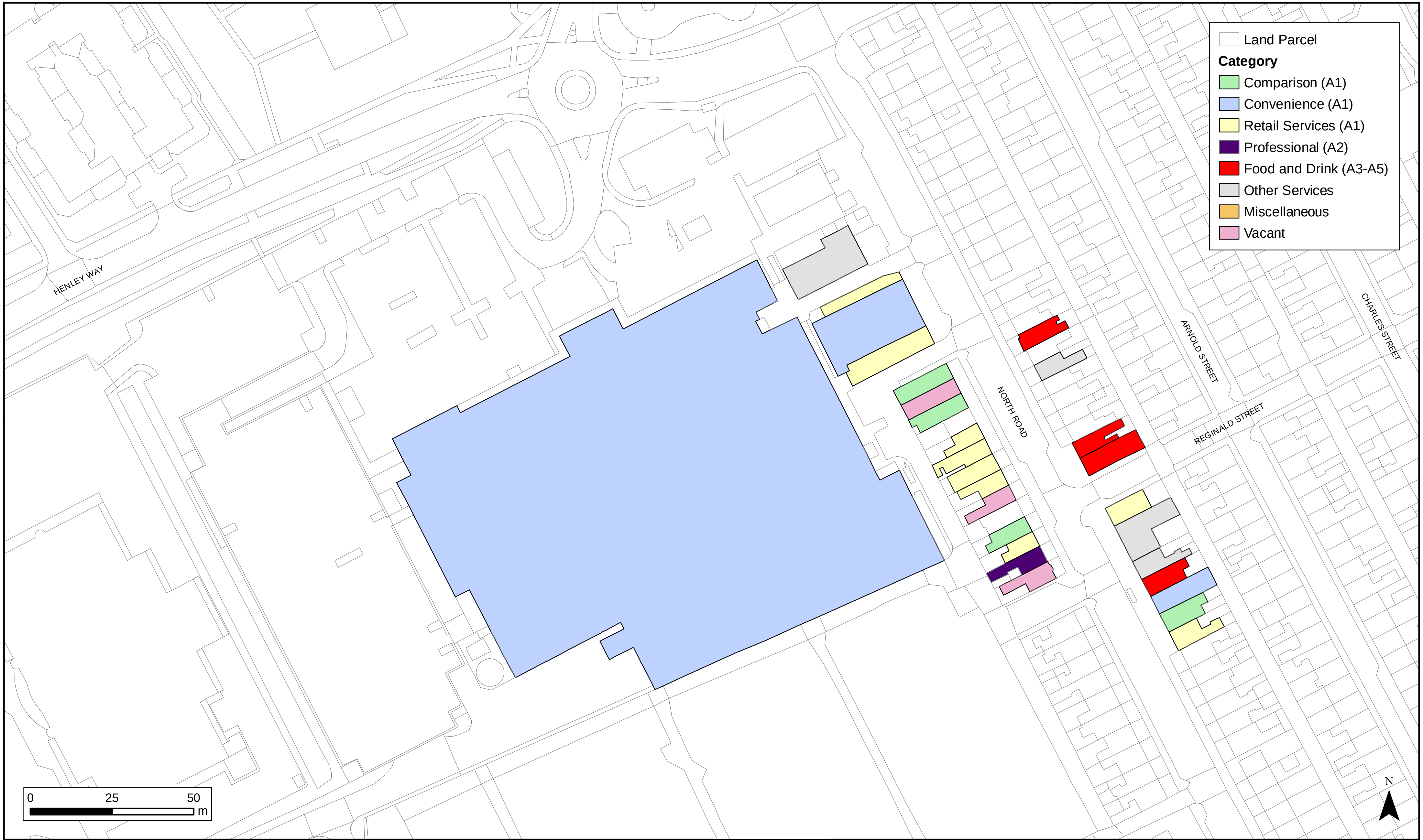
Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client South Tyneside Council	1:2,000 @ A4	**South Tyneside Town & District Centre Use Needs Study**	
	11/07/2018	Hebburn Town Centre	
	Drawn: MI		
	Checked: HC		

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



Contains Ordnance Survey OS MASTERMAP® data	Client South Tyneside Council	1:1,500 @ A4 11/07/2018 Drawn: MI Checked: HC	**South Tyneside Town & District Centre Use Needs Study** Boldon Colliery District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd

Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:3,000 @ A4

11/07/2018

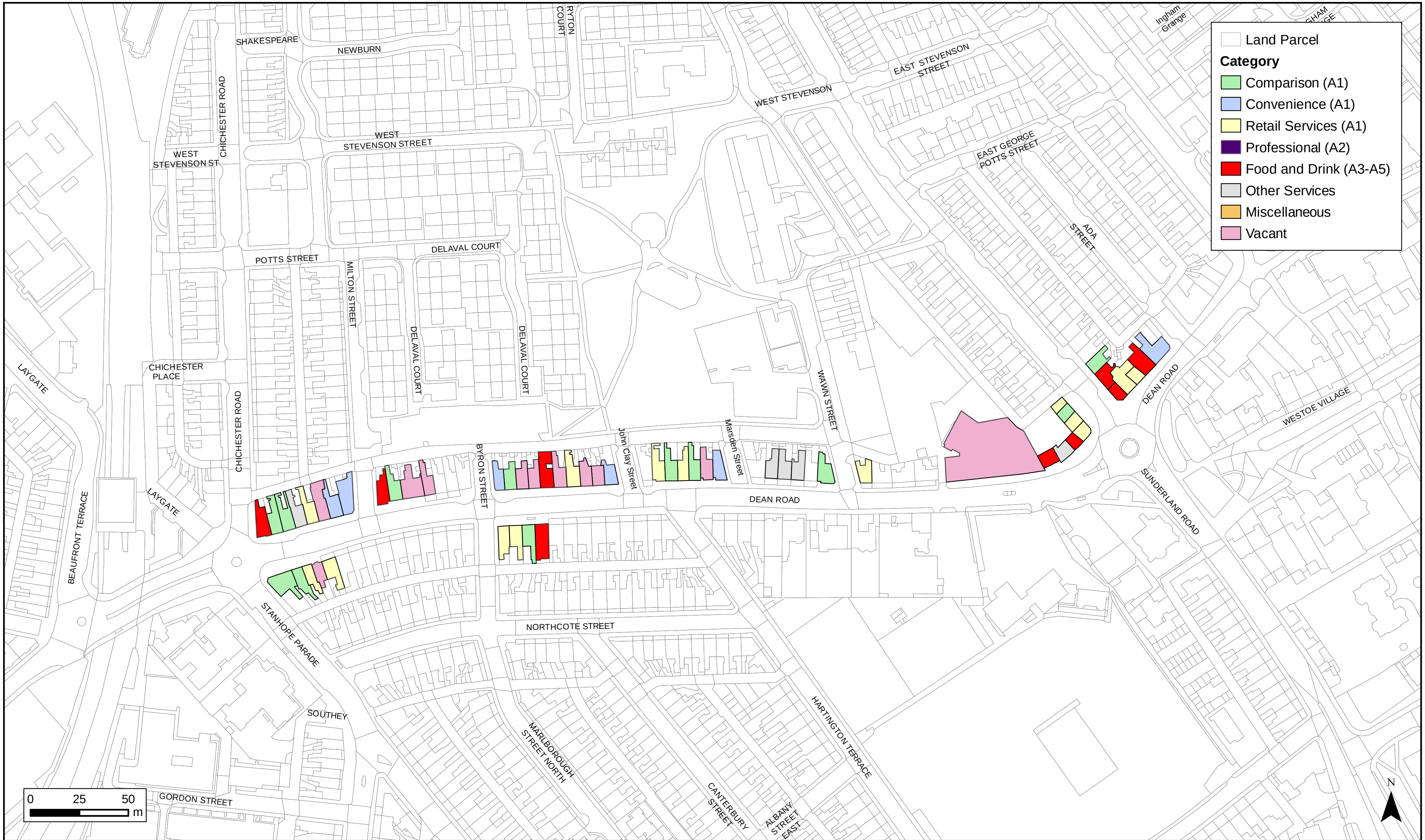
Drawn: MI

Checked: HC

South Tyneside Town & District Centre Use Needs Study

Boldon Lane District Centre

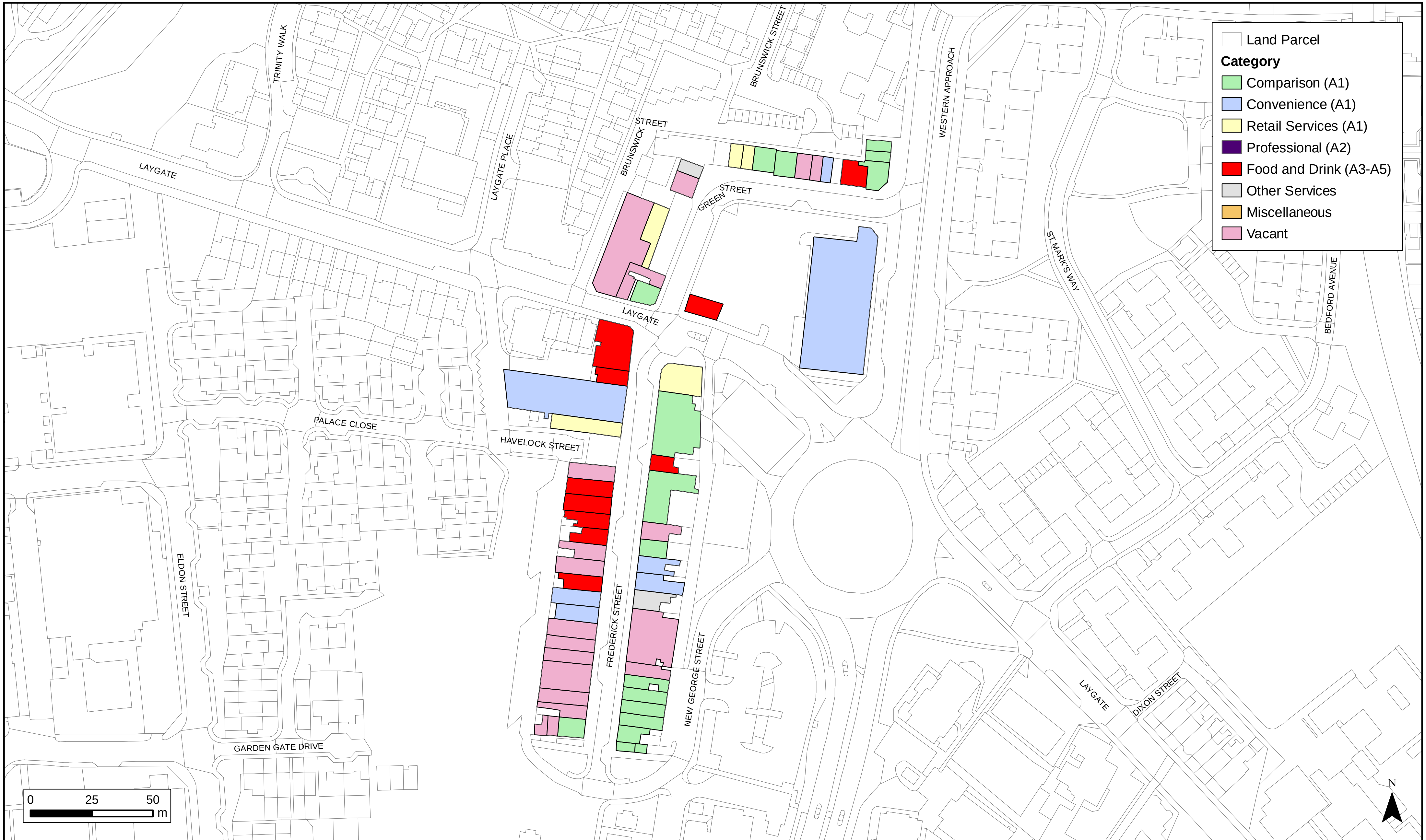
Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client South Tyneside Council	1:2,500 @ A4	**South Tyneside Town & District Centre Use Needs Study**	
	11/07/2018	Dean Road District Centre	
	Drawn: MI		
	Checked: HC		

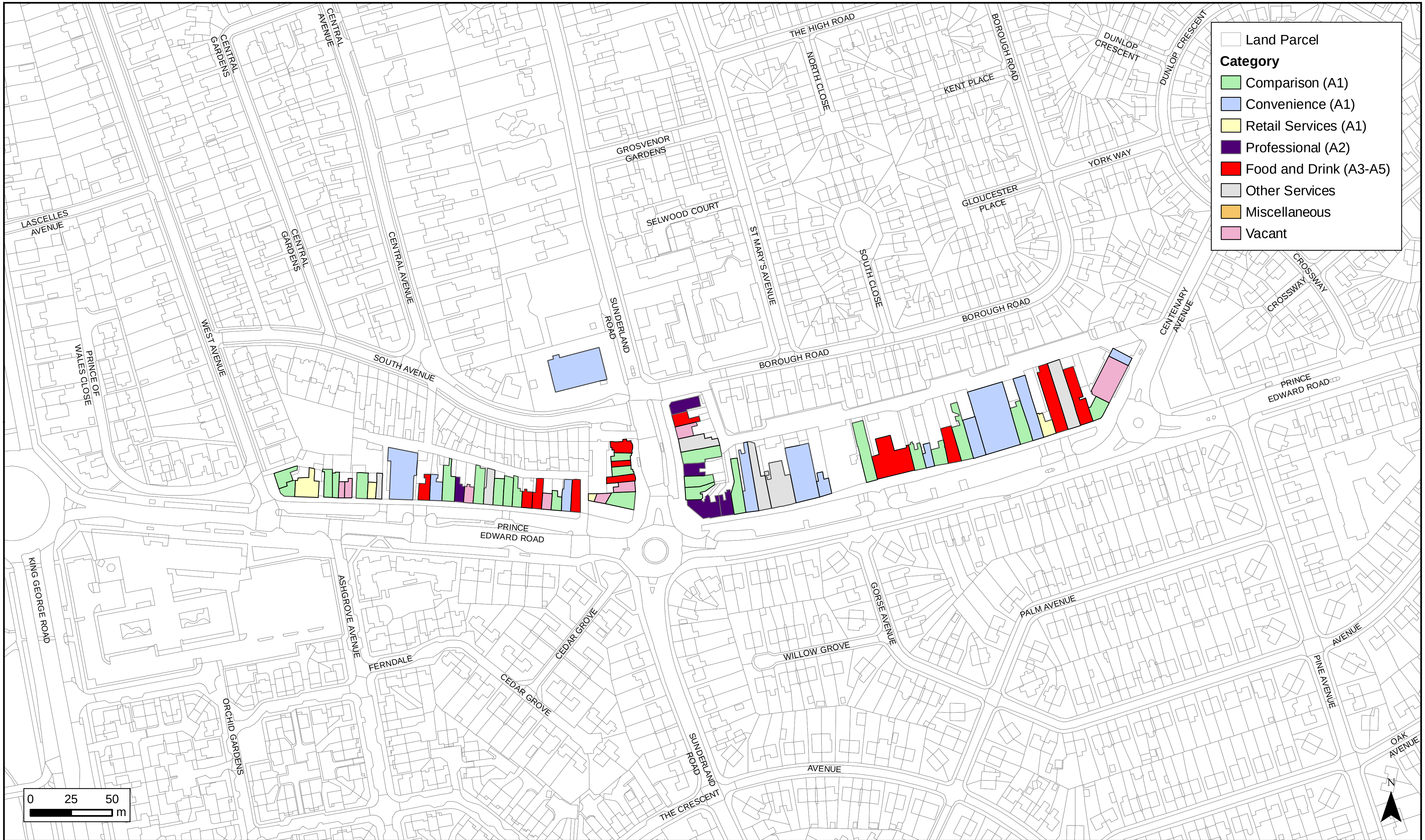
Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



peterbrett

Client	1:2,000 @ A4	**South Tyneside Town & District Centre Use Needs Study**
South Tyneside Council	11/07/2018	Frederick Street District Centre
	Drawn: MI	
	Checked: HC	

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client

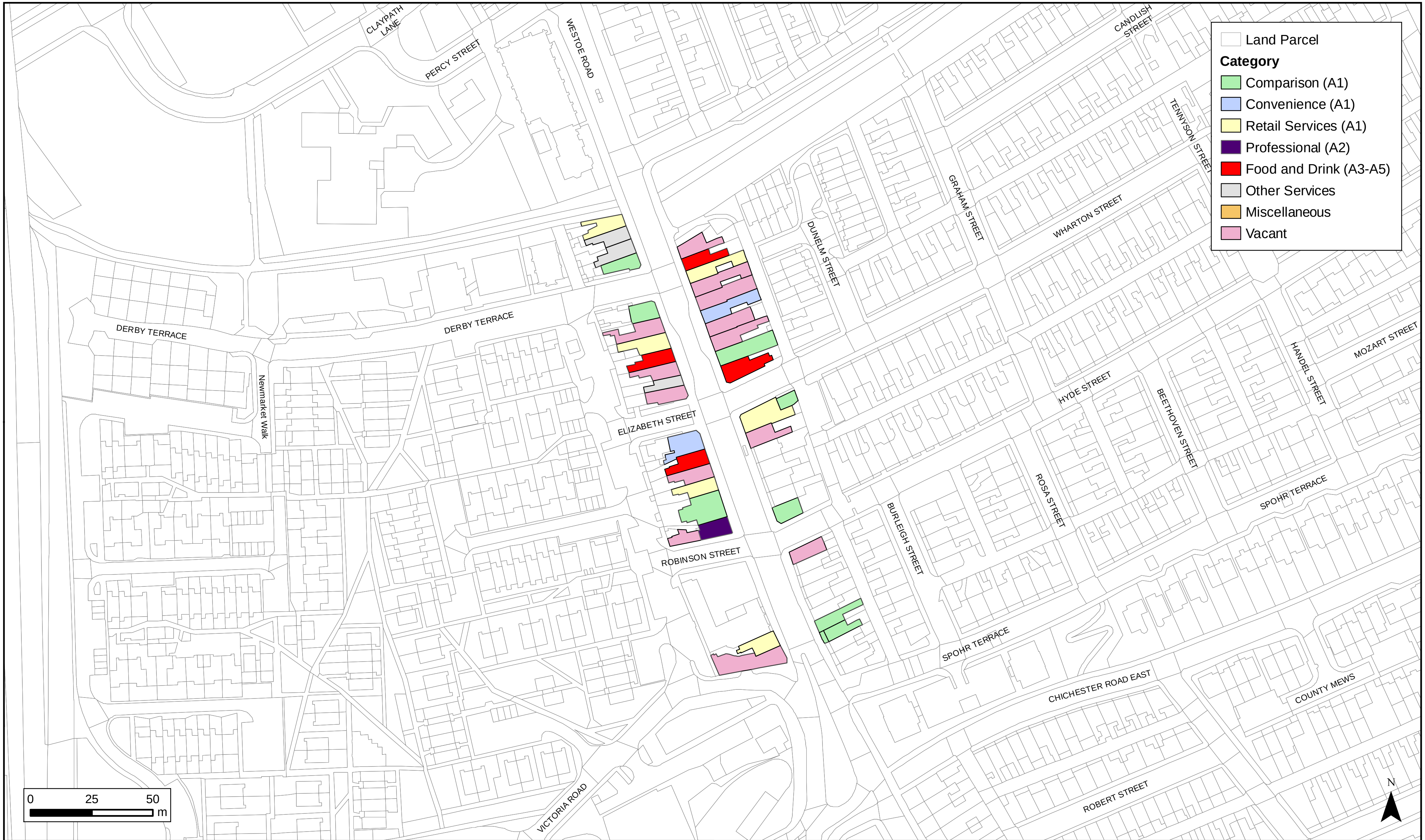
South Tyneside Council

1:3,000 @ A4	
11/07/2018	
Drawn: MI	
Checked: HC	

South Tyneside Town & District Centre Use Needs Study

Harton Nook District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:2,000 @ A4

11/07/2018

Drawn: MI

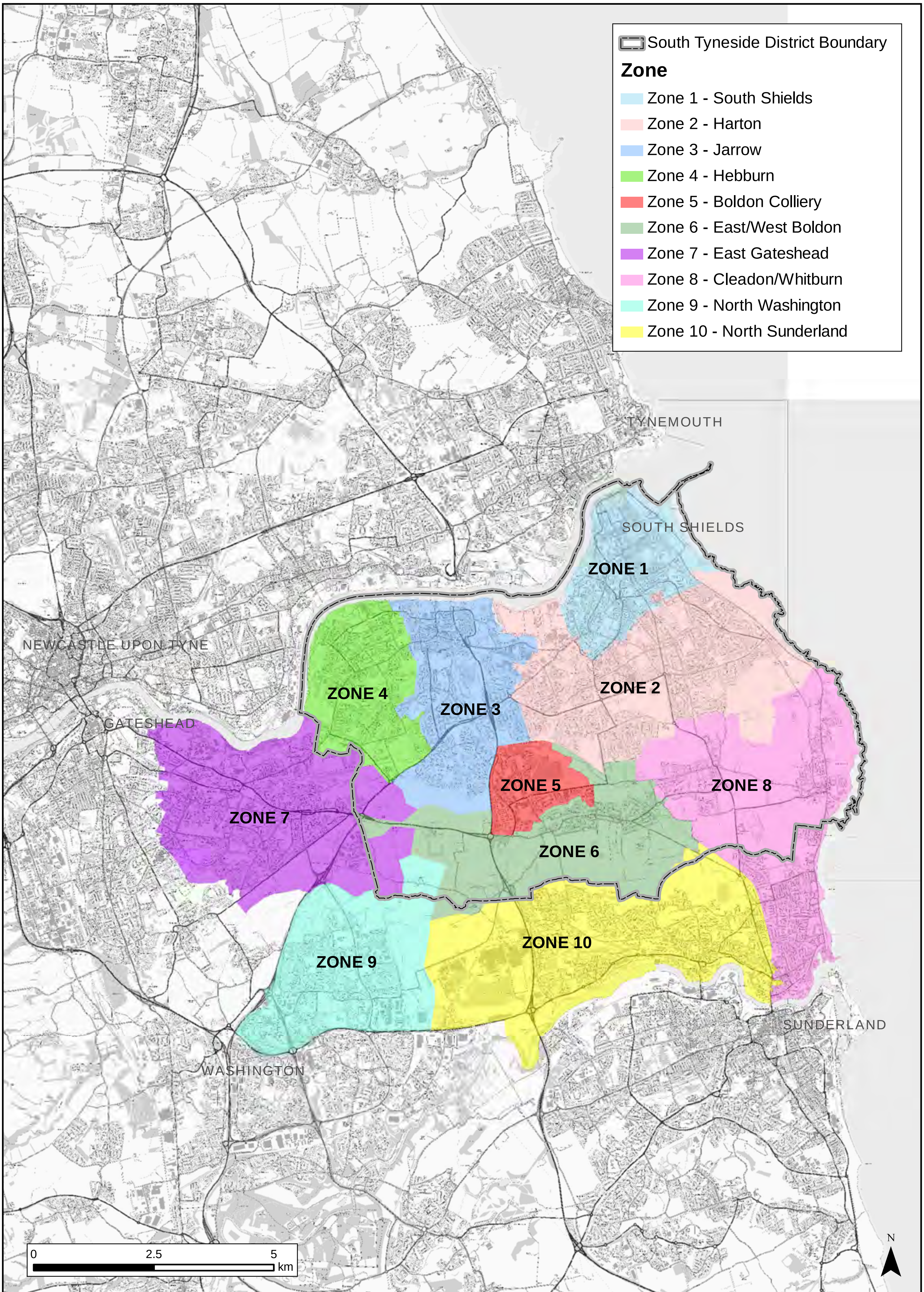
Checked: HC

South Tyneside Town & District Centre Use Needs Study

Westoe Bridges District Centre

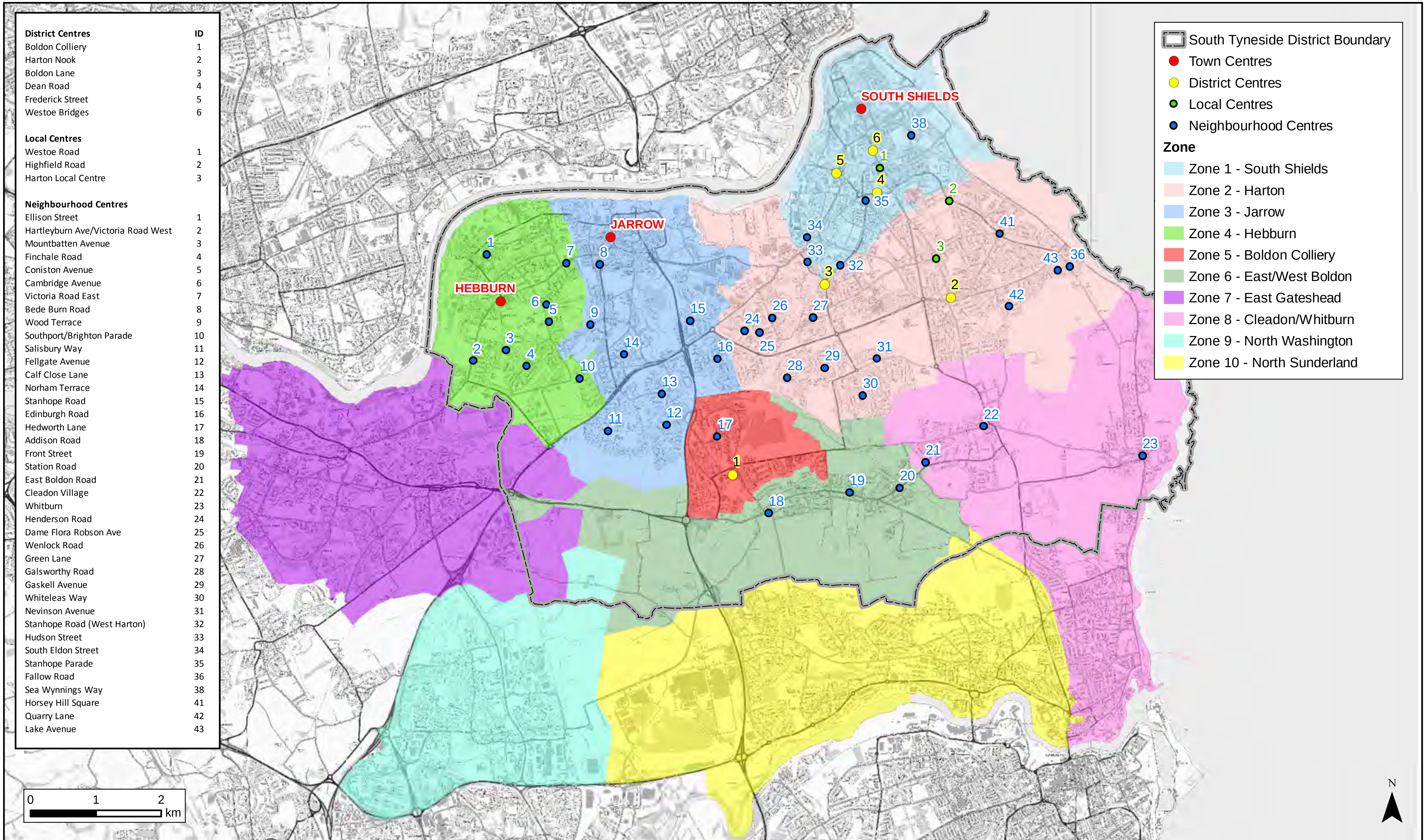
APPENDIX B STUDY AREA

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



pba peterbrett	Client South Tyneside District Council	Contains OS OpenMap Local	1:100,000 @ A4 17/07/2018 Drawn: MI Checked: DW	**South Tyneside Town & District Centre Use Needs Study** Zone Map

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v2.mxd



District Centres	ID
Boldon Colliery	1
Harton Nook	2
Boldon Lane	3
Dean Road	4
Frederick Street	5
Westoe Bridges	6
Local Centres	
Westoe Road	1
Highfield Road	2
Harton Local Centre	3
Neighbourhood Centres	
Ellison Street	1
Hartleyburn Ave/Victoria Road West	2
Mountbatten Avenue	3
Finchale Road	4
Coniston Avenue	5
Cambridge Avenue	6
Victoria Road East	7
Bede Burn Road	8
Wood Terrace	9
Southport/Brighton Parade	10
Salisbury Way	11
Fellgate Avenue	12
Calf Close Lane	13
Norham Terrace	14
Stanhope Road	15
Edinburgh Road	16
Hedworth Lane	17
Addison Road	18
Front Street	19
Station Road	20
East Boldon Road	21
Cleadon Village	22
Whitburn	23
Henderson Road	24
Dame Flora Robson Ave	25
Wenlock Road	26
Green Lane	27
Galsworthy Road	28
Gaskell Avenue	29
Whiteleas Way	30
Nevinson Avenue	31
Stanhope Road (West Harton)	32
Hudson Street	33
South Eldon Street	34
Stanhope Parade	35
Fallow Road	36
Sea Wynnings Way	38
Horsey Hill Square	41
Quarry Lane	42
Lake Avenue	43

Contains OS OpenMap Local

pba peterbrett

Client

South Tyneside Council

1:75,000 @ A4

17/07/2018

Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Centre Locations Map

APPENDIX C SURVEY RESULTS

Q01 Where did your household last undertake a main food and grocery purchase?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Chichester Road, South Shields, NE33 4HF	4.4%	44	16.0%	16	13.0%	13	7.0%	7	1.0%	1	4.0%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Hylton Riverside Retail Park, Sunderland, SR5 3XG	3.6%	36	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	8.0%	8	3.0%	3	4.0%	4	0.0%	0	18.0%	18
Aldi, Shields Road, Pelaw, Felling, NE10 0QD	3.2%	32	2.0%	2	0.0%	0	8.0%	8	10.0%	10	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, The Galleries Retail Park, Washington, NE38 7RW	2.9%	29	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.0%	7	3.0%	3	18.0%	18	0.0%	0
Aldi, Tynemouth Road, Howdon, NE28 0EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Coronation Street, South Shields, NE33 1AZ	6.7%	67	39.0%	39	20.0%	20	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1
Asda, North Road, Boldon Colliery, NE35 9AR	22.3%	223	4.0%	4	17.0%	17	28.0%	28	12.0%	12	67.0%	67	53.0%	53	7.0%	7	11.0%	11	7.0%	7	17.0%	17
Asda, Old Fold Road, Gateshead, NE10 0DH	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	1.0%	1	0.0%	0	0.0%	0
Asda, Station Road, Hebburn, NE31 1PN	1.8%	18	1.0%	1	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Galleries, Washington, NE38 7NF	3.0%	30	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	26.0%	26	0.0%	0
Co-op, Bedford Street, North Shields, NE29 6QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farmfoods, St James Mall, Hebburn, NE31 1LE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Prince Edward Road, South Shields (Harton), NE34 7LZ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, St James' Mall, Hebburn, NE31 1LE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Prince Edward Road, South Shields (Harton), NE34 7LZ	1.3%	13	0.0%	0	4.0%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	3.0%	3
Lidl, Boldon Lane, West Harton, NE34 0AT	1.2%	12	1.0%	1	6.0%	6	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Laygate, South Shields, NE33 5RG	1.1%	11	2.0%	2	6.0%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Roker Avenue, Roker, Sunderland, SR6 0BN	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	9.0%	9	2.0%	2	1.0%	1
Marks & Spencer, King Street, South Shields, NE33 1JE	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Silverlink Retail Park, Silverlink,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Wallsend, NE28 9ND																						
Morrisons, Collingwood Centre Preston Grange, Preston North Road, Tynemouth, NE29 9QR	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Morrisons, Lowry Road, Seaburn, SR6 8AA	4.8%	48	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	5.0%	5	0.0%	0	30.0%	30	0.0%	0	9.0%	9
Morrisons, Ocean Road, South Shields, NE33 2AA	2.8%	28	15.0%	15	9.0%	9	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Morrisons, Viking Precinct, Jarrow, NE32 3LP	9.8%	98	5.0%	5	5.0%	5	41.0%	41	37.0%	37	3.0%	3	0.0%	0	4.0%	4	0.0%	0	3.0%	3	0.0%	0
Sainsbury's Local, Station Terrace, East Boldon, NE36 0LJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Tynemouth, NE30 3RT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Newstead Drive, Whitley Bay, NE25 9EX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Prince Edward Road, South Shields (Harton), NE34 7LZ	0.4%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Road, Fulwell, SR6 9AE	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Sainsbury's, Team Valley, Gateshead, NE11 0JY	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2	1.0%	1	1.0%	1
Sainsbury's, The Galleries, Washington Centre, Washington, NE38 7RU	2.9%	29	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3	1.0%	1	20.0%	20	0.0%	0
Tesco Express (Esso), Beach Road, North Shields, NE29 9AE	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westoe Crown Villas, Seawinnings Way, South Shields, NE33 3NE	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	3.8%	38	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	5.0%	5	0.0%	0	14.0%	14	0.0%	0	11.0%	11
Tesco Extra, Norham Road, Chirton, North Shields, NE29 7UJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Towers Place, Simonside, South Shields, NE34 9QD	1.1%	11	1.0%	1	3.0%	3	4.0%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.0%	30	3.0%	3	5.0%	5	2.0%	2	6.0%	6	2.0%	2	2.0%	2	4.0%	4	1.0%	1	3.0%	3	2.0%	2
Other Outside Catchment	2.1%	21	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	4.0%	4	2.0%	2	3.0%	3	6.0%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Area																						
Aldi, Armstrong Road, Washington, NE37 1PR	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0
Aldi, Carley Hill Road, Sunderland, SR5 2EX	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0	4.0%	4	0.0%	0	6.0%	6
Aldi, Sunderland Road, Gateshead, NE8 3LG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Other, Zone 10	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Asda, Crowhall Lane, Felling, NE10 9PW	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Heron, East View, Boldon Colliery, NE35 9AU	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Wrekenton, NE9 7JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, North Hylton Road, Sunderland, SR5 3JJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Hebburn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Shields Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Sunderland City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
M&S Simply Food, The Galleries Shopping Centre, Washington, NE38 7SD	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Marks & Spencer, High Street West, Sunderland, SR1 3DD	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Riverside Road, Sunderland, SR5 3JG	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	7.0%	7	0.0%	0	11.0%	11
Tesco Express, Carr Hill Road, Gateshead, NE10 9EL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Trinity Square, Gateshead, NE8 1AG	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	13.0%	13	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	0.8%	8	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	1.0%	1
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q02 Do you undertake another activity when food shopping at (STORE MENTIONED AT Q01)? [MR/PR]
Excluding those who do their main food shopping via the Internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes - shopping	9.3%	90	11.3%	11	11.6%	11	11.2%	11	9.6%	9	6.1%	6	12.2%	12	6.3%	6	2.0%	2	17.5%	17	5.1%	5
Yes - travelling to / from work	1.4%	14	2.1%	2	1.1%	1	3.1%	3	3.2%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	3.1%	3	0.0%	0
Yes - travelling to / from school / college	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	3.1%	30	5.2%	5	2.1%	2	1.0%	1	2.1%	2	2.0%	2	8.2%	8	2.1%	2	3.0%	3	4.1%	4	1.0%	1
Yes - services, banks, building societies, hairdressers etc.	2.8%	27	2.1%	2	3.2%	3	1.0%	1	4.3%	4	4.1%	4	7.1%	7	2.1%	2	0.0%	0	3.1%	3	1.0%	1
Yes - other activities	0.6%	6	1.0%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes - get petrol	1.0%	10	0.0%	0	1.1%	1	2.0%	2	2.1%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.1%	2	1.0%	1
Yes - visit café / restaurant	3.1%	30	1.0%	1	0.0%	0	4.1%	4	3.2%	3	2.0%	2	3.1%	3	3.1%	3	4.0%	4	3.1%	3	7.1%	7
Yes - visit family / friends	1.1%	11	1.0%	1	2.1%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	1.0%	1	0.0%	0
(No other activity)	79.9%	775	81.4%	79	78.9%	75	76.5%	75	79.8%	75	84.7%	83	71.4%	70	85.4%	82	86.9%	86	67.0%	65	86.7%	85
Base:		970		97		95		98		94		98		98		96		99		97		98

Q03 When undertaking a linked shopping trip with your main food shop, where do you normally visit?
Those who combine their trip with 'shopping' at Q02:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	58.3%	7	0.0%	0	0.0%	0	0.0%	0	20.0%	1
East Boldon	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Felling District Centre, Gateshead	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead Town Centre	3.3%	3	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%	0
Hebburn Town Centre	3.3%	3	0.0%	0	0.0%	0	0.0%	0	33.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	18.9%	17	9.1%	1	0.0%	0	90.9%	10	44.4%	4	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	21.1%	19	81.8%	9	63.6%	7	9.1%	1	11.1%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	16.7%	2	0.0%	0	50.0%	1	0.0%	0	20.0%	1
Washington Town Centre	6.7%	6	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	17.6%	3	0.0%	0
Galleries Retail Park, Washington	13.3%	12	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.7%	11	0.0%	0
Metro Centre Shopping Centre (Mall), Gateshead	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail World, Gateshead	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Other Outside Catchment Area	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Seaburn Local Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
(Don't know / can't remember)	3.3%	3	9.1%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Base:		90		11		11		11		9		6		12		6		2		17		5

Q04 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e. smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Aldi, Chichester Road, South Shields, NE33 4HF	2.5%	25	11.0%	11	7.0%	7	3.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Hylton Riverside Retail Park, Sunderland, SR5 3XG	2.3%	23	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	4.0%	4	0.0%	0	15.0%	15
Aldi, Shields Road, Pelaw, Felling, NE10 0QD	2.1%	21	0.0%	0	0.0%	0	2.0%	2	6.0%	6	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0
Aldi, The Galleries Retail Park, Washington, NE38 7RW	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	13.0%	13	0.0%	0
Aldi, Tynemouth Road, Howdon, NE28 0EB	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Coronation Street, South Shields, NE33 1AZ	2.1%	21	11.0%	11	5.0%	5	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	10.9%	109	0.0%	0	4.0%	4	9.0%	9	5.0%	5	51.0%	51	30.0%	30	1.0%	1	4.0%	4	0.0%	0	5.0%	5
Asda, Old Fold Road, Gateshead, NE10 0DH	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Asda, Station Road, Hebburn, NE31 1PN	3.7%	37	2.0%	2	0.0%	0	1.0%	1	30.0%	30	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Asda, The Galleries, Washington, NE38 7NF	1.5%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	12.0%	12	0.0%	0
Co-op, Bedford Street, North Shields, NE29 6QF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Co-op, Chiswick Road, Sunderland (Hylton Castle), SR5 3PZ	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5
Co-op, Mortimer Road, South Shields, NE34 0RU	0.4%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, St James Mall, Hebburn, NE31 1LE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Frederick Street, South Shields, NE33 5EA	0.3%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Heron, Prince Edward Road, South Shields (Harton), NE34 7LZ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, St James' Mall, Hebburn, NE31 1LE	0.8%	8	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Prince Edward Road, South Shields (Harton), NE34 7LZ	0.7%	7	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Lidl, Boldon Lane, West Harton, NE34 0AT	1.4%	14	2.0%	2	8.0%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Lidl, Laygate, South Shields, NE33 5RG	1.4%	14	6.0%	6	6.0%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Lidl, Roker Avenue, Roker, Sunderland, SR6 0BN	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	12.0%	12	0.0%	0	1.0%	1
Marks & Spencer, King Street, South Shields, NE33 1JE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Silverlink Retail Park, Silverlink, Wallsend, NE28 9ND	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Lowry Road, Seaburn, SR6 8AA	2.6%	26	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	20.0%	20	0.0%	0	4.0%	4
Morrisons, Ocean Road, South Shields, NE33 2AA	2.3%	23	15.0%	15	6.0%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Viking Precinct, Jarrow, NE32 3LP	5.5%	55	3.0%	3	0.0%	0	31.0%	31	17.0%	17	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stanhope Road, South Shields NE33 4BP	1.2%	12	5.0%	5	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Binchester Street, Simonside, NE34 9AR	0.4%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Park View Shopping Centre, Park Avenue, Whitley Bay, NE26 2TJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Local, Station Terrace, East Boldon, NE36 0LJ	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Sainsbury's, Eardson Road, Northumberland Park, NE27 0SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Prince Edward Road, South Shields (Harton), NE34 7LZ	0.9%	9	2.0%	2	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Road, Fulwell, SR6 9AE	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	6.0%	6
Sainsbury's, Team Valley, Gateshead, NE11 0JY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Sainsbury's, The Galleries, Washington Centre, Washington, NE38 7RU	1.8%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	11.0%	11	1.0%	1
Tesco Express (Esso), Beach Road, North Shields, NE29 9AE	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Westoe Crown Villas, Seawinnings Way, South Shields, NE33 3NE	1.0%	10	7.0%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	1.5%	15	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	5.0%	5	0.0%	0	4.0%	4
Tesco Extra, Norham Road, Chirton, North Shields, NE29 7UJ	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Towers Place, Simonside, South Shields, NE34 9QD	1.0%	10	1.0%	1	2.0%	2	6.0%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.7%	7	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Other Outside Catchment Area	3.1%	31	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	4.0%	4	9.0%	9	2.0%	2	4.0%	4	6.0%	6
Aldi, Armstrong Road, Washington, NE37 1PR	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Aldi, Carley Hill Road, Sunderland, SR5 2EX	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	2.0%	2
Aldi, Sunderland Road, Gateshead, NE8 3LG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other, Zone 10	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Asda, Crowhall Lane, Felling, NE10 9PW	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
Other, Zone 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Other, Zone 3	0.5%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Filling Station), Parsons Road, Washington, NE37 1EZ	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Other, Zone 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Victoria Place, Concord, Washington, NE37 2SU	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5	0.0%	0
Heron, East View, Boldon Colliery, NE35 9AU	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.3%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Wrekenton, NE9 7JS	0.6%	6	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Lidl, North Hylton Road, Sunderland, SR5 3JJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Boldon Colliery Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other, Zone 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fulwell Local Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Local shops, Hebburn Town Centre	0.6%	6	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Jarrow Town Centre	0.7%	7	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other, Zone 2	0.7%	7	1.0%	1	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Shields Town Centre	1.5%	15	4.0%	4	9.0%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sunderland City Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	9.0%	9
Local shops, West Boldon Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, The Galleries Shopping Centre, Washington, NE38 7SD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street West, Sunderland, SR1 3DD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
One Stop, Front Street, Cleadon, Sunderland, SR6 7PG	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Sainsbury's, Riverside Road, Sunderland, SR5 3JG	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	6
Tesco Express, Carr Hill Road, Gateshead, NE10 9EL	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Trinity Square, Gateshead, NE8 1AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.9%	19	2.0%	2	1.0%	1	3.0%	3	3.0%	3	1.0%	1	0.0%	0	4.0%	4	2.0%	2	1.0%	1	2.0%	2
(Don't do this)	19.2%	192	13.0%	13	18.0%	18	20.0%	20	19.0%	19	19.0%	19	25.0%	25	18.0%	18	17.0%	17	24.0%	24	19.0%	19
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q05 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	2.9%	29	0.0%	0	3.0%	3	2.0%	2	8.0%	8	7.0%	7	5.0%	5	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Boldon Lane District Centre	0.5%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Durham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
East Boldon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Felling District Centre, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gateshead Town Centre	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.2%	32	4.0%	4	1.0%	1	12.0%	12	14.0%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	21.6%	216	14.0%	14	17.0%	17	26.0%	26	35.0%	35	32.0%	32	25.0%	25	21.0%	21	18.0%	18	20.0%	20	8.0%	8
North Shields Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	9.0%	90	32.0%	32	27.0%	27	10.0%	10	9.0%	9	6.0%	6	2.0%	2	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Sunderland City Centre	17.3%	173	12.0%	12	12.0%	12	10.0%	10	2.0%	2	21.0%	21	27.0%	27	1.0%	1	35.0%	35	0.0%	0	53.0%	53
Washington Town Centre	1.8%	18	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	3.0%	3	1.0%	1	6.0%	6	4.0%	4
Whitley Bay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Village, Murton / Seaham	1.5%	15	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	4.0%	4	1.0%	1	3.0%	3	2.0%	2	2.0%	2
Galleries Retail Park, Washington	5.5%	55	1.0%	1	1.0%	1	3.0%	3	2.0%	2	2.0%	2	4.0%	4	4.0%	4	1.0%	1	34.0%	34	3.0%	3
Hylton Riverside Retail Park, Sunderland	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Metro Centre Shopping Centre (Mall), Gateshead	9.1%	91	10.0%	10	9.0%	9	9.0%	9	10.0%	10	9.0%	9	4.0%	4	15.0%	15	10.0%	10	12.0%	12	3.0%	3
Metro Retail Park, Gateshead	0.8%	8	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Royal Docks Outlet Centre, Tynemouth / North Shields	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	0.8%	8	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Station Road, South Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Team Valley Retail World, Gateshead	1.5%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	1.0%	1	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
The Peel Centre, Washington	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	5.0%	5	0.0%	0
Internet / catalogue / other delivery	12.2%	122	16.0%	16	15.0%	15	13.0%	13	8.0%	8	10.0%	10	13.0%	13	20.0%	20	10.0%	10	8.0%	8	9.0%	9
Other Outside Catchment Area	1.0%	10	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Coronation Street, South Shields, NE33 1AZ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Park Lane, Shiremoor, Newcastle-upon-Tyne, NE27 0BS	0.7%	7	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Seaburn Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.7%	27	2.0%	2	1.0%	1	3.0%	3	3.0%	3	0.0%	0	2.0%	2	4.0%	4	3.0%	3	5.0%	5	4.0%	4
(Don't do this)	3.5%	35	2.0%	2	4.0%	4	5.0%	5	2.0%	2	3.0%	3	8.0%	8	3.0%	3	2.0%	2	4.0%	4	2.0%	2
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q06 And the time before that, where did your household go to make a purchase of clothes or shoes?
Not 'Don't buy' and not 'Don't know' at Q05:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	1.9%	18	0.0%	0	2.1%	2	2.2%	2	2.1%	2	6.2%	6	5.6%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
East Boldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Gateshead Town Centre	0.4%	4	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.0%	28	3.1%	3	1.1%	1	12.0%	11	10.5%	10	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Killingworth Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	26.7%	250	22.9%	22	11.6%	11	33.7%	31	46.3%	44	25.8%	25	32.2%	29	34.4%	32	23.2%	22	26.4%	24	10.6%	10
North Shields Town Centre	0.3%	3	1.0%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	7.2%	68	24.0%	23	22.1%	21	6.5%	6	6.3%	6	5.2%	5	3.3%	3	1.1%	1	2.1%	2	0.0%	0	1.1%	1
Sunderland City Centre	15.1%	142	14.6%	14	14.7%	14	6.5%	6	1.1%	1	22.7%	22	26.7%	24	1.1%	1	29.5%	28	0.0%	0	34.0%	32
Washington Town Centre	2.2%	21	0.0%	0	1.1%	1	0.0%	0	2.1%	2	2.1%	2	1.1%	1	3.2%	3	1.1%	1	7.7%	7	4.3%	4
Dalton Park Outlet Village, Murton / Seaham	2.0%	19	1.0%	1	1.1%	1	2.2%	2	0.0%	0	1.0%	1	1.1%	1	1.1%	1	4.2%	4	1.1%	1	7.4%	7
Galleries Retail Park, Washington	4.9%	46	0.0%	0	1.1%	1	1.1%	1	4.2%	4	3.1%	3	1.1%	1	3.2%	3	1.1%	1	29.7%	27	5.3%	5
Hylton Riverside Retail Park, Sunderland	0.6%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	3.2%	3
Metro Centre Shopping Centre (Mall), Gateshead	13.2%	124	8.3%	8	15.8%	15	12.0%	11	15.8%	15	14.4%	14	6.7%	6	22.6%	21	14.7%	14	16.5%	15	5.3%	5
Metro Retail Park, Gateshead	1.5%	14	2.1%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	4.2%	4	2.2%	2	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	0.0%	0	1.1%	1
Royal Docks Outlet Centre, Tynemouth / North Shields	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	0.5%	5	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Station Road, South Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail World, Gateshead	0.6%	6	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Washington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / catalogue / other delivery	10.1%	95	7.3%	7	17.9%	17	14.1%	13	6.3%	6	7.2%	7	13.3%	12	12.9%	12	9.5%	9	5.5%	5	7.4%	7
Other Outside Catchment Area	1.4%	13	1.0%	1	2.1%	2	0.0%	0	0.0%	0	2.1%	2	2.2%	2	0.0%	0	1.1%	1	3.3%	3	2.1%	2
Asda, Coronation Street,	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
South Shields, NE33 1AZ																						
Asda, North Road, Boldon Colliery, NE35 9AR	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Park Lane, Shiremoor, Newcastle-upon-Tyne, NE27 0BS	0.5%	5	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know / can't remember)	5.5%	52	9.4%	9	2.1%	2	5.4%	5	1.1%	1	4.1%	4	1.1%	1	7.5%	7	4.2%	4	4.4%	4	16.0%	15
Base:		938		96		95		92		95		97		90		93		95		91		94

Q07 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Boldon Lane District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
East Boldon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Frederick Street District Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0	3.0%	3	1.0%	1	4.0%	4
Gateshead Town Centre	1.6%	16	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	7.0%	7	2.0%	2	2.0%	2	0.0%	0
Hebburn Town Centre	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.5%	35	2.0%	2	0.0%	0	14.0%	14	16.0%	16	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	8.9%	89	7.0%	7	8.0%	8	11.0%	11	9.0%	9	8.0%	8	13.0%	13	6.0%	6	12.0%	12	11.0%	11	4.0%	4
North Shields Town Centre	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	7.9%	79	34.0%	34	23.0%	23	9.0%	9	4.0%	4	3.0%	3	0.0%	0	2.0%	2	2.0%	2	0.0%	0	2.0%	2
Sunderland City Centre	9.3%	93	3.0%	3	10.0%	10	3.0%	3	2.0%	2	6.0%	6	10.0%	10	0.0%	0	32.0%	32	4.0%	4	23.0%	23
Tynemouth District Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	2.5%	25	0.0%	0	0.0%	0	5.0%	5	6.0%	6	0.0%	0	0.0%	0	3.0%	3	1.0%	1	10.0%	10	0.0%	0
Whitley Bay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Coast Road Retail Park, North Shields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	0.8%	8	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Hylton Riverside Retail Park, Sunderland	2.1%	21	1.0%	1	0.0%	0	1.0%	1	1.0%	1	4.0%	4	2.0%	2	0.0%	0	4.0%	4	0.0%	0	8.0%	8
Metro Centre Shopping Centre (Mall), Gateshead	7.2%	72	6.0%	6	5.0%	5	8.0%	8	9.0%	9	5.0%	5	2.0%	2	15.0%	15	6.0%	6	11.0%	11	5.0%	5
Metro Retail Park, Gateshead	5.1%	51	2.0%	2	8.0%	8	4.0%	4	8.0%	8	11.0%	11	2.0%	2	3.0%	3	3.0%	3	2.0%	2	8.0%	8
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	1.2%	12	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	4.0%	4
Royal Docks Outlet Centre, Tynemouth / North Shields	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	1.1%	11	2.0%	2	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Station Road, South Shields	0.8%	8	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road,	0.9%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	2.0%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sunderland / Roker																						
Team Valley Retail World, Gateshead	4.7%	47	4.0%	4	3.0%	3	4.0%	4	5.0%	5	6.0%	6	0.0%	0	17.0%	17	2.0%	2	4.0%	4	2.0%	2
The Peel Centre, Washington	1.8%	18	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	1.0%	1	5.0%	5	4.0%	4
Trimdon Street West Retail Park, Sunderland	0.6%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / catalogue / other delivery	7.3%	73	12.0%	12	13.0%	13	9.0%	9	7.0%	7	2.0%	2	5.0%	5	5.0%	5	3.0%	3	9.0%	9	8.0%	8
Other Outside Catchment Area	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	4.0%	4	2.0%	2	3.0%	3	0.0%	0
Armstrong Industrial Estate, Whitworth Road, Washington, NE37 1PP	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
B&Q, Armstrong Industrial Estate, Cragside Road, Washington, NE37 1LH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
B&Q, Trimdon Street, Sunderland, SR4 6DW	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Mandela Way, off Handy Drive, Gateshead, NE11 9DH	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Metro Park West, Pinetree Way, Swalwell, Gateshead, NE11 9XS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaburn Local Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwick Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	8.8%	88	5.0%	5	10.0%	10	6.0%	6	6.0%	6	4.0%	4	7.0%	7	17.0%	17	8.0%	8	14.0%	14	11.0%	11
(Don't do this)	17.5%	175	11.0%	11	12.0%	12	15.0%	15	16.0%	16	29.0%	29	41.0%	41	12.0%	12	10.0%	10	15.0%	15	14.0%	14
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q08 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?
Not 'Don't buy' and not 'Don't know' at Q07:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldon Lane District Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Boldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.8%	2	0.0%	0	2.4%	2	1.4%	1	1.3%	1
Gateshead Town Centre	2.3%	17	3.6%	3	0.0%	0	1.3%	1	3.8%	3	0.0%	0	0.0%	0	7.0%	5	0.0%	0	7.0%	5	0.0%	0
Hebburn Town Centre	0.3%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.3%	24	1.2%	1	3.8%	3	8.9%	7	12.8%	10	3.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkseaton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	13.0%	96	10.7%	9	10.3%	8	15.2%	12	11.5%	9	17.9%	12	26.9%	14	8.5%	6	17.1%	14	11.3%	8	5.3%	4
North Shields Town Centre	0.7%	5	1.2%	1	0.0%	0	1.3%	1	2.6%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	8.5%	63	32.1%	27	21.8%	17	5.1%	4	10.3%	8	4.5%	3	1.9%	1	1.4%	1	2.4%	2	0.0%	0	0.0%	0
Sunderland City Centre	10.2%	75	3.6%	3	7.7%	6	1.3%	1	2.6%	2	9.0%	6	17.3%	9	0.0%	0	31.7%	26	4.2%	3	25.3%	19
Tynemouth District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	2.6%	19	0.0%	0	0.0%	0	6.3%	5	3.8%	3	0.0%	0	0.0%	0	2.8%	2	2.4%	2	9.9%	7	0.0%	0
Coast Road Retail Park, North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	0.7%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	2.8%	2	0.0%	0
Hylton Riverside Retail Park, Sunderland	2.4%	18	1.2%	1	0.0%	0	0.0%	0	1.3%	1	4.5%	3	1.9%	1	0.0%	0	4.9%	4	2.8%	2	8.0%	6
Metro Centre Shopping Centre (Mall), Gateshead	8.0%	59	7.1%	6	5.1%	4	12.7%	10	7.7%	6	6.0%	4	5.8%	3	21.1%	15	6.1%	5	5.6%	4	2.7%	2
Metro Retail Park, Gateshead	7.2%	53	2.4%	2	10.3%	8	6.3%	5	7.7%	6	16.4%	11	0.0%	0	12.7%	9	3.7%	3	2.8%	2	9.3%	7
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.9%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Royal Docks Outlet Centre, Tynemouth / North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Silverlink Shopping Park, Wallsend	0.8%	6	2.4%	2	1.3%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Station Road, South Shields	1.0%	7	0.0%	0	0.0%	0	1.3%	1	3.8%	3	3.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.8%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.2%	1	1.4%	1	2.7%	2
Team Valley Retail World, Gateshead	5.2%	38	3.6%	3	1.3%	1	6.3%	5	6.4%	5	9.0%	6	0.0%	0	11.3%	8	2.4%	2	9.9%	7	1.3%	1
The Peel Centre, Washington	2.2%	16	1.2%	1	1.3%	1	2.5%	2	2.6%	2	0.0%	0	5.8%	3	2.8%	2	0.0%	0	4.2%	3	2.7%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Trimdon Street West Retail Park, Sunderland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Internet / catalogue / other delivery	7.3%	54	9.5%	8	15.4%	12	7.6%	6	5.1%	4	3.0%	2	7.7%	4	4.2%	3	3.7%	3	8.5%	6	8.0%	6
Other Outside Catchment Area	1.6%	12	1.2%	1	1.3%	1	0.0%	0	0.0%	0	6.0%	4	3.8%	2	1.4%	1	2.4%	2	0.0%	0	1.3%	1
Hexham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Metro Park West, Pinetree Way, Swalwell, Gateshead, NE11 9XS	0.3%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other, Zone 1	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	17.9%	132	13.1%	11	17.9%	14	24.1%	19	14.1%	11	1.5%	1	11.5%	6	25.4%	18	17.1%	14	25.4%	18	26.7%	20
Base:		737		84		78		79		78		67		52		71		82		71		75

Q09 Now can you tell me where your household last made a purchase of DIY and decorating goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldon Lane District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
East Boldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Felling District Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead Town Centre	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.7%	37	3.0%	3	1.0%	1	15.0%	15	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	1.4%	14	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	4.0%	4	3.0%	3	0.0%	0	0.0%	0	2.0%	2
South Shields Town Centre	11.9%	119	40.0%	40	37.0%	37	15.0%	15	5.0%	5	2.0%	2	2.0%	2	2.0%	2	14.0%	14	0.0%	0	2.0%	2
Sunderland City Centre	7.5%	75	2.0%	2	4.0%	4	1.0%	1	1.0%	1	2.0%	2	10.0%	10	0.0%	0	28.0%	28	1.0%	1	26.0%	26
Wallsend Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	11.1%	111	5.0%	5	9.0%	9	18.0%	18	24.0%	24	2.0%	2	4.0%	4	23.0%	23	3.0%	3	22.0%	22	1.0%	1
Westoe Bridges District Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Village, Murton / Seaham	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Galleries Retail Park, Washington	2.7%	27	1.0%	1	1.0%	1	7.0%	7	0.0%	0	2.0%	2	0.0%	0	8.0%	8	0.0%	0	7.0%	7	1.0%	1
Hylton Riverside Retail Park, Sunderland	2.2%	22	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	7.0%	7	0.0%	0	9.0%	9
Metro Centre Shopping Centre (Mall), Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	1.8%	18	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	9.0%	9	0.0%	0	2.0%	2
Silverlink Shopping Park, Wallsend	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, South Shields	4.0%	40	6.0%	6	11.0%	11	3.0%	3	4.0%	4	11.0%	11	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.9%	9	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4
Team Valley Retail World, Gateshead	2.0%	20	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	15.0%	15	0.0%	0	2.0%	2	1.0%	1
The Peel Centre, Washington	5.4%	54	2.0%	2	1.0%	1	4.0%	4	7.0%	7	9.0%	9	5.0%	5	12.0%	12	1.0%	1	12.0%	12	1.0%	1
Trimdon Street West Retail Park, Sunderland	6.1%	61	0.0%	0	1.0%	1	0.0%	0	0.0%	0	11.0%	11	23.0%	23	0.0%	0	7.0%	7	0.0%	0	19.0%	19
Internet / catalogue / other delivery	1.9%	19	2.0%	2	4.0%	4	1.0%	1	4.0%	4	4.0%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Other Outside Catchment	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Area																						
Armstrong Industrial Estate, Whitworth Road, Washington, NE37 1PP	0.6%	6	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
B&Q (now closed), Millbank Industrial Estate, Secretan Way, South Shields, NE33 1RB	0.6%	6	1.0%	1	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Armstrong Industrial Estate, Cragside Road, Washington, NE37 1LH	8.8%	88	4.0%	4	6.0%	6	9.0%	9	9.0%	9	15.0%	15	0.0%	0	8.0%	8	2.0%	2	34.0%	34	1.0%	1
B&Q, Trimdon Street, Sunderland, SR4 6DW	2.0%	20	3.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	4.0%	4	1.0%	1	2.0%	2	0.0%	0	7.0%	7
Low Southwick Industrial Estate, Inkerman Street, Sunderland, SR5 2BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southwick Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Western Approach Trade Park, Western Approach, South Shields, NE33 5QZ	0.3%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields, NE33 1RD	0.5%	5	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.1%	31	4.0%	4	2.0%	2	2.0%	2	3.0%	3	3.0%	3	2.0%	2	7.0%	7	3.0%	3	2.0%	2	3.0%	3
(Don't do this)	17.3%	173	16.0%	16	10.0%	10	17.0%	17	16.0%	16	25.0%	25	30.0%	30	13.0%	13	17.0%	17	12.0%	12	17.0%	17
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q10 And the time before that, where did your household go to make a purchase of DIY and decorating goods?
Not 'Don't buy' and not 'Don't know' at Q09:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldon Lane District Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead Town Centre	1.1%	9	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	5.3%	42	2.5%	2	1.1%	1	27.2%	22	18.5%	15	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	1.8%	14	2.5%	2	1.1%	1	1.2%	1	1.2%	1	0.0%	0	5.9%	4	5.0%	4	0.0%	0	0.0%	0	1.3%	1
South Shields Town Centre	13.2%	105	48.8%	39	36.4%	32	16.0%	13	6.2%	5	2.8%	2	2.9%	2	2.5%	2	11.3%	9	0.0%	0	1.3%	1
Sunderland City Centre	10.1%	80	1.3%	1	6.8%	6	1.2%	1	0.0%	0	2.8%	2	13.2%	9	0.0%	0	43.8%	35	1.2%	1	31.3%	25
Washington Town Centre	12.8%	102	8.8%	7	11.4%	10	19.8%	16	34.6%	28	2.8%	2	1.5%	1	18.8%	15	6.3%	5	20.9%	18	0.0%	0
Dalton Park Outlet Village, Murton / Seaham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Galleries Retail Park, Washington	2.4%	19	1.3%	1	0.0%	0	6.2%	5	0.0%	0	1.4%	1	0.0%	0	5.0%	4	0.0%	0	8.1%	7	1.3%	1
Hylton Riverside Retail Park, Sunderland	2.1%	17	1.3%	1	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	6.3%	5	0.0%	0	11.3%	9
Metro Centre Shopping Centre (Mall), Gateshead	0.6%	5	0.0%	0	1.1%	1	0.0%	0	2.5%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Metro Retail Park, Gateshead	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	1.4%	11	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	3.8%	3	1.2%	1	2.5%	2
Silverlink Shopping Park, Wallsend	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Station Road, South Shields	5.0%	40	6.3%	5	9.1%	8	4.9%	4	4.9%	4	16.7%	12	4.4%	3	0.0%	0	3.8%	3	1.2%	1	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.5%	4	0.0%	0	1.1%	1	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Team Valley Retail World, Gateshead	3.3%	26	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	27.5%	22	0.0%	0	2.3%	2	0.0%	0
The Peel Centre, Washington	7.7%	61	2.5%	2	2.3%	2	1.2%	1	7.4%	6	12.5%	9	7.4%	5	10.0%	8	3.8%	3	19.8%	17	10.0%	8
Trimdon Street West Retail Park, Sunderland	7.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	14	33.8%	23	0.0%	0	5.0%	4	0.0%	0	21.3%	17
Internet / catalogue / other delivery	2.6%	21	3.8%	3	4.5%	4	1.2%	1	4.9%	4	2.8%	2	2.9%	2	0.0%	0	1.3%	1	4.7%	4	0.0%	0
Other Outside Catchment Area	9.9%	79	7.5%	6	8.0%	7	4.9%	4	8.6%	7	19.4%	14	5.9%	4	8.8%	7	0.0%	0	29.1%	25	6.3%	5
Armstrong Industrial Estate, Whitworth Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Washington, NE37 1PP																						
Asda, North Road, Boldon Colliery, NE35 9AR	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q (now closed), Millbank Industrial Estate, Secretan Way, South Shields, NE33 1RB	0.9%	7	2.5%	2	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Armstrong Industrial Estate, Cragside Road, Washington, NE37 1LH	1.1%	9	2.5%	2	0.0%	0	1.2%	1	0.0%	0	2.8%	2	1.5%	1	0.0%	0	1.3%	1	2.3%	2	0.0%	0
B&Q, Trimdon Street, Sunderland, SR4 6DW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Concord Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other, Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Low Southwick Industrial Estate, Inkerman Street, Sunderland, SR5 2BN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Other, Zone 2	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Western Approach Trade Park, Western Approach, South Shields, NE33 5QZ	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Station Road, South Shields, NE33 1RD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	50	3.8%	3	4.5%	4	9.9%	8	7.4%	6	0.0%	0	2.9%	2	11.3%	9	10.0%	8	4.7%	4	7.5%	6
Base:		796		80		88		81		81		72		68		80		80		86		80

Q11 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	2.6%	26	0.0%	0	4.0%	4	2.0%	2	2.0%	2	7.0%	7	10.0%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Boldon Lane District Centre	0.6%	6	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Durham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
East Boldon	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gateshead Town Centre	1.2%	12	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.0%	7	1.0%	1	1.0%	1	0.0%	0
Jarrow Town Centre	3.1%	31	1.0%	1	2.0%	2	8.0%	8	13.0%	13	3.0%	3	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	14.8%	148	16.0%	16	8.0%	8	19.0%	19	15.0%	15	21.0%	21	19.0%	19	13.0%	13	19.0%	19	16.0%	16	2.0%	2
North Shields Town Centre	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	5.2%	52	20.0%	20	19.0%	19	3.0%	3	3.0%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Sunderland City Centre	5.8%	58	0.0%	0	6.0%	6	2.0%	2	0.0%	0	2.0%	2	8.0%	8	0.0%	0	21.0%	21	1.0%	1	18.0%	18
Washington Town Centre	0.8%	8	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1
Coast Road Retail Park, North Shields	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Galleries Retail Park, Washington	1.2%	12	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	7.0%	7	1.0%	1
Hylton Riverside Retail Park, Sunderland	2.2%	22	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	5.0%	5	1.0%	1	9.0%	9
Metro Centre Shopping Centre (Mall), Gateshead	2.3%	23	1.0%	1	0.0%	0	5.0%	5	6.0%	6	1.0%	1	0.0%	0	8.0%	8	0.0%	0	2.0%	2	0.0%	0
Metro Retail Park, Gateshead	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	3.0%	3
Royal Docks Outlet Centre, Tynemouth / North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Silverlink Shopping Park, Wallsend	1.3%	13	4.0%	4	3.0%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Station Road, South Shields	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.9%	9	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.0%	3
Team Valley Retail World, Gateshead	8.8%	88	5.0%	5	5.0%	5	7.0%	7	14.0%	14	2.0%	2	1.0%	1	23.0%	23	1.0%	1	30.0%	30	0.0%	0
The Peel Centre, Washington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Trimdon Street West Retail	5.9%	59	4.0%	4	5.0%	5	3.0%	3	0.0%	0	14.0%	14	13.0%	13	0.0%	0	5.0%	5	1.0%	1	14.0%	14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Park, Sunderland																						
Internet / catalogue / other delivery	16.9%	169	22.0%	22	26.0%	26	16.0%	16	17.0%	17	13.0%	13	9.0%	9	18.0%	18	18.0%	18	13.0%	13	17.0%	17
Other Outside Catchment Area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Asda, Coronation Street, South Shields, NE33 1AZ	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Castletown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Costco, Mandela Way, off Handy Drive, Gateshead, NE11 9DH	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low Southwick Industrial Estate, Inkerman Street, Sunderland, SR5 2BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Seaburn Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Stanley Town Centre	0.5%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don't know / can't remember)	5.5%	55	7.0%	7	3.0%	3	6.0%	6	4.0%	4	3.0%	3	2.0%	2	9.0%	9	6.0%	6	8.0%	8	7.0%	7
(Don't do this)	14.9%	149	12.0%	12	12.0%	12	18.0%	18	18.0%	18	22.0%	22	19.0%	19	9.0%	9	11.0%	11	12.0%	12	16.0%	16
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q12 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?
Not 'Don't buy' and not 'Don't know' at Q11:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	3.5%	28	0.0%	0	4.7%	4	2.6%	2	3.8%	3	12.0%	9	8.9%	7	0.0%	0	1.2%	1	1.3%	1	1.3%	1
Boldon Lane District Centre	0.4%	3	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Durham City Centre	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
East Boldon	1.4%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	10.1%	8	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Gateshead Town Centre	1.1%	9	0.0%	0	2.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0
Hebburn Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.1%	25	0.0%	0	1.2%	1	14.5%	11	7.7%	6	5.3%	4	1.3%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	17.5%	139	18.5%	15	11.8%	10	19.7%	15	19.2%	15	21.3%	16	20.3%	16	14.6%	12	26.5%	22	18.8%	15	3.9%	3
North Shields Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	6.2%	49	24.7%	20	16.5%	14	6.6%	5	3.8%	3	6.7%	5	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	6.4%	51	1.2%	1	8.2%	7	1.3%	1	1.3%	1	2.7%	2	10.1%	8	0.0%	0	24.1%	20	0.0%	0	14.3%	11
Wallsend Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	2.4%	2	0.0%	0	3.8%	3	0.0%	0
Coast Road Retail Park, North Shields	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	1.1%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	6	1.3%	1
Hylton Riverside Retail Park, Sunderland	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.8%	4	0.0%	0	7.8%	6
Metro Centre Shopping Centre (Mall), Gateshead	3.0%	24	2.5%	2	2.4%	2	2.6%	2	7.7%	6	1.3%	1	1.3%	1	8.5%	7	1.2%	1	1.3%	1	1.3%	1
Metro Retail Park, Gateshead	0.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.8%	6	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	2	0.0%	0	1.3%	1
Royal Docks Outlet Centre, Tynemouth / North Shields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Silverlink Shopping Park, Wallsend	1.8%	14	4.9%	4	3.5%	3	5.3%	4	2.6%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Station Road, South Shields	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	1.1%	9	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	5.2%	4
Team Valley Retail World, Gateshead	9.4%	75	3.7%	3	7.1%	6	7.9%	6	17.9%	14	1.3%	1	1.3%	1	29.3%	24	1.2%	1	23.8%	19	0.0%	0
The Peel Centre, Washington	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Trimdon Street West Retail	7.7%	61	4.9%	4	1.2%	1	3.9%	3	0.0%	0	18.7%	14	19.0%	15	1.2%	1	6.0%	5	2.5%	2	20.8%	16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Park, Sunderland																						
Internet / catalogue / other delivery	19.1%	152	23.5%	19	28.2%	24	19.7%	15	16.7%	13	17.3%	13	12.7%	10	18.3%	15	14.5%	12	17.5%	14	22.1%	17
Other Outside Catchment Area	1.1%	9	2.5%	2	0.0%	0	1.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.9%	3
Asda, North Road, Boldon Colliery, NE35 9AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaburn Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stanley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	9.8%	78	7.4%	6	8.2%	7	7.9%	6	10.3%	8	2.7%	2	3.8%	3	13.4%	11	12.0%	10	18.8%	15	13.0%	10
Base:		796		81		85		76		78		75		79		82		83		80		77

Q13 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	1.9%	19	0.0%	0	0.0%	0	2.0%	2	1.0%	1	7.0%	7	8.0%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Boldon Lane District Centre	0.3%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Boldon	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.0%	13	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Gateshead Town Centre	1.0%	10	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	2.4%	24	2.0%	2	0.0%	0	10.0%	10	10.0%	10	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	11.5%	115	12.0%	12	8.0%	8	15.0%	15	14.0%	14	17.0%	17	9.0%	9	11.0%	11	15.0%	15	10.0%	10	4.0%	4
North Shields Town Centre	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	4.0%	40	14.0%	14	16.0%	16	4.0%	4	2.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Sunderland City Centre	5.5%	55	2.0%	2	6.0%	6	1.0%	1	0.0%	0	2.0%	2	8.0%	8	0.0%	0	19.0%	19	1.0%	1	16.0%	16
Washington Town Centre	1.1%	11	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	4	1.0%	1
Coast Road Retail Park, North Shields	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Hylton Riverside Retail Park, Sunderland	1.2%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	6	0.0%	0	4.0%	4
Metro Centre Shopping Centre (Mall), Gateshead	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Metro Retail Park, Gateshead	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.0%	6	0.0%	0	2.0%	2
Silverlink Shopping Park, Wallsend	2.2%	22	4.0%	4	5.0%	5	6.0%	6	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Station Road, South Shields	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.9%	9	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Team Valley Retail World, Gateshead	10.5%	105	8.0%	8	5.0%	5	8.0%	8	16.0%	16	2.0%	2	1.0%	1	31.0%	31	1.0%	1	32.0%	32	1.0%	1
The Peel Centre, Washington	0.6%	6	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Trimdon Street West Retail Park, Sunderland	7.9%	79	5.0%	5	6.0%	6	4.0%	4	0.0%	0	22.0%	22	13.0%	13	0.0%	0	8.0%	8	3.0%	3	18.0%	18
Internet / catalogue / other delivery	21.2%	212	31.0%	31	28.0%	28	25.0%	25	24.0%	24	20.0%	20	9.0%	9	24.0%	24	15.0%	15	15.0%	15	21.0%	21
Other Outside Catchment Area	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Armstrong Industrial Estate, Whitworth Road, Washington, NE37 1PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Armstrong Industrial	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Estate, Cragside Road, Washington, NE37 1LH																						
Castletown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Costco, Mandela Way, off Handy Drive, Gateshead, NE11 9DH	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Low Southwick Industrial Estate, Inkerman Street, Sunderland, SR5 2BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Town Centre	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.4%	64	7.0%	7	6.0%	6	2.0%	2	10.0%	10	2.0%	2	2.0%	2	11.0%	11	7.0%	7	9.0%	9	8.0%	8
(Don't do this)	14.5%	145	8.0%	8	12.0%	12	13.0%	13	15.0%	15	18.0%	18	28.0%	28	8.0%	8	13.0%	13	12.0%	12	18.0%	18
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q14 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?
Not 'Don't buy' and not 'Don't know' at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	2.5%	20	0.0%	0	2.4%	2	0.0%	0	1.3%	1	8.8%	7	12.9%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Boldon Lane District Centre	0.4%	3	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
East Boldon	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	15.7%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	2	0.0%	0	1.4%	1
Gateshead Town Centre	0.9%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	1.9%	15	2.4%	2	0.0%	0	8.2%	7	5.3%	4	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Killingworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Newcastle-upon-Tyne City Centre	14.8%	117	12.9%	11	11.0%	9	18.8%	16	14.7%	11	22.5%	18	12.9%	9	13.6%	11	21.3%	17	15.2%	12	4.1%	3
North Shields Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	4.6%	36	16.5%	14	13.4%	11	4.7%	4	4.0%	3	0.0%	0	1.4%	1	2.5%	2	0.0%	0	0.0%	0	1.4%	1
Sunderland City Centre	6.3%	50	1.2%	1	7.3%	6	1.2%	1	0.0%	0	2.5%	2	10.0%	7	0.0%	0	26.3%	21	1.3%	1	14.9%	11
Washington Town Centre	1.3%	10	0.0%	0	0.0%	0	2.4%	2	1.3%	1	0.0%	0	0.0%	0	2.5%	2	1.3%	1	5.1%	4	0.0%	0
Coast Road Retail Park, North Shields	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Hylton Riverside Retail Park, Sunderland	1.9%	15	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	6.3%	5	0.0%	0	8.1%	6
Metro Centre Shopping Centre (Mall), Gateshead	0.9%	7	0.0%	0	2.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.3%	1	0.0%	0
Metro Retail Park, Gateshead	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	1
Silverlink Shopping Park, Wallsend	2.3%	18	3.5%	3	3.7%	3	5.9%	5	4.0%	3	1.3%	1	1.4%	1	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.9%	7	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	2.7%	2
Team Valley Retail World, Gateshead	12.3%	97	10.6%	9	6.1%	5	7.1%	6	25.3%	19	2.5%	2	1.4%	1	35.8%	29	1.3%	1	30.4%	24	1.4%	1
The Peel Centre, Washington	0.5%	4	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trimdon Street West Retail Park, Sunderland	8.9%	70	4.7%	4	4.9%	4	2.4%	2	0.0%	0	26.3%	21	15.7%	11	0.0%	0	7.5%	6	6.3%	5	23.0%	17
Internet / catalogue / other delivery	23.1%	183	24.7%	21	30.5%	25	24.7%	21	33.3%	25	25.0%	20	14.3%	10	19.8%	16	15.0%	12	16.5%	13	27.0%	20
Other Outside Catchment Area	0.8%	6	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.7%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
B&Q (now closed), Millbank Industrial Estate, Secretan Way, South Shields, NE33 1RB	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Trimdon Street, Sunderland, SR4 6DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stanley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.9%	86	16.5%	14	12.2%	10	20.0%	17	2.7%	2	1.3%	1	4.3%	3	9.9%	8	12.5%	10	17.7%	14	9.5%	7
Base:		791		85		82		85		75		80		70		81		80		79		74

Q15 Can you tell me where you or your household last made a purchase of health, beauty or pharmacy items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	11.5%	115	0.0%	0	3.0%	3	6.0%	6	1.0%	1	70.0%	70	26.0%	26	0.0%	0	6.0%	6	1.0%	1	2.0%	2
Boldon Lane District Centre	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Durham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Boldon	2.8%	28	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	22.0%	22	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Gateshead Town Centre	2.8%	28	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	21.0%	21	1.0%	1	1.0%	1	0.0%	0
Hebburn Town Centre	4.1%	41	1.0%	1	0.0%	0	3.0%	3	34.0%	34	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	11.5%	115	7.0%	7	3.0%	3	61.0%	61	30.0%	30	7.0%	7	2.0%	2	4.0%	4	0.0%	0	1.0%	1	0.0%	0
Newcastle-upon-Tyne City Centre	5.7%	57	4.0%	4	5.0%	5	5.0%	5	10.0%	10	3.0%	3	7.0%	7	13.0%	13	2.0%	2	6.0%	6	2.0%	2
North Shields Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
South Shields Town Centre	15.3%	153	62.0%	62	62.0%	62	8.0%	8	2.0%	2	7.0%	7	5.0%	5	1.0%	1	5.0%	5	0.0%	0	1.0%	1
Sunderland City Centre	13.9%	139	5.0%	5	3.0%	3	3.0%	3	1.0%	1	2.0%	2	12.0%	12	2.0%	2	49.0%	49	1.0%	1	61.0%	61
Washington Town Centre	3.9%	39	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	30.0%	30	2.0%	2
Galleries Retail Park, Washington	4.0%	40	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	32.0%	32	0.0%	0
Hylton Riverside Retail Park, Sunderland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Metro Centre Shopping Centre (Mall), Gateshead	3.4%	34	4.0%	4	3.0%	3	3.0%	3	5.0%	5	1.0%	1	0.0%	0	10.0%	10	3.0%	3	3.0%	3	2.0%	2
Metro Retail Park, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Team Valley Retail World, Gateshead	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	3.0%	3	0.0%	0
The Peel Centre, Washington	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Trimdon Street West Retail Park, Sunderland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / catalogue / other delivery	4.1%	41	5.0%	5	10.0%	10	4.0%	4	3.0%	3	3.0%	3	1.0%	1	5.0%	5	4.0%	4	2.0%	2	4.0%	4
Other Outside Catchment Area	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Asda, Coronation Street, South Shields, NE33 1AZ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Castletown Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Cleadon Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Concord Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Seaburn Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
(Don't know / can't remember)	2.2%	22	4.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	2	2.0%	2	4.0%	4	1.0%	1	2.0%	2	4.0%	4
(Don't do this)	7.1%	71	3.0%	3	7.0%	7	5.0%	5	8.0%	8	1.0%	1	15.0%	15	9.0%	9	5.0%	5	10.0%	10	8.0%	8
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q16 And the time before that, where did you or your household go to make a purchase of health, beauty or pharmacy items?
Not 'Don't buy' and not 'Don't know' at Q15:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	12.3%	112	0.0%	0	4.3%	4	7.4%	7	3.3%	3	62.9%	61	33.7%	28	1.1%	1	5.3%	5	1.1%	1	2.3%	2
Boldon Lane District Centre	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
East Boldon	2.6%	24	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	21.7%	18	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Felling District Centre, Gateshead	0.8%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Gateshead Town Centre	2.6%	24	2.2%	2	0.0%	0	0.0%	0	2.2%	2	2.1%	2	0.0%	0	19.5%	17	0.0%	0	1.1%	1	0.0%	0
Hebburn Town Centre	3.7%	34	1.1%	1	0.0%	0	3.2%	3	31.1%	28	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	11.1%	101	6.5%	6	1.1%	1	59.6%	56	25.6%	23	8.2%	8	2.4%	2	5.7%	5	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	8.3%	75	9.7%	9	4.3%	4	6.4%	6	14.4%	13	4.1%	4	9.6%	8	17.2%	15	9.6%	9	8.0%	7	0.0%	0
South Shields Town Centre	15.5%	141	53.8%	50	61.3%	57	9.6%	9	2.2%	2	8.2%	8	6.0%	5	1.1%	1	7.4%	7	0.0%	0	2.3%	2
Sunderland City Centre	15.1%	137	7.5%	7	7.5%	7	3.2%	3	1.1%	1	5.2%	5	13.3%	11	0.0%	0	42.6%	40	2.3%	2	69.3%	61
Washington Town Centre	3.0%	27	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	4.6%	4	0.0%	0	22.7%	20	1.1%	1
Galleries Retail Park, Washington	5.0%	45	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.2%	1	3.4%	3	1.1%	1	40.9%	36	1.1%	1
Hylton Riverside Retail Park, Sunderland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Metro Centre Shopping Centre (Mall), Gateshead	4.0%	36	6.5%	6	4.3%	4	2.1%	2	4.4%	4	1.0%	1	0.0%	0	14.9%	13	2.1%	2	3.4%	3	1.1%	1
Metro Retail Park, Gateshead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	3	0.0%	0	2.3%	2
Team Valley Retail World, Gateshead	1.1%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	5.7%	5	0.0%	0	3.4%	3	0.0%	0
Internet / catalogue / other delivery	5.2%	47	5.4%	5	11.8%	11	4.3%	4	5.6%	5	4.1%	4	2.4%	2	5.7%	5	5.3%	5	3.4%	3	3.4%	3
Other Outside Catchment Area	2.6%	24	1.1%	1	0.0%	0	0.0%	0	1.1%	1	2.1%	2	3.6%	3	2.3%	2	5.3%	5	4.5%	4	6.8%	6
Asda, North Road, Boldon Colliery, NE35 9AR	0.3%	3	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Concord Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.9%	35	4.3%	4	0.0%	0	2.1%	2	3.3%	3	0.0%	0	2.4%	2	8.0%	7	5.3%	5	6.8%	6	6.8%	6
Base:		907		93		93		94		90		97		83		87		94		88		88

Q17 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	1.1%	11	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Boldon	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateshead Town Centre	0.4%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebburn Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	2.2%	22	4.0%	4	0.0%	0	12.0%	12	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	5.2%	52	6.0%	6	5.0%	5	6.0%	6	5.0%	5	3.0%	3	7.0%	7	6.0%	6	6.0%	6	6.0%	6	2.0%	2
North Shields Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	5.2%	52	21.0%	21	12.0%	12	8.0%	8	4.0%	4	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sunderland City Centre	5.5%	55	2.0%	2	2.0%	2	0.0%	0	0.0%	0	4.0%	4	11.0%	11	0.0%	0	13.0%	13	0.0%	0	23.0%	23
Washington Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	6	0.0%	0
Coast Road Retail Park, North Shields	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Village, Murton / Seaham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Galleries Retail Park, Washington	2.1%	21	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	13.0%	13	1.0%	1
Hylton Riverside Retail Park, Sunderland	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Metro Centre Shopping Centre (Mall), Gateshead	2.8%	28	2.0%	2	4.0%	4	4.0%	4	2.0%	2	4.0%	4	3.0%	3	7.0%	7	0.0%	0	2.0%	2	0.0%	0
Metro Retail Park, Gateshead	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	0.7%	7	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Station Road, South Shields	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	5.0%	5	1.0%	1	3.0%	3
Team Valley Retail World, Gateshead	4.3%	43	3.0%	3	3.0%	3	2.0%	2	7.0%	7	2.0%	2	0.0%	0	13.0%	13	3.0%	3	8.0%	8	2.0%	2
The Peel Centre, Washington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Trimdon Street West Retail Park, Sunderland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / catalogue / other delivery	10.5%	105	8.0%	8	16.0%	16	15.0%	15	10.0%	10	10.0%	10	7.0%	7	10.0%	10	11.0%	11	7.0%	7	11.0%	11
Other Outside Catchment Area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castletown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Costco, Mandela Way, off Handy Drive, Gateshead, NE11 9DH	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Seaburn Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't remember)	3.5%	35	6.0%	6	2.0%	2	1.0%	1	3.0%	3	0.0%	0	2.0%	2	9.0%	9	3.0%	3	6.0%	6	3.0%	3
(Don't do this)	50.5%	505	43.0%	43	50.0%	50	43.0%	43	56.0%	56	64.0%	64	51.0%	51	49.0%	49	52.0%	52	48.0%	48	49.0%	49
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q18 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?
Not 'Don't buy' and not 'Don't know' at Q17:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	1.7%	8	2.0%	1	0.0%	0	1.8%	1	0.0%	0	8.3%	3	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
East Boldon	0.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Fulwell District Centre, Sunderland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Gateshead Town Centre	1.3%	6	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.8%	1	0.0%	0	4.8%	2	2.2%	1	0.0%	0	0.0%	0
Hebburn Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	3.7%	17	5.9%	3	0.0%	0	16.1%	9	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	12.6%	58	7.8%	4	10.4%	5	12.5%	7	17.1%	7	8.3%	3	14.9%	7	21.4%	9	11.1%	5	17.4%	8	6.3%	3
North Shields Town Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Shields Town Centre	9.6%	44	27.5%	14	29.2%	14	10.7%	6	9.8%	4	11.1%	4	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland City Centre	10.2%	47	3.9%	2	4.2%	2	0.0%	0	4.9%	2	8.3%	3	23.4%	11	2.4%	1	20.0%	9	0.0%	0	35.4%	17
Washington Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0
Dalton Park Outlet Village, Murton / Seaham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	3.7%	17	2.0%	1	0.0%	0	1.8%	1	2.4%	1	2.8%	1	2.1%	1	2.4%	1	0.0%	0	21.7%	10	2.1%	1
Hylton Riverside Retail Park, Sunderland	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Metro Centre Shopping Centre (Mall), Gateshead	7.6%	35	9.8%	5	10.4%	5	8.9%	5	2.4%	1	13.9%	5	4.3%	2	19.0%	8	0.0%	0	8.7%	4	0.0%	0
Metro Retail Park, Gateshead	0.7%	3	2.0%	1	2.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	1.5%	7	0.0%	0	0.0%	0	7.1%	4	2.4%	1	0.0%	0	0.0%	0	2.4%	1	2.2%	1	0.0%	0	0.0%	0
Station Road, South Shields	0.9%	4	0.0%	0	2.1%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	6.7%	3	0.0%	0	6.3%	3
Team Valley Retail World, Gateshead	8.0%	37	11.8%	6	6.3%	3	5.4%	3	14.6%	6	5.6%	2	0.0%	0	23.8%	10	4.4%	2	10.9%	5	0.0%	0
The Peel Centre, Washington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Trimdon Street West Retail Park, Sunderland	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	4.4%	2	0.0%	0	4.2%	2
Internet / catalogue / other delivery	20.9%	96	9.8%	5	29.2%	14	19.6%	11	17.1%	7	30.6%	11	21.3%	10	16.7%	7	24.4%	11	17.4%	8	25.0%	12
Other Outside Catchment Area	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.1%	1	0.0%	0	2.2%	1	2.2%	1	2.1%	1
Hexham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	7.8%	36	17.6%	9	4.2%	2	5.4%	3	7.3%	3	0.0%	0	0.0%	0	7.1%	3	15.6%	7	6.5%	3	12.5%	6
Base:		460		51		48		56		41		36		47		42		45		46		48

Q19 And where was the last purchase of other non-food items such as books, music, jewellery or china and glass items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	2.4%	24	0.0%	0	5.0%	5	6.0%	6	3.0%	3	7.0%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Boldon Lane District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Boldon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gateshead Town Centre	0.7%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0
Hebburn Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	2.4%	24	2.0%	2	1.0%	1	11.0%	11	9.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	11.0%	110	7.0%	7	7.0%	7	15.0%	15	18.0%	18	9.0%	9	17.0%	17	16.0%	16	12.0%	12	7.0%	7	2.0%	2
North Shields Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Park District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
South Shields Town Centre	4.8%	48	16.0%	16	13.0%	13	4.0%	4	4.0%	4	5.0%	5	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Sunderland City Centre	8.1%	81	7.0%	7	5.0%	5	3.0%	3	0.0%	0	5.0%	5	7.0%	7	0.0%	0	20.0%	20	1.0%	1	33.0%	33
Washington Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	5	0.0%	0
Whitley Bay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Dalton Park Outlet Village, Murton / Seaham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Galleries Retail Park, Washington	3.1%	31	0.0%	0	1.0%	1	0.0%	0	2.0%	2	4.0%	4	1.0%	1	1.0%	1	0.0%	0	20.0%	20	2.0%	2
Hylton Riverside Retail Park, Sunderland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Metro Centre Shopping Centre (Mall), Gateshead	5.7%	57	6.0%	6	2.0%	2	4.0%	4	10.0%	10	8.0%	8	3.0%	3	10.0%	10	2.0%	2	11.0%	11	1.0%	1
Metro Retail Park, Gateshead	0.4%	4	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Silverlink Shopping Park, Wallsend	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Team Valley Retail World, Gateshead	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
The Peel Centre, Washington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Trimdon Street West Retail Park, Sunderland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / catalogue / other delivery	22.1%	221	31.0%	31	31.0%	31	25.0%	25	24.0%	24	15.0%	15	15.0%	15	27.0%	27	22.0%	22	16.0%	16	15.0%	15
Other Outside Catchment Area	1.0%	10	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2
Abroad	0.7%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Asda, Coronation Street, South Shields, NE33 1AZ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Park Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Shiremoor, Newcastle-upon-Tyne, NE27 0BS																						
Cleadon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Costco, Mandela Way, off Handy Drive, Gateshead, NE11 9DH	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Metro Park West, Pinetree Way, Swalwell, Gateshead, NE11 9XS	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	46	4.0%	4	4.0%	4	6.0%	6	3.0%	3	2.0%	2	2.0%	2	6.0%	6	6.0%	6	5.0%	5	8.0%	8
(Don't do this)	28.7%	287	18.0%	18	25.0%	25	24.0%	24	20.0%	20	42.0%	42	44.0%	44	31.0%	31	26.0%	26	25.0%	25	32.0%	32
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q20 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, music, jewellery or china and glass items?
Not 'Don't buy' and not 'Don't know' at Q19:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	2.7%	18	0.0%	0	2.8%	2	4.3%	3	3.9%	3	10.7%	6	1.9%	1	0.0%	0	2.9%	2	0.0%	0	1.7%	1
Boldon Lane District Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Boldon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Gateshead Town Centre	0.9%	6	2.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.4%	1	0.0%	0
Hebburn Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	2.7%	18	0.0%	0	1.4%	1	12.9%	9	9.1%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	18.9%	126	11.5%	9	15.5%	11	22.9%	16	24.7%	19	25.0%	14	27.8%	15	31.7%	20	16.2%	11	11.4%	8	5.0%	3
North Shields Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland Park District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
South Shields Town Centre	7.5%	50	17.9%	14	21.1%	15	8.6%	6	7.8%	6	7.1%	4	3.7%	2	1.6%	1	2.9%	2	0.0%	0	0.0%	0
Sunderland City Centre	11.5%	77	5.1%	4	5.6%	4	5.7%	4	0.0%	0	14.3%	8	24.1%	13	0.0%	0	30.9%	21	0.0%	0	38.3%	23
Washington Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.1%	5	0.0%	0
Whitley Bay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Galleries Retail Park, Washington	4.3%	29	0.0%	0	1.4%	1	0.0%	0	1.3%	1	5.4%	3	1.9%	1	0.0%	0	0.0%	0	30.0%	21	3.3%	2
Hylton Riverside Retail Park, Sunderland	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Metro Centre Shopping Centre (Mall), Gateshead	8.8%	59	11.5%	9	8.5%	6	5.7%	4	11.7%	9	7.1%	4	5.6%	3	9.5%	6	4.4%	3	17.1%	12	5.0%	3
Metro Retail Park, Gateshead	0.6%	4	0.0%	0	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Team Valley Retail World, Gateshead	0.8%	5	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.9%	2	0.0%	0
The Peel Centre, Washington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.4%	1	0.0%	0
Trimdon Street West Retail Park, Sunderland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Internet / catalogue / other delivery	28.6%	191	33.3%	26	35.2%	25	28.6%	20	33.8%	26	25.0%	14	22.2%	12	36.5%	23	25.0%	17	18.6%	13	25.0%	15
Other Outside Catchment Area	2.2%	15	2.6%	2	2.8%	2	2.9%	2	1.3%	1	0.0%	0	1.9%	1	0.0%	0	5.9%	4	2.9%	2	1.7%	1
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Coronation Street, South Shields, NE33 1AZ	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Road, Boldon Colliery, NE35 9AR	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	5.8%	39	10.3%	8	1.4%	1	5.7%	4	1.3%	1	1.8%	1	3.7%	2	9.5%	6	5.9%	4	4.3%	3	15.0%	9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
remember)																						
Base:		667		78		71		70		77		56		54		63		68		70		60

Q21 What form of travel is typically used to undertake your household's non-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car / van, as driver,	57.8%	578	55.0%	55	59.0%	59	55.0%	55	47.0%	47	62.0%	62	58.0%	58	63.0%	63	64.0%	64	70.0%	70	45.0%	45
Car / van, as passenger	15.8%	158	20.0%	20	9.0%	9	21.0%	21	13.0%	13	15.0%	15	14.0%	14	19.0%	19	14.0%	14	13.0%	13	20.0%	20
Bus	13.9%	139	11.0%	11	12.0%	12	10.0%	10	21.0%	21	15.0%	15	13.0%	13	9.0%	9	11.0%	11	14.0%	14	23.0%	23
Moped / motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	1.8%	18	1.0%	1	3.0%	3	1.0%	1	4.0%	4	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	5.0%	5
Taxi	1.9%	19	3.0%	3	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3	4.0%	4
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	7.2%	72	9.0%	9	11.0%	11	9.0%	9	14.0%	14	4.0%	4	11.0%	11	6.0%	6	7.0%	7	0.0%	0	1.0%	1
Bicycle	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle, e.g. mobility scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember / varies)	1.1%	11	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q22 Which of the following leisure activities do you and your household take part in? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cinema	41.7%	417	43.0%	43	43.0%	43	42.0%	42	43.0%	43	36.0%	36	35.0%	35	45.0%	45	51.0%	51	43.0%	43	36.0%	36
Gym / health & fitness / swimming	24.5%	245	30.0%	30	28.0%	28	26.0%	26	20.0%	20	18.0%	18	19.0%	19	24.0%	24	33.0%	33	23.0%	23	24.0%	24
Eating out at restaurants	65.3%	653	75.0%	75	71.0%	71	67.0%	67	67.0%	67	52.0%	52	68.0%	68	57.0%	57	74.0%	74	60.0%	60	62.0%	62
Going to pubs or clubs	50.0%	500	48.0%	48	52.0%	52	64.0%	64	51.0%	51	44.0%	44	43.0%	43	48.0%	48	46.0%	46	48.0%	48	56.0%	56
Going to the theatre	38.9%	389	33.0%	33	34.0%	34	45.0%	45	39.0%	39	27.0%	27	39.0%	39	34.0%	34	67.0%	67	36.0%	36	35.0%	35
(None of these)	15.1%	151	8.0%	8	14.0%	14	14.0%	14	18.0%	18	17.0%	17	13.0%	13	18.0%	18	11.0%	11	15.0%	15	23.0%	23
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q23 Where do you and your household visit most regularly to visit the cinema?
Those who visit the cinema at Q22:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cineworld, Boldon Leisure Park, Boldon Colliery, NE35 9PB	62.1%	259	62.8%	27	76.7%	33	81.0%	34	58.1%	25	97.2%	35	82.9%	29	26.7%	12	37.3%	19	65.1%	28	47.2%	17
Cineworld, Dalton Park, Dalton Terrace, Murton, Seaham, SR7 9HU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.8%	1
Cineworld, The Gate, Newgate Street, Newcastle-upon-Tyne, NE1 5TG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Lambton Street, Sunderland, SR1 1TP	12.2%	51	7.0%	3	9.3%	4	2.4%	1	0.0%	0	0.0%	0	8.6%	3	0.0%	0	49.0%	25	0.0%	0	41.7%	15
Odeon, Metro Centre, Gateshead, NE11 9XZ	6.2%	26	4.7%	2	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	22.2%	10	3.9%	2	18.6%	8	2.8%	1
Odeon, Silverlink Retail Park, The Silverlink, Wallsend, NE28 9NG	1.2%	5	2.3%	1	2.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.3%	1	0.0%	0
The Customs House, Mill Dam, South Shields, NE33 1ES	4.6%	19	16.3%	7	9.3%	4	7.1%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.0%	1	2.3%	1	5.6%	2
Tyneside Cinema, Pilgrim Street, Newcastle-upon-Tyne, NE1 6QG	1.4%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.8%	1	2.9%	1	0.0%	0	3.9%	2	2.3%	1	0.0%	0
Vue, Trinity Square, Gateshead, NE8 1AG	9.6%	40	4.7%	2	2.3%	1	7.1%	3	23.3%	10	0.0%	0	2.9%	1	44.4%	20	0.0%	0	7.0%	3	0.0%	0
The Gate, Newgate Street, Newcastle-upon-Tyne, NE1 4XQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	6	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	4.4%	2	3.9%	2	0.0%	0	0.0%	0
Base:		417		43		43		42		43		36		35		45		51		43		36

Q24 Where do you and your household visit most regularly to visit to use the gym or health & fitness centres?
Those who visit the gym or health & fitness centre at Q22:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
1861 Lifestyle Centre, South Tyneside College, St. Georges Avenue, South Shields, NE34 6ET	2.4%	6	10.0%	3	3.6%	1	0.0%	0	5.0%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW, Timber Beach Road, Sunderland, SR5 3XG	7.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	5	15.8%	3	0.0%	0	9.1%	3	0.0%	0	29.2%	7
Gateshead Leisure Centre, Alexandra Road, Gateshead, NE8 4JA	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	5	0.0%	0	0.0%	0	0.0%	0
Gym Etc, Maingate, Gateshead, NE11 0BE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Haven Point Leisure Centre, Pier Parade, South Shields, NE33 2JS	11.4%	28	40.0%	12	35.7%	10	7.7%	2	0.0%	0	0.0%	0	10.5%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Hebburn Central, Glen Street, Hebburn, NE31 1AB	13.5%	33	10.0%	3	0.0%	0	26.9%	7	85.0%	17	11.1%	2	5.3%	1	8.3%	2	0.0%	0	0.0%	0	4.2%	1
Heworth Leisure Centre, High Lanes, Gateshead, NE10 0PD	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0
JD, Peel Retail Park, Washington, NE37 2PA	2.9%	7	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.0%	1	17.4%	4	0.0%	0
Monkton Stadium, Dene Terrace, Jarrow, NE32 5NJ	2.4%	6	0.0%	0	0.0%	0	7.7%	2	5.0%	1	5.6%	1	5.3%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
New Level Gym, Pallion Industrial Estate, European Way, Sunderland, SR4 6SN	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Powerhouse Gym, North Street, South Shields, NE33 1HD	0.8%	2	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Sunderland Retail Park, Tesco Extra, Newcastle Road, Sunderland, SR6 0BN	7.3%	18	3.3%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	4.2%	1	24.2%	8	4.3%	1	12.5%	3
Seaham Leisure Centre, The Recreation Ground, Deneside, Seaham, SR7 8LG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Temple Park Centre, John Reid Road, South Shields, NE34 8QN	2.4%	6	3.3%	1	10.7%	3	3.8%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Leisure Centre,	4.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	34.8%	8	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Washington Centre, Washington, NE38 7SS																						
Other	13.5%	33	16.7%	5	10.7%	3	15.4%	4	0.0%	0	5.6%	1	10.5%	2	25.0%	6	12.1%	4	26.1%	6	8.3%	2
Boldon Body Forge, Hedworth Lane, Boldon Colliery, NE35 9HS	0.8%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boldon Community Association, New Road, Boldon Colliery, NE35 9DS	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunny Hill Wellness Centre, Hylton Lane, Downhill, Sunderland, SR5 4BW	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4
Club Zest, Sea Road, Sunderland, SR6 9DB	1.6%	4	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0
CrossFit Tailored Training, Sedling Road, Wear Industrial Estate, Washington, NE38 9BZ	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	4.2%	1
David Lloyd, Camberwell Way, Sunderland, SR3 3XN	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Energie Fitness, Ellison Street, Jarrow, NE32 3JU	1.2%	3	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	0.8%	2	0.0%	0	0.0%	0	3.8%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality Hotel, Witney Way, Boldon, NE35 9PE	2.9%	7	0.0%	0	3.6%	1	7.7%	2	0.0%	0	11.1%	2	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raich Carter Sports Centre, Commercial Road, Sunderland, SR2 8PD	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2
South Shields Town Centre	2.0%	5	6.7%	2	7.1%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunderland Aquatic Centre, Stadium Park, Sunderland, SR5 1SU	4.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	10.5%	2	0.0%	0	12.1%	4	0.0%	0	12.5%	3
The Barnes Institute, East Street, Whitburn, Sunderland, SR6 7BY	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
The Shack, North Road, off Cotswold Lane, Boldon Colliery, NE35 9AL	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westoe Crown Community Hub, Sea Winnings Way, South Shields, NE33 3PE	0.8%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	14	0.0%	0	14.3%	4	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	8.7%	2	4.2%	1
Base:		245		30		28		26		20		18		19		24		33		23		24

Q25 Which do you and your household go most regularly go to eat out at restaurants?
Those who visit restaurants at Q22:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	4.6%	30	0.0%	0	1.4%	1	4.5%	3	0.0%	0	30.8%	16	10.3%	7	1.8%	1	1.4%	1	0.0%	0	1.6%	1
Durham City Centre	0.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	1
East Boldon	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	10.3%	7	0.0%	0	4.1%	3	0.0%	0	1.6%	1
Fulwell District Centre, Sunderland	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Gateshead Town Centre	1.7%	11	0.0%	0	1.4%	1	0.0%	0	1.5%	1	1.9%	1	0.0%	0	10.5%	6	0.0%	0	3.3%	2	0.0%	0
Hebburn Town Centre	1.8%	12	1.3%	1	0.0%	0	3.0%	2	11.9%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	2.0%	13	1.3%	1	0.0%	0	10.4%	7	6.0%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	23.0%	150	9.3%	7	11.3%	8	35.8%	24	43.3%	29	21.2%	11	20.6%	14	50.9%	29	9.5%	7	23.3%	14	11.3%	7
Northumberland Park District Centre	0.5%	3	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
South Shields Town Centre	24.0%	157	65.3%	49	66.2%	47	23.9%	16	19.4%	13	9.6%	5	16.2%	11	5.3%	3	10.8%	8	5.0%	3	3.2%	2
Sunderland City Centre	15.3%	100	2.7%	2	2.8%	2	3.0%	2	1.5%	1	19.2%	10	13.2%	9	0.0%	0	51.4%	38	3.3%	2	54.8%	34
Wallsend Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washington Town Centre	3.4%	22	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	19	1.6%	1
Westoe Bridges District Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitley Bay Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1	0.0%	0	0.0%	0
Galleries Retail Park, Washington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Metro Centre Shopping Centre (Mall), Gateshead	1.8%	12	2.7%	2	0.0%	0	1.5%	1	4.5%	3	0.0%	0	0.0%	0	7.0%	4	0.0%	0	1.7%	1	1.6%	1
Metro Retail Park, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Pallion Retail Park, Woodbine Terrace, Sunderland	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	12	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	2.9%	2	5.3%	3	4.1%	3	1.7%	1	1.6%	1
Cleadon Village Centre	2.6%	17	2.7%	2	2.8%	2	1.5%	1	0.0%	0	7.7%	4	5.9%	4	0.0%	0	4.1%	3	0.0%	0	1.6%	1
Concord Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0
Fulwell Local Centre	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1
Seaburn District Centre	1.7%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	2.9%	2	0.0%	0	4.1%	3	0.0%	0	6.5%	4
Springwell Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
West Boldon Village Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Whitburn Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	1	0.0%	0
(Don't know / can't remember)	8.9%	58	10.7%	8	8.5%	6	13.4%	9	7.5%	5	0.0%	0	5.9%	4	14.0%	8	5.4%	4	11.7%	7	11.3%	7
Base:		653		75		71		67		67		52		68		57		74		60		62

Q26 Which centre do you and your household go most regularly to use pubs or clubs?
Those who visit pubs or clubs at Q22:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Boldon Colliery District Centre	9.8%	49	0.0%	0	1.9%	1	4.7%	3	2.0%	1	56.8%	25	25.6%	11	0.0%	0	8.7%	4	0.0%	0	7.1%	4
Boldon Lane District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Durham City Centre	0.4%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
East Boldon	5.6%	28	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.6%	6	44.2%	19	0.0%	0	2.2%	1	0.0%	0	1.8%	1
Felling District Centre, Gateshead	1.0%	5	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Fulwell District Centre, Sunderland	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	5.4%	3
Gateshead Town Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	18.8%	9	0.0%	0	4.2%	2	0.0%	0
Hebburn Town Centre	4.6%	23	2.1%	1	0.0%	0	4.7%	3	35.3%	18	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrow Town Centre	5.0%	25	0.0%	0	0.0%	0	34.4%	22	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkseaton District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle-upon-Tyne City Centre	18.8%	94	6.3%	3	11.5%	6	25.0%	16	37.3%	19	9.1%	4	11.6%	5	45.8%	22	13.0%	6	16.7%	8	8.9%	5
South Shields Town Centre	20.6%	103	81.3%	39	75.0%	39	14.1%	9	7.8%	4	15.9%	7	9.3%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sunderland City Centre	12.0%	60	2.1%	1	0.0%	0	1.6%	1	2.0%	1	2.3%	1	4.7%	2	0.0%	0	52.2%	24	0.0%	0	53.6%	30
Wallsend Town Centre	0.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Washington Town Centre	5.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	50.0%	24	3.6%	2
Whitley Bay Town Centre	0.8%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.2%	1	0.0%	0	0.0%	0
Galleries Retail Park, Washington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.2%	2	2.2%	1	6.3%	3	3.6%	2
Concord Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Seaburn District Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.6%	2
Springwell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
West Boldon Village Centre	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitburn Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	7.6%	38	4.2%	2	7.7%	4	12.5%	8	3.9%	2	0.0%	0	2.3%	1	14.6%	7	6.5%	3	8.3%	4	12.5%	7
Base:		500		48		52		64		51		44		43		48		46		48		56

Q27 Which centre do you and your household go to the theatre?
Those who visit the theatre at Q22:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Little Theatre, Saltwell View, Gateshead, NE8 4JS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Northern Stage, Barras Bridge, Newcastle-upon-Tyne, NE1 7RH	1.0%	4	0.0%	0	2.9%	1	2.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Sage, St Mary's Square, Gateshead Quays, Gateshead, NE8 2JR	1.3%	5	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.7%	2
Sunderland Empire Theatre, High Street West, Sunderland, SR1 3EX	40.1%	156	36.4%	12	26.5%	9	35.6%	16	30.8%	12	25.9%	7	38.5%	15	17.6%	6	58.2%	39	38.9%	14	74.3%	26
The Customs House, Mill Dam, South Shields, NE33 1ES	10.3%	40	21.2%	7	29.4%	10	20.0%	9	5.1%	2	0.0%	0	7.7%	3	0.0%	0	11.9%	8	0.0%	0	2.9%	1
The Royalty Theatre, The Royalty, Sunderland, SR2 7PP	3.3%	13	0.0%	0	8.8%	3	2.2%	1	2.6%	1	11.1%	3	0.0%	0	2.9%	1	3.0%	2	2.8%	1	2.9%	1
Theatre Royal, Grey Street, Newcastle-upon-Tyne, NE1 6BR	33.4%	130	30.3%	10	20.6%	7	26.7%	12	53.8%	21	48.1%	13	51.3%	20	47.1%	16	16.4%	11	47.2%	17	8.6%	3
Tyne Theatre and Opera House, Westgate Road, Newcastle-upon-Tyne, NE1 4AG	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	8.8%	3	1.5%	1	2.8%	1	0.0%	0
Westovian Theatre, Pier Pavilion, Pier Parade, South Shields, NE33 2JS	0.5%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Belfast City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Central London / West End	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.7%	1	0.0%	0	2.9%	1	1.5%	1	0.0%	0	0.0%	0
Newcastle City Hall, Northumberland Road, Newcastle-upon-Tyne, NE1 8SF	1.5%	6	3.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.0%	2	2.8%	1	0.0%	0
(Don't know / can't remember)	5.1%	20	0.0%	0	11.8%	4	11.1%	5	2.6%	1	7.4%	2	0.0%	0	11.8%	4	1.5%	1	5.6%	2	2.9%	1
Base:		389		33		34		45		39		27		39		34		67		36		35

Q28 Which of these do you consider to be your nearest Town Centre in South Tyneside? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
South Shields	50.8%	508	91.0%	91	88.0%	88	9.0%	9	4.0%	4	33.0%	33	67.0%	67	9.0%	9	98.0%	98	39.0%	39	70.0%	70
Jarrow	27.7%	277	6.0%	6	11.0%	11	86.0%	86	20.0%	20	64.0%	64	32.0%	32	16.0%	16	1.0%	1	26.0%	26	15.0%	15
Hebburn	21.5%	215	3.0%	3	1.0%	1	5.0%	5	76.0%	76	3.0%	3	1.0%	1	75.0%	75	1.0%	1	35.0%	35	15.0%	15
Base:		1000		100		100		100		100		100		100		100		100		100		100

MeanScore: visits per year

Q29A How frequently do you visit South Shields Town Centre? [PR]

Those who consider South Shields to be their nearest town centre at Q28:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Daily	3.3%	17	7.7%	7	5.7%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.0%	2	0.0%	0	2.9%	2
Several times a week	7.5%	38	19.8%	18	11.4%	10	11.1%	1	0.0%	0	3.0%	1	1.5%	1	11.1%	1	1.0%	1	5.1%	2	4.3%	3
Twice a week	8.3%	42	23.1%	21	13.6%	12	0.0%	0	0.0%	0	6.1%	2	7.5%	5	0.0%	0	1.0%	1	0.0%	0	1.4%	1
Once a week	16.3%	83	19.8%	18	30.7%	27	44.4%	4	75.0%	3	27.3%	9	9.0%	6	11.1%	1	11.2%	11	7.7%	3	1.4%	1
Once a fortnight	5.9%	30	5.5%	5	8.0%	7	11.1%	1	25.0%	1	15.2%	5	1.5%	1	0.0%	0	7.1%	7	0.0%	0	4.3%	3
Once every 3 weeks	1.8%	9	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.0%	1	1.5%	1	0.0%	0	2.0%	2	5.1%	2	1.4%	1
Once a month	7.3%	37	6.6%	6	9.1%	8	11.1%	1	0.0%	0	6.1%	2	4.5%	3	0.0%	0	10.2%	10	7.7%	3	5.7%	4
Once every three months	6.7%	34	2.2%	2	3.4%	3	11.1%	1	0.0%	0	6.1%	2	6.0%	4	0.0%	0	13.3%	13	10.3%	4	7.1%	5
Once every six months	4.3%	22	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.0%	1	1.5%	1	22.2%	2	8.2%	8	10.3%	4	5.7%	4
Once a year	3.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	8.2%	8	5.1%	2	7.1%	5
Less often	3.9%	20	2.2%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0	10.4%	7	0.0%	0	6.1%	6	2.6%	1	1.4%	1
Never	29.1%	148	11.0%	10	11.4%	10	11.1%	1	0.0%	0	27.3%	9	44.8%	30	44.4%	4	28.6%	28	43.6%	17	55.7%	39
(Don't know / varies)	1.8%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.5%	3	11.1%	1	1.0%	1	2.6%	1	1.4%	1
Mean:		*50.84*		*112.39*		*81.02*		*53.78*		*45.50*		*34.09*		*23.99*		*36.25*		*21.19*		*18.96*		*25.57*
Base:		508		91		88		9		4		33		67		9		98		39		70

MeanScore: visits per year

Q29B How frequently do you visit Jarrow Town Centre?

Those who consider Jarrow to be their nearest town centre at Q28:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Daily	5.4%	15	16.7%	1	9.1%	1	10.5%	9	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Several times a week	7.2%	20	0.0%	0	9.1%	1	17.4%	15	10.0%	2	1.6%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Twice a week	15.5%	43	0.0%	0	9.1%	1	29.1%	25	30.0%	6	7.8%	5	12.5%	4	6.3%	1	0.0%	0	3.8%	1	0.0%	0
Once a week	21.3%	59	16.7%	1	45.5%	5	27.9%	24	45.0%	9	18.8%	12	12.5%	4	12.5%	2	100.0%	1	3.8%	1	0.0%	0
Once a fortnight	7.9%	22	0.0%	0	0.0%	0	5.8%	5	0.0%	0	14.1%	9	15.6%	5	18.8%	3	0.0%	0	0.0%	0	0.0%	0
Once every 3 weeks	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	7.2%	20	16.7%	1	9.1%	1	1.2%	1	0.0%	0	12.5%	8	15.6%	5	12.5%	2	0.0%	0	7.7%	2	0.0%	0
Once every three months	4.7%	13	0.0%	0	0.0%	0	1.2%	1	0.0%	0	12.5%	8	3.1%	1	6.3%	1	0.0%	0	0.0%	0	13.3%	2
Once every six months	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Less often	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Never	27.4%	76	50.0%	3	18.2%	2	7.0%	6	0.0%	0	23.4%	15	37.5%	12	31.3%	5	0.0%	0	80.8%	21	80.0%	12
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*67.10*		*71.50*		*88.64*		*125.45*		*132.75*		*27.56*		*25.59*		*34.31*		*52.00*		*6.94*		*24.87*
Base:		277		6		11		86		20		64		32		16		1		26		15

MeanScore: visits per year

Q29C How frequently do you visit Hebburn Town Centre?

Those who consider Hebburn to be their nearest town centre at Q28:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Daily	6.5%	14	0.0%	0	0.0%	0	20.0%	1	17.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Several times a week	6.5%	14	0.0%	0	0.0%	0	0.0%	0	17.1%	13	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	5.6%	12	33.3%	1	0.0%	0	0.0%	0	11.8%	9	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Once a week	9.8%	21	33.3%	1	0.0%	0	0.0%	0	25.0%	19	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Once every 3 weeks	1.4%	3	0.0%	0	100.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	4.7%	10	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Once every three months	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.9%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	3.7%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.0%	6	0.0%	0	2.9%	1	0.0%	0
Never	57.2%	123	33.3%	1	0.0%	0	60.0%	3	15.8%	12	66.7%	2	100.0%	1	77.3%	58	100.0%	1	94.3%	33	80.0%	12
(Don't know / varies)	1.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	13.3%	2
Mean:		*51.97*		*52.00*		*17.00*		*73.40*		*130.73*		*78.00*		*0.00*		*5.12*		*0.00*		*0.01*		*0.15*
Base:		215		3		1		5		76		3		1		75		1		35		15

Q30A What do you and your household most like about South Shields Town Centre? [MR]

Those who visit South Shields Town Centre at Q29A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cheap parking	0.8%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cleanliness of streets	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Close to friends / relatives	2.8%	10	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	4.3%	3	4.5%	1	6.5%	2
Competitive prices	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	0.8%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening entertainment	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Feels safe	0.8%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Financial services, banks / building societies, etc.	2.2%	8	2.5%	2	1.3%	1	12.5%	1	0.0%	0	8.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	16.1%	58	24.7%	20	29.5%	23	25.0%	2	25.0%	1	12.5%	3	8.1%	3	40.0%	2	2.9%	2	4.5%	1	3.2%	1
Pedestrian friendly environment	3.6%	13	2.5%	2	3.8%	3	0.0%	0	50.0%	2	0.0%	0	5.4%	2	0.0%	0	2.9%	2	9.1%	2	0.0%	0
Selection / choice multiple shops	3.9%	14	2.5%	2	1.3%	1	0.0%	0	0.0%	0	12.5%	3	10.8%	4	0.0%	0	1.4%	1	9.1%	2	3.2%	1
Selection / choice of independent shops	2.5%	9	2.5%	2	1.3%	1	0.0%	0	0.0%	0	8.3%	2	5.4%	2	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Market	2.8%	10	2.5%	2	1.3%	1	0.0%	0	0.0%	0	4.2%	1	2.7%	1	0.0%	0	1.4%	1	4.5%	1	9.7%	3
Other	2.2%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.9%	2	4.5%	1	9.7%	3
A change of scenery	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	4.5%	1	6.5%	2
Compact layout	1.7%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	2.9%	2	0.0%	0	6.5%	2
Familiarity / home town / habit	4.7%	17	8.6%	7	5.1%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.7%	4	4.5%	1	0.0%	0
Good library	1.9%	7	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	2.9%	2	4.5%	1	0.0%	0
Good range of leisure activities / facilities	2.2%	8	2.5%	2	0.0%	0	12.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	13.6%	3	0.0%	0
Good range of shops in general	3.9%	14	3.7%	3	2.6%	2	12.5%	1	25.0%	1	8.3%	2	2.7%	1	0.0%	0	4.3%	3	0.0%	0	3.2%	1
Good selection of cafés / coffee shops / restaurants	3.3%	12	2.5%	2	2.6%	2	0.0%	0	0.0%	0	4.2%	1	2.7%	1	0.0%	0	1.4%	1	13.6%	3	6.5%	2
Has a Morrisons supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaside / attractive environment	19.2%	69	13.6%	11	14.1%	11	12.5%	1	0.0%	0	12.5%	3	16.2%	6	0.0%	0	30.0%	21	31.8%	7	29.0%	9
(Nothing at all)	30.6%	110	33.3%	27	35.9%	28	25.0%	2	0.0%	0	33.3%	8	37.8%	14	20.0%	1	30.0%	21	13.6%	3	19.4%	6
(Don't know)	4.4%	16	1.2%	1	5.1%	4	0.0%	0	0.0%	0	4.2%	1	5.4%	2	20.0%	1	4.3%	3	4.5%	1	9.7%	3
Base:		360		81		78		8		4		24		37		5		70		22		31

Q30B What do you and your household most like about Jarrow Town Centre? [MR]

Those who visit Jarrow Town Centre at Q29B:

	Total %	Total	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4	Zone 5 %	Zone 5	Zone 6 %	Zone 6	Zone 7 %	Zone 7	Zone 8 %	Zone 8	Zone 9 %	Zone 9	Zone 10 %	Zone 10
Cheap parking	4.5%	9	0.0%	0	0.0%	0	3.8%	3	0.0%	0	8.2%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Cleanliness of streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	2.0%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	5.0%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Competitive prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	5.0%	10	0.0%	0	22.2%	2	2.5%	2	0.0%	0	4.1%	2	10.0%	2	9.1%	1	0.0%	0	0.0%	0	33.3%	1
Evening entertainment	1.0%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Feels safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services, banks / building societies, etc.	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	33.3%	67	33.3%	1	22.2%	2	46.3%	37	35.0%	7	20.4%	10	25.0%	5	9.1%	1	100.0%	1	60.0%	3	0.0%	0
Pedestrian friendly environment	2.0%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice multiple shops	15.4%	31	33.3%	1	22.2%	2	7.5%	6	15.0%	3	14.3%	7	40.0%	8	18.2%	2	0.0%	0	20.0%	1	33.3%	1
Selection / choice of independent shops	4.5%	9	0.0%	0	11.1%	1	3.8%	3	0.0%	0	8.2%	4	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.5%	7	0.0%	0	22.2%	2	2.5%	2	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A change of scenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact layout	4.0%	8	0.0%	0	11.1%	1	5.0%	4	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / home town / habit	9.5%	19	0.0%	0	0.0%	0	16.3%	13	0.0%	0	4.1%	2	5.0%	1	18.2%	2	100.0%	1	0.0%	0	0.0%	0
Good library	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of leisure activities / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops in general	13.4%	27	33.3%	1	11.1%	1	16.3%	13	30.0%	6	8.2%	4	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Good selection of cafés / coffee shops / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Morrisons supermarket	1.5%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	20.0%	1	0.0%	0
Seaside / attractive environment	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	18.4%	37	33.3%	1	0.0%	0	15.0%	12	20.0%	4	26.5%	13	20.0%	4	18.2%	2	0.0%	0	0.0%	0	33.3%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		201		3		9		80		20		49		20		11		1		5		3

Q30C What do you and your household most like about Hebburn Town Centre? [MR]

Those who visit Hebburn Town Centre at Q29C:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cheap parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness of streets	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competitive prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	2.2%	2	0.0%	0	0.0%	0	50.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services, banks / building societies, etc.	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Good public transport links	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient	28.3%	26	50.0%	1	100.0%	1	0.0%	0	31.3%	20	0.0%	0	0.0%	0	23.5%	4	0.0%	0	0.0%	0	0.0%	0
Pedestrian friendly environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice multiple shops	1.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent shops	3.3%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0
A change of scenery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact layout	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity / home town / habit	5.4%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good library	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of leisure activities / facilities	3.3%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops in general	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good selection of cafés / coffee shops / restaurants	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a Morrisons supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seaside / attractive environment	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	43.5%	40	50.0%	1	0.0%	0	0.0%	0	45.3%	29	0.0%	0	0.0%	0	47.1%	8	0.0%	0	50.0%	1	33.3%	1
(Don't know)	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	50.0%	1	66.7%	2
Base:		92		2		1		2		64		1		0		17		0		2		3

Q31A What do you and your household most dislike about South Shields Town Centre? Please name up to THREE things. [MR]
Those who visit South Shields Town Centre at Q29A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Alternative facilities more accessible	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Better facilities elsewhere	3.1%	11	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	1.4%	1	0.0%	0	6.5%	2
Car parking cost	6.1%	22	6.2%	5	10.3%	8	0.0%	0	0.0%	0	8.3%	2	5.4%	2	0.0%	0	4.3%	3	4.5%	1	3.2%	1
Do not live in or near a town / district / local centre	0.6%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities needed not available there	1.7%	6	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2
It does not cater for the disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of car parking	1.4%	5	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Lack of choice of facilities	3.9%	14	3.7%	3	3.8%	3	0.0%	0	0.0%	0	4.2%	1	8.1%	3	0.0%	0	2.9%	2	0.0%	0	6.5%	2
Perception of safety	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of food / convenience store	1.7%	6	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Poor choice of leisure facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of bars / restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of multiple shops	22.5%	81	22.2%	18	21.8%	17	25.0%	2	0.0%	0	37.5%	9	18.9%	7	40.0%	2	24.3%	17	13.6%	3	19.4%	6
Poor range of independent shops	13.9%	50	14.8%	12	16.7%	13	25.0%	2	0.0%	0	33.3%	8	10.8%	4	60.0%	3	7.1%	5	4.5%	1	6.5%	2
Too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment	7.2%	26	6.2%	5	6.4%	5	0.0%	0	25.0%	1	8.3%	2	18.9%	7	0.0%	0	7.1%	5	4.5%	1	0.0%	0
Other	2.8%	10	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	2.9%	2	4.5%	1	6.5%	2
Dirty / untidy streets / environment	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.5%	1	6.5%	2
No indoor shopping	0.8%	3	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of all types of shops	15.8%	57	23.5%	19	23.1%	18	50.0%	4	0.0%	0	12.5%	3	2.7%	1	0.0%	0	14.3%	10	0.0%	0	6.5%	2
Shop rents / rates too high	0.6%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	4.2%	15	1.2%	1	10.3%	8	12.5%	1	0.0%	0	0.0%	0	2.7%	1	20.0%	1	1.4%	1	0.0%	0	6.5%	2
Too many phone shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many vacant shops	12.8%	46	17.3%	14	17.9%	14	0.0%	0	0.0%	0	4.2%	1	24.3%	9	0.0%	0	7.1%	5	0.0%	0	9.7%	3
Undesirable clientele (e.g. beggars, drug-takers, drunks etc.)	0.8%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	25.6%	92	16.0%	13	15.4%	12	25.0%	2	75.0%	3	33.3%	8	18.9%	7	20.0%	1	37.1%	26	54.5%	12	25.8%	8
(No particular reason - I just do not like it)	2.2%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.9%	2	0.0%	0	12.9%	4
(Don't know)	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	2.7%	1	20.0%	1	2.9%	2	4.5%	1	3.2%	1
Base:		360		81		78		8		4		24		37		5		70		22		31

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

Q31B What do you and your household most dislike about Jarrow Town Centre? Please name up to THREE things. [MR]
Those who visit Jarrow Town Centre at Q29B:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Alternative facilities more accessible	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Better facilities elsewhere	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking cost	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Do not live in or near a town / district / local centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities needed not available there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of car parking	2.0%	4	0.0%	0	0.0%	0	1.3%	1	5.0%	1	0.0%	0	5.0%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Lack of choice of facilities	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Perception of safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of food / convenience store	2.5%	5	0.0%	0	0.0%	0	3.8%	3	5.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of bars / restaurants	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of multiple shops	11.9%	24	0.0%	0	22.2%	2	12.5%	10	10.0%	2	12.2%	6	10.0%	2	9.1%	1	0.0%	0	0.0%	0	33.3%	1
Poor range of independent shops	8.5%	17	0.0%	0	11.1%	1	12.5%	10	5.0%	1	10.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment	4.0%	8	0.0%	0	11.1%	1	2.5%	2	0.0%	0	6.1%	3	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	11	0.0%	0	0.0%	0	8.8%	7	5.0%	1	4.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty / untidy streets / environment	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No indoor shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of all types of shops	5.0%	10	0.0%	0	22.2%	2	8.8%	7	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop rents / rates too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.0%	4	33.3%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many phone shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many vacant shops	4.0%	8	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, drug-takers, drunks etc.)	2.5%	5	33.3%	1	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	56.2%	113	33.3%	1	44.4%	4	46.3%	37	65.0%	13	69.4%	34	50.0%	10	72.7%	8	100.0%	1	100.0%	5	0.0%	0
(No particular reason - I just do not like it)	3.0%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	1	2.0%	1	10.0%	2	9.1%	1	0.0%	0	0.0%	0	33.3%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		201		3		9		80		20		49		20		11		1		5		3

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

Q31CWhat do you and your household most dislike about Hebburn Town Centre? Please name up to THREE things. [MR]
Those who visit Hebburn Town Centre at Q29C:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Alternative facilities more accessible	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities elsewhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking cost	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Do not live in or near a town / district / local centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities needed not available there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It does not cater for the disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice of facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perception of safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of food / convenience store	8.7%	8	50.0%	1	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of leisure facilities	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of bars / restaurants	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of multiple shops	23.9%	22	50.0%	1	0.0%	0	0.0%	0	28.1%	18	0.0%	0	0.0%	0	11.8%	2	0.0%	0	50.0%	1	0.0%	0
Poor range of independent shops	17.4%	16	0.0%	0	0.0%	0	0.0%	0	21.9%	14	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Too busy	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment	10.9%	10	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	5.4%	5	0.0%	0	0.0%	0	50.0%	1	3.1%	2	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Dirty / untidy streets / environment	4.3%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No indoor shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of all types of shops	20.7%	19	50.0%	1	0.0%	0	0.0%	0	26.6%	17	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Shop rents / rates too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many phone shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many vacant shops	7.6%	7	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele (e.g. beggars, drug-takers, drunks etc.)	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing at all)	22.8%	21	0.0%	0	100.0%	1	50.0%	1	12.5%	8	100.0%	1	0.0%	0	52.9%	9	0.0%	0	0.0%	0	33.3%	1
(No particular reason - I just do not like it)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	50.0%	1	66.7%	2
Base:		92		2		1		2		64		1		0		17		0		2		3

Q32A What type of retail provision would persuade you to shop in South Shields Town Centre more often? [MR]
Those who visit South Shields Town Centre at Q29A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Book shops	3.9%	14	3.7%	3	3.8%	3	0.0%	0	0.0%	0	8.3%	2	10.8%	4	0.0%	0	1.4%	1	0.0%	0	3.2%	1
CDs / DVDs / computer game shops	1.9%	7	0.0%	0	5.1%	4	0.0%	0	0.0%	0	4.2%	1	2.7%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Children's clothing shops	12.8%	46	18.5%	15	19.2%	15	37.5%	3	25.0%	1	4.2%	1	13.5%	5	20.0%	1	5.7%	4	0.0%	0	3.2%	1
Children's shoe shops	8.6%	31	12.3%	10	12.8%	10	25.0%	2	25.0%	1	4.2%	1	8.1%	3	0.0%	0	4.3%	3	0.0%	0	3.2%	1
DIY and hardware shops	2.8%	10	2.5%	2	2.6%	2	0.0%	0	0.0%	0	4.2%	1	5.4%	2	0.0%	0	2.9%	2	0.0%	0	3.2%	1
Electrical retailer shops	2.5%	9	2.5%	2	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	3.2%	1
Foodstore	6.9%	25	3.7%	3	7.7%	6	12.5%	1	0.0%	0	8.3%	2	8.1%	3	0.0%	0	7.1%	5	9.1%	2	9.7%	3
Gents clothing shops	16.7%	60	23.5%	19	19.2%	15	37.5%	3	0.0%	0	20.8%	5	29.7%	11	20.0%	1	5.7%	4	0.0%	0	6.5%	2
Gents shoe shops	5.8%	21	7.4%	6	9.0%	7	0.0%	0	0.0%	0	8.3%	2	13.5%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ladies clothing shops	20.0%	72	18.5%	15	12.8%	10	25.0%	2	0.0%	0	41.7%	10	27.0%	10	20.0%	1	24.3%	17	18.2%	4	9.7%	3
Ladies shoe shops	5.8%	21	7.4%	6	3.8%	3	0.0%	0	25.0%	1	20.8%	5	2.7%	1	20.0%	1	2.9%	2	4.5%	1	3.2%	1
Major household appliance shops	1.9%	7	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	3.2%	1
Sports shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Youth fashion shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	9.1%	2	3.2%	1
A good mix of all types of shops	4.4%	16	9.9%	8	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	9.1%	2	0.0%	0
Better quality / well-known shops in general	4.2%	15	1.2%	1	9.0%	7	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0	3.2%	1
Card shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing shops for everyone	4.4%	16	6.2%	5	5.1%	4	0.0%	0	0.0%	0	4.2%	1	2.7%	1	0.0%	0	5.7%	4	4.5%	1	0.0%	0
Department stores	6.4%	23	9.9%	8	7.7%	6	0.0%	0	0.0%	0	8.3%	2	2.7%	1	0.0%	0	5.7%	4	0.0%	0	6.5%	2
Furniture shops	1.1%	4	1.2%	1	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Improved markets	1.1%	4	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Independent / specialist shops of all types	2.2%	8	3.7%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Toy shops	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	21.7%	78	11.1%	9	12.8%	10	12.5%	1	50.0%	2	20.8%	5	18.9%	7	20.0%	1	27.1%	19	36.4%	8	51.6%	16
(Don't know)	7.2%	26	4.9%	4	3.8%	3	0.0%	0	0.0%	0	4.2%	1	5.4%	2	20.0%	1	8.6%	6	22.7%	5	12.9%	4
Base:		360		81		78		8		4		24		37		5		70		22		31

Q32B What type of retail provision would persuade you to shop in Jarrow Town Centre more often? [MR]

Those who visit Jarrow Town Centre at Q29B:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Book shops	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs / DVDs / computer game shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's clothing shops	4.0%	8	0.0%	0	33.3%	3	2.5%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Children's shoe shops	2.5%	5	0.0%	0	0.0%	0	2.5%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
DIY and hardware shops	3.5%	7	0.0%	0	0.0%	0	5.0%	4	5.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical retailer shops	3.5%	7	0.0%	0	0.0%	0	5.0%	4	0.0%	0	2.0%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore	12.9%	26	33.3%	1	11.1%	1	18.8%	15	5.0%	1	8.2%	4	0.0%	0	9.1%	1	0.0%	0	40.0%	2	33.3%	1
Gents clothing shops	15.9%	32	0.0%	0	11.1%	1	18.8%	15	15.0%	3	16.3%	8	15.0%	3	0.0%	0	100.0%	1	20.0%	1	0.0%	0
Gents shoe shops	4.0%	8	0.0%	0	0.0%	0	5.0%	4	0.0%	0	4.1%	2	5.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Ladies clothing shops	25.4%	51	33.3%	1	11.1%	1	26.3%	21	30.0%	6	34.7%	17	15.0%	3	9.1%	1	100.0%	1	0.0%	0	0.0%	0
Ladies shoe shops	5.5%	11	0.0%	0	0.0%	0	5.0%	4	0.0%	0	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Major household appliance shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports shops	1.5%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth fashion shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A good mix of all types of shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Better quality / well-known shops in general	1.0%	2	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing shops for everyone	2.0%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	5.0%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Department stores	3.0%	6	0.0%	0	11.1%	1	2.5%	2	0.0%	0	4.1%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture shops	2.0%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Improved markets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent / specialist shops of all types	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	35.8%	72	33.3%	1	44.4%	4	22.5%	18	45.0%	9	44.9%	22	50.0%	10	54.5%	6	0.0%	0	20.0%	1	33.3%	1
(Don't know)	5.0%	10	0.0%	0	0.0%	0	5.0%	4	0.0%	0	4.1%	2	5.0%	1	18.2%	2	0.0%	0	20.0%	1	0.0%	0
Base:		201		3		9		80		20		49		20		11		1		5		3

Q32C What type of retail provision would persuade you to shop in Hebburn Town Centre more often? [MR]
Those who visit Hebburn Town Centre at Q29C:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Book shops	4.3%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs / DVDs / computer game shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's clothing shops	6.5%	6	50.0%	1	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's shoe shops	5.4%	5	50.0%	1	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY and hardware shops	7.6%	7	50.0%	1	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical retailer shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Foodstore	33.7%	31	50.0%	1	0.0%	0	50.0%	1	45.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gents clothing shops	17.4%	16	0.0%	0	0.0%	0	0.0%	0	23.4%	15	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Gents shoe shops	4.3%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Ladies clothing shops	14.1%	13	0.0%	0	0.0%	0	0.0%	0	18.8%	12	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Ladies shoe shops	4.3%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Major household appliance shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youth fashion shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A good mix of all types of shops	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Better quality / well-known shops in general	3.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Card shops	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing shops for everyone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department stores	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent / specialist shops of all types	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	28.3%	26	0.0%	0	100.0%	1	50.0%	1	15.6%	10	100.0%	1	0.0%	0	64.7%	11	0.0%	0	100.0%	2	0.0%	0
(Don't know)	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3
Base:		92		2		1		2		64		1		0		17		0		2		3

Q33AWhat general improvements to the quality of the leisure and entertainment offer in South Shields Town Centre would persuade you to visit it more often? Please name up to THREE improvements. [MR]

Those who visit South Shields Town Centre at Q29A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Enhanced range of health and fitness centres / gyms	2.5%	9	1.2%	1	1.3%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	12.9%	4
Improved music / theatre provision	1.7%	6	2.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Improved play areas for children	1.9%	7	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport facilities during the evenings	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Improved range of places to eat	3.1%	11	2.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	20.0%	1	5.7%	4	4.5%	1	0.0%	0
Improved range of pubs and night clubs	1.4%	5	1.2%	1	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New casino facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved cinema	8.3%	30	11.1%	9	16.7%	13	0.0%	0	25.0%	1	4.2%	1	2.7%	1	20.0%	1	2.9%	2	4.5%	1	3.2%	1
New / improved museum or art gallery	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved ten pin bowling centre	0.8%	3	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	7	1.2%	1	2.6%	2	0.0%	0	0.0%	0	4.2%	1	2.7%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Cheaper community facilities in general	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
More leisure facilities for younger people	0.6%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities in general	0.6%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
More parks and recreation spaces	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
New / improved swimming facilities	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	69.7%	251	66.7%	54	62.8%	49	75.0%	6	75.0%	3	87.5%	21	70.3%	26	40.0%	2	78.6%	55	72.7%	16	61.3%	19
(Don't know)	9.7%	35	12.3%	10	5.1%	4	0.0%	0	0.0%	0	4.2%	1	18.9%	7	20.0%	1	7.1%	5	18.2%	4	9.7%	3
Base:		360		81		78		8		4		24		37		5		70		22		31

Q33B What general improvements to the quality of the leisure and entertainment offer in Jarrow Town Centre would persuade you to visit it more often? Please name up to THREE improvements. [MR]
Those who visit Jarrow Town Centre at Q29B:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Enhanced range of health and fitness centres / gyms	2.0%	4	0.0%	0	0.0%	0	2.5%	2	5.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	1.0%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved play areas for children	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport facilities during the evenings	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	6.5%	13	33.3%	1	11.1%	1	7.5%	6	5.0%	1	4.1%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Improved range of pubs and night clubs	1.5%	3	0.0%	0	0.0%	0	1.3%	1	5.0%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Less pubs and clubs	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New casino facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved cinema	8.5%	17	0.0%	0	0.0%	0	13.8%	11	10.0%	2	0.0%	0	5.0%	1	18.2%	2	0.0%	0	20.0%	1	0.0%	0
New / improved museum or art gallery	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved ten pin bowling centre	2.0%	4	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper community facilities in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities for younger people	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities in general	1.5%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks and recreation spaces	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved swimming facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	69.7%	140	33.3%	1	77.8%	7	60.0%	48	75.0%	15	85.7%	42	80.0%	16	54.5%	6	100.0%	1	20.0%	1	100.0%	3
(Don't know)	10.4%	21	33.3%	1	11.1%	1	10.0%	8	0.0%	0	8.2%	4	10.0%	2	18.2%	2	0.0%	0	60.0%	3	0.0%	0
Base:		201		3		9		80		20		49		20		11		1		5		3

Q33CWhat general improvements to the quality of the leisure and entertainment offer in Hebburn Town Centre would persuade you to visit it more often? Please name up to THREE improvements. [MR]
Those who visit Hebburn Town Centre at Q29C:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Enhanced range of health and fitness centres / gyms	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved play areas for children	4.3%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	3.3%	3	50.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Improved range of pubs and night clubs	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New casino facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved cinema	8.7%	8	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved ten pin bowling centre	2.2%	2	0.0%	0	0.0%	0	50.0%	1	1.6%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper community facilities in general	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities for younger people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities in general	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks and recreation spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved swimming facilities	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
(Nothing in particular)	67.4%	62	50.0%	1	0.0%	0	50.0%	1	73.4%	47	100.0%	1	0.0%	0	64.7%	11	0.0%	0	0.0%	0	33.3%	1
(Don't know)	10.9%	10	0.0%	0	100.0%	1	0.0%	0	4.7%	3	0.0%	0	0.0%	0	17.6%	3	0.0%	0	50.0%	1	66.7%	2
Base:		92		2		1		2		64		1		0		17		0		2		3

Q34A What general improvements to the quality of the environment in South Shields Town Centre would persuade you to visit it more often? Please name up to THREE improvements. [MR]
Those who visit South Shields Town Centre at Q29A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Attract less people / relieve over-crowding	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	2.2%	8	0.0%	0	3.8%	3	0.0%	0	0.0%	0	4.2%	1	5.4%	2	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Clean shopping streets	17.8%	64	14.8%	12	21.8%	17	12.5%	1	0.0%	0	0.0%	0	18.9%	7	40.0%	2	17.1%	12	13.6%	3	32.3%	10
Remove street clutter / advertisements	3.9%	14	2.5%	2	2.6%	2	12.5%	1	25.0%	1	0.0%	0	5.4%	2	20.0%	1	7.1%	5	0.0%	0	0.0%	0
Create more open spaces	1.4%	5	2.5%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	1.1%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Improve play areas for children	0.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Improve policing / other security measures	1.7%	6	3.7%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Improve street furniture / floral displays	2.8%	10	2.5%	2	2.6%	2	0.0%	0	0.0%	0	8.3%	2	2.7%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Increase soft / hard landscaping	3.3%	12	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0	4.3%	3	4.5%	1	3.2%	1
Pedestrianisation of main shopping streets in the town centre	0.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Other	1.9%	7	1.2%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	4.5%	1	0.0%	0
Address the homeless issue	1.1%	4	0.0%	0	1.3%	1	12.5%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
More indoor / undercover facilities	0.6%	2	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	3.2%	1
Open the vacant shops	0.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Refurbishment / modernisation of the centre	1.4%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Remove seagulls / pigeons	0.8%	3	1.2%	1	1.3%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	58.6%	211	54.3%	44	57.7%	45	62.5%	5	50.0%	2	75.0%	18	54.1%	20	40.0%	2	62.9%	44	63.6%	14	54.8%	17
(Don't know)	8.9%	32	16.0%	13	5.1%	4	0.0%	0	25.0%	1	4.2%	1	8.1%	3	20.0%	1	7.1%	5	9.1%	2	6.5%	2
Base:		360		81		78		8		4		24		37		5		70		22		31

Q34B What general improvements to the quality of the environment in Jarrow Town Centre would persuade you to visit it more often? Please name up to THREE improvements. [MR]
Those who visit Jarrow Town Centre at Q29B:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Attract less people / relieve over-crowding	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	11.4%	23	0.0%	0	22.2%	2	13.8%	11	5.0%	1	10.2%	5	15.0%	3	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Remove street clutter / advertisements	1.5%	3	0.0%	0	0.0%	0	2.5%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more open spaces	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Improve play areas for children	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve street furniture / floral displays	3.0%	6	0.0%	0	0.0%	0	6.3%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase soft / hard landscaping	3.5%	7	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation of main shopping streets in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	2	33.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More indoor / undercover facilities	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open the vacant shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment / modernisation of the centre	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove seagulls / pigeons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	69.7%	140	66.7%	2	66.7%	6	58.8%	47	80.0%	16	79.6%	39	75.0%	15	72.7%	8	0.0%	0	80.0%	4	100.0%	3
(Don't know)	7.0%	14	0.0%	0	11.1%	1	8.8%	7	5.0%	1	4.1%	2	0.0%	0	18.2%	2	0.0%	0	20.0%	1	0.0%	0
Base:		201		3		9		80		20		49		20		11		1		5		3

Q34C What general improvements to the quality of the environment in Hebburn Town Centre would persuade you to visit it more often? Please name up to THREE improvements. [MR]
Those who visit Hebburn Town Centre at Q29C:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Attract less people / relieve over-crowding	3.3%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	7.6%	7	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	18.5%	17	0.0%	0	0.0%	0	0.0%	0	25.0%	16	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Remove street clutter / advertisements	4.3%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more open spaces	5.4%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Improve number and attractiveness of meeting places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve play areas for children	1.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve policing / other security measures	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve street furniture / floral displays	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase soft / hard landscaping	13.0%	12	0.0%	0	0.0%	0	0.0%	0	15.6%	10	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation of main shopping streets in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Address the homeless issue	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More indoor / undercover facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open the vacant shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment / modernisation of the centre	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove seagulls / pigeons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	43.5%	40	100.0%	2	100.0%	1	50.0%	1	35.9%	23	100.0%	1	0.0%	0	58.8%	10	0.0%	0	50.0%	1	33.3%	1
(Don't know)	8.7%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	17.6%	3	0.0%	0	50.0%	1	66.7%	2
Base:		92		2		1		2		64		1		0		17		0		2		3

Q35A What general improvements to transport and accessibility would persuade you to visit South Shields Town Centre more often? Please name up to THREE improvements. [MR]
Those who visit South Shields Town Centre at Q29A:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Enhance shopmobility service	0.8%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.6%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Improve directional signs to town centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.2%	1
Improve layout of car parks	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Improve location of bus stops / bus station	3.1%	11	0.0%	0	2.6%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	20.0%	1	4.3%	3	9.1%	2	6.5%	2
Improve public transport links	6.7%	24	4.9%	4	3.8%	3	0.0%	0	0.0%	0	12.5%	3	24.3%	9	20.0%	1	2.9%	2	4.5%	1	3.2%	1
Improve existing Metro station	1.1%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	3.2%	1
Extend Metro network	1.7%	6	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.9%	2	0.0%	0	6.5%	2
Improve safety of pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage within centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	3.2%	1
Increase frequency of public transport in the evenings	1.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.5%	1	0.0%	0
Increase number of taxis	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
More parking spaces - long stay	3.3%	12	2.5%	2	3.8%	3	0.0%	0	0.0%	0	4.2%	1	5.4%	2	0.0%	0	2.9%	2	0.0%	0	6.5%	2
More parking spaces - short stay	2.5%	9	2.5%	2	1.3%	1	0.0%	0	0.0%	0	4.2%	1	5.4%	2	0.0%	0	2.9%	2	0.0%	0	3.2%	1
More parking spaces - type unspecified	3.6%	13	1.2%	1	2.6%	2	12.5%	1	0.0%	0	4.2%	1	2.7%	1	0.0%	0	4.3%	3	9.1%	2	6.5%	2
Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce cost of parking	3.9%	14	3.7%	3	3.8%	3	12.5%	1	25.0%	1	4.2%	1	2.7%	1	0.0%	0	4.3%	3	4.5%	1	0.0%	0
Reduce road congestion	1.1%	4	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Other	1.1%	4	1.2%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Nothing in particular)	61.1%	220	56.8%	46	67.9%	53	50.0%	4	50.0%	2	70.8%	17	56.8%	21	60.0%	3	61.4%	43	59.1%	13	58.1%	18
(Don't know)	6.1%	22	8.6%	7	3.8%	3	0.0%	0	25.0%	1	4.2%	1	5.4%	2	20.0%	1	5.7%	4	4.5%	1	6.5%	2
Cheaper public transport	0.8%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Free parking	8.6%	31	13.6%	11	9.0%	7	37.5%	3	0.0%	0	0.0%	0	5.4%	2	0.0%	0	7.1%	5	4.5%	1	6.5%	2
Repair / improve pavements	1.4%	5	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair / improve road surfaces (e.g. potholes)	3.1%	11	7.4%	6	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		360		81		78		8		4		24		37		5		70		22		31

Q35B What general improvements to transport and accessibility would persuade you to visit Jarrow Town Centre more often? Please name up to THREE improvements. [MR]
Those who visit Jarrow Town Centre at Q29B:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve directional signs to town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	1.0%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve location of bus stops / bus station	2.0%	4	0.0%	0	0.0%	0	2.5%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Improve public transport links	8.5%	17	0.0%	0	0.0%	0	11.3%	9	10.0%	2	0.0%	0	25.0%	5	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Improve existing Metro station	2.0%	4	0.0%	0	0.0%	0	2.5%	2	5.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Extend Metro network	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve safety of pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage within centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	2.0%	4	33.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - short stay	1.5%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - type unspecified	3.0%	6	0.0%	0	0.0%	0	3.8%	3	0.0%	0	2.0%	1	5.0%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.5%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce cost of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	4	0.0%	0	0.0%	0	3.8%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	72.1%	145	66.7%	2	66.7%	6	66.3%	53	70.0%	14	85.7%	42	60.0%	12	72.7%	8	0.0%	0	100.0%	5	100.0%	3
(Don't know)	6.0%	12	0.0%	0	11.1%	1	5.0%	4	0.0%	0	10.2%	5	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.0%	2	0.0%	0	11.1%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair / improve pavements	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair / improve road surfaces (e.g. potholes)	2.0%	4	0.0%	0	0.0%	0	2.5%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		201		3		9		80		20		49		20		11		1		5		3

Q35C What general improvements to transport and accessibility would persuade you to visit Hebburn Town Centre more often? Please name up to THREE improvements. [MR]

Those who visit Hebburn Town Centre at Q29C:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve directional signs to town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve location of bus stops / bus station	6.5%	6	0.0%	0	100.0%	1	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	8.7%	8	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Improve existing Metro station	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Extend Metro network	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve safety of pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage within centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve transport interchange	1.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - short stay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - type unspecified	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce cost of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair / improve pavements	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair / improve road surfaces (e.g. potholes)	8.7%	8	50.0%	1	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	64.1%	59	50.0%	1	0.0%	0	50.0%	1	62.5%	40	100.0%	1	0.0%	0	82.4%	14	0.0%	0	50.0%	1	33.3%	1
(Don't know)	6.5%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0	50.0%	1	66.7%	2
Base:		92		2		1		2		64		1		0		17		0		2		3

Q36 Do you visit South Shields market?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Yes	20.6%	206	29.0%	29	32.0%	32	19.0%	19	17.0%	17	13.0%	13	24.0%	24	10.0%	10	21.0%	21	20.0%	20	21.0%	21
No	79.4%	794	71.0%	71	68.0%	68	81.0%	81	83.0%	83	87.0%	87	76.0%	76	90.0%	90	79.0%	79	80.0%	80	79.0%	79
Base:		1000		100		100		100		100		100		100		100		100		100		100

Q37 Why do you visit South Shields market? [MR]
Those who visit South Shields market at Q36:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Change of scenery / something to do	19.4%	40	34.5%	10	15.6%	5	10.5%	2	17.6%	3	0.0%	0	29.2%	7	20.0%	2	19.0%	4	20.0%	4	14.3%	3
Convenient / nearby	4.9%	10	0.0%	0	21.9%	7	5.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Good atmosphere	5.8%	12	3.4%	1	6.3%	2	0.0%	0	5.9%	1	15.4%	2	4.2%	1	20.0%	2	4.8%	1	0.0%	0	9.5%	2
Good quality stalls	6.3%	13	6.9%	2	9.4%	3	10.5%	2	17.6%	3	15.4%	2	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Good range of goods	8.7%	18	6.9%	2	18.8%	6	5.3%	1	5.9%	1	15.4%	2	4.2%	1	0.0%	0	0.0%	0	10.0%	2	14.3%	3
Habit / familiarity	7.8%	16	6.9%	2	3.1%	1	10.5%	2	5.9%	1	7.7%	1	16.7%	4	0.0%	0	4.8%	1	10.0%	2	9.5%	2
Low prices	2.4%	5	3.4%	1	3.1%	1	5.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Part of an overall day out	12.1%	25	3.4%	1	3.1%	1	5.3%	1	11.8%	2	0.0%	0	0.0%	0	30.0%	3	19.0%	4	15.0%	3	47.6%	10
Quality of goods	2.9%	6	0.0%	0	3.1%	1	0.0%	0	5.9%	1	0.0%	0	4.2%	1	10.0%	1	9.5%	2	0.0%	0	0.0%	0
Specialist market (i.e. farmers market)	9.2%	19	0.0%	0	12.5%	4	10.5%	2	5.9%	1	7.7%	1	4.2%	1	30.0%	3	23.8%	5	10.0%	2	0.0%	0
Window shopping / browsing	27.2%	56	24.1%	7	25.0%	8	42.1%	8	29.4%	5	30.8%	4	41.7%	10	20.0%	2	4.8%	1	30.0%	6	23.8%	5
Other	4.4%	9	3.4%	1	0.0%	0	15.8%	3	5.9%	1	7.7%	1	4.2%	1	0.0%	0	0.0%	0	5.0%	1	4.8%	1
Has a good haberdashery stall	5.8%	12	0.0%	0	6.3%	2	10.5%	2	0.0%	0	7.7%	1	12.5%	3	0.0%	0	14.3%	3	5.0%	1	0.0%	0
(Don't know)	6.8%	14	17.2%	5	6.3%	2	5.3%	1	5.9%	1	0.0%	0	4.2%	1	10.0%	1	9.5%	2	0.0%	0	4.8%	1
Base:		206		29		32		19		17		13		24		10		21		20		21

Q38 What improvements to the quality and range of the market would persuade you or your household to visit the South Shields Market more often? [MR]
Those who visit South Shields market at Q36:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Hold more specialist market events (i.e.food fairs / farmer's markets)	3.4%	7	3.4%	1	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	5.0%	1	0.0%	0
Improve advertisements (increase publicity of market events)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	4.8%	1	0.0%	0	0.0%	0
Improve location (i.e. relocation)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve parking	1.5%	3	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Improve quality / appearance of market stalls / venue	8.3%	17	6.9%	2	6.3%	2	15.8%	3	23.5%	4	7.7%	1	8.3%	2	20.0%	2	0.0%	0	5.0%	1	0.0%	0
Improve quality of goods	14.6%	30	6.9%	2	9.4%	3	5.3%	1	17.6%	3	15.4%	2	20.8%	5	0.0%	0	9.5%	2	25.0%	5	33.3%	7
Improve range of goods	19.4%	40	13.8%	4	34.4%	11	10.5%	2	11.8%	2	38.5%	5	20.8%	5	10.0%	1	19.0%	4	10.0%	2	19.0%	4
More market stalls available	35.4%	73	34.5%	10	46.9%	15	31.6%	6	11.8%	2	53.8%	7	41.7%	10	20.0%	2	38.1%	8	35.0%	7	28.6%	6
Undercover / indoor market	8.7%	18	17.2%	5	15.6%	5	10.5%	2	0.0%	0	15.4%	2	8.3%	2	0.0%	0	4.8%	1	5.0%	1	0.0%	0
Other	4.9%	10	3.4%	1	6.3%	2	15.8%	3	0.0%	0	0.0%	0	12.5%	3	0.0%	0	4.8%	1	0.0%	0	0.0%	0
(Nothing)	31.6%	65	27.6%	8	18.8%	6	36.8%	7	47.1%	8	30.8%	4	33.3%	8	50.0%	5	28.6%	6	25.0%	5	38.1%	8
(Don't know)	7.3%	15	10.3%	3	9.4%	3	5.3%	1	0.0%	0	0.0%	0	8.3%	2	0.0%	0	4.8%	1	10.0%	2	14.3%	3
Base:		206		29		32		19		17		13		24		10		21		20		21

GEN Gender:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Male	26.8%	268	29.0%	29	26.0%	26	16.0%	16	25.0%	25	32.0%	32	27.0%	27	30.0%	30	23.0%	23	31.0%	31	29.0%	29
Female	73.2%	732	71.0%	71	74.0%	74	84.0%	84	75.0%	75	68.0%	68	73.0%	73	70.0%	70	77.0%	77	69.0%	69	71.0%	71
Base:		1000		100		100		100		100		100		100		100		100		100		100

AGE Could I ask how old you are please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
18 to 24	1.4%	14	1.0%	1	1.0%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%	0	3.0%	3
25 to 34	2.6%	26	3.0%	3	5.0%	5	3.0%	3	1.0%	1	2.0%	2	1.0%	1	4.0%	4	2.0%	2	3.0%	3	2.0%	2
35 to 44	9.4%	94	18.0%	18	13.0%	13	11.0%	11	6.0%	6	4.0%	4	3.0%	3	13.0%	13	6.0%	6	8.0%	8	12.0%	12
45 to 54	24.0%	240	17.0%	17	40.0%	40	40.0%	40	32.0%	32	15.0%	15	16.0%	16	36.0%	36	14.0%	14	18.0%	18	12.0%	12
55 to 64	21.9%	219	25.0%	25	13.0%	13	12.0%	12	25.0%	25	27.0%	27	20.0%	20	18.0%	18	28.0%	28	26.0%	26	25.0%	25
65 +	38.2%	382	32.0%	32	27.0%	27	30.0%	30	35.0%	35	44.0%	44	59.0%	59	26.0%	26	46.0%	46	42.0%	42	41.0%	41
(Refused)	2.5%	25	4.0%	4	1.0%	1	1.0%	1	1.0%	1	7.0%	7	1.0%	1	1.0%	1	1.0%	1	3.0%	3	5.0%	5
Base:		1000		100		100		100		100		100		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	15.0%	150	14.0%	14	22.0%	22	16.0%	16	19.0%	19	16.0%	16	7.0%	7	12.0%	12	9.0%	9	8.0%	8	27.0%	27
One	46.4%	464	53.0%	53	41.0%	41	42.0%	42	51.0%	51	41.0%	41	58.0%	58	44.0%	44	47.0%	47	47.0%	47	40.0%	40
Two	27.1%	271	23.0%	23	25.0%	25	33.0%	33	17.0%	17	33.0%	33	26.0%	26	32.0%	32	28.0%	28	36.0%	36	18.0%	18
Three or more	7.0%	70	5.0%	5	10.0%	10	6.0%	6	10.0%	10	4.0%	4	6.0%	6	6.0%	6	12.0%	12	6.0%	6	5.0%	5
(Refused)	4.5%	45	5.0%	5	2.0%	2	3.0%	3	3.0%	3	6.0%	6	3.0%	3	6.0%	6	4.0%	4	3.0%	3	10.0%	10
Base:		1000		100		100		100		100		100		100		100		100		100		100

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Working full time	39.7%	397	51.0%	51	48.0%	48	45.0%	45	40.0%	40	28.0%	28	22.0%	22	59.0%	59	31.0%	31	40.0%	40	33.0%	33
Working part time	7.4%	74	5.0%	5	10.0%	10	8.0%	8	9.0%	9	7.0%	7	5.0%	5	8.0%	8	6.0%	6	5.0%	5	11.0%	11
Unemployed	2.7%	27	2.0%	2	5.0%	5	6.0%	6	3.0%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0	2.0%	2	4.0%	4
Retired	43.3%	433	35.0%	35	31.0%	31	34.0%	34	42.0%	42	56.0%	56	64.0%	64	26.0%	26	59.0%	59	45.0%	45	41.0%	41
Househusband or Housewife	0.7%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0
A student	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / sick	1.2%	12	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2
(Refused)	4.7%	47	6.0%	6	4.0%	4	3.0%	3	3.0%	3	6.0%	6	3.0%	3	5.0%	5	4.0%	4	4.0%	4	9.0%	9
Base:		1000		100		100		100		100		100		100		100		100		100		100

ADU How many adults, including yourself, live in your household, 16 years and above?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
One	18.3%	183	17.0%	17	24.0%	24	20.0%	20	23.0%	23	18.0%	18	20.0%	20	12.0%	12	15.0%	15	16.0%	16	18.0%	18
Two	53.8%	538	55.0%	55	43.0%	43	55.0%	55	49.0%	49	50.0%	50	64.0%	64	56.0%	56	55.0%	55	60.0%	60	51.0%	51
Three	15.7%	157	14.0%	14	15.0%	15	20.0%	20	16.0%	16	15.0%	15	10.0%	10	18.0%	18	19.0%	19	19.0%	19	11.0%	11
Four	6.9%	69	8.0%	8	11.0%	11	3.0%	3	9.0%	9	10.0%	10	3.0%	3	10.0%	10	7.0%	7	2.0%	2	6.0%	6
Five	0.9%	9	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Six or more	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.3%	43	4.0%	4	3.0%	3	1.0%	1	3.0%	3	7.0%	7	2.0%	2	4.0%	4	4.0%	4	3.0%	3	12.0%	12
Base:		1000		100		100		100		100		100		100		100		100		100		100

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	81.0%	810	78.0%	78	74.0%	74	77.0%	77	85.0%	85	86.0%	86	89.0%	89	75.0%	75	83.0%	83	83.0%	83	80.0%	80
One	7.2%	72	7.0%	7	11.0%	11	11.0%	11	9.0%	9	3.0%	3	5.0%	5	9.0%	9	7.0%	7	5.0%	5	5.0%	5
Two	6.4%	64	10.0%	10	8.0%	8	10.0%	10	2.0%	2	4.0%	4	4.0%	4	10.0%	10	6.0%	6	8.0%	8	2.0%	2
Three	0.6%	6	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Four	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Six or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Refused)	4.4%	44	4.0%	4	3.0%	3	1.0%	1	3.0%	3	7.0%	7	2.0%	2	5.0%	5	4.0%	4	3.0%	3	12.0%	12
Base:		1000		100		100		100		100		100		100		100		100		100		100

ETH With one of the following best describes you? [PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
White - British / Irish / other	95.0%	950	94.0%	94	98.0%	98	98.0%	98	97.0%	97	91.0%	91	97.0%	97	94.0%	94	95.0%	95	96.0%	96	90.0%	90
Black / Black British, Caribbean / African / other black	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asian / Asian British, Indian / Pakistani / Bangladeshi / Other Asian	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Mixed, any mixed category	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.4%	44	5.0%	5	2.0%	2	2.0%	2	3.0%	3	8.0%	8	3.0%	3	5.0%	5	4.0%	4	2.0%	2	10.0%	10
Base:		1000		100		100		100		100		100		100		100		100		100		100

PC Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
NE100	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
NE108	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	55	0.0%	0	0.0%	0	0.0%	0
NE109	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	41	0.0%	0	0.0%	0	0.0%	0
NE311	5.1%	51	0.0%	0	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE312	4.9%	49	0.0%	0	0.0%	0	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE323	0.9%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE324	4.6%	46	0.0%	0	0.0%	0	46.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE325	4.5%	45	0.0%	0	0.0%	0	45.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE331	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE332	1.5%	15	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE333	3.6%	36	36.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE334	2.6%	26	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE335	2.1%	21	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE340	1.6%	16	0.0%	0	16.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE346	1.9%	19	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE347	1.1%	11	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE348	2.0%	20	0.0%	0	20.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE349	3.4%	34	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE359	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE360	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NE371	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	51	0.0%	0
NE372	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0
NE373	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0
SR5 1	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19
SR5 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
SR5 3	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	29
SR5 4	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23
SR5 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19
SR6 0	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
SR6 7	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	0.0%	0	0.0%	0
SR6 8	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%	0	0.0%	0
SR6 9	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0
Base:		1000		100		100		100		100		100		100		100		100		100		100

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Zone 1	10.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.0%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 8	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 9	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		1000		100		100		100		100		100		100		100		100		100		100

APPENDIX D RETAIL CAPACITY TABLES

Table 1: Population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
2016	28,218	53,301	25,654	21,212	6,564	6,924	36,093	30,439	21,121	36,054	265,580
2017	28,284	53,394	25,716	21,267	6,593	6,921	36,151	30,407	21,197	36,175	266,105
2018	28,325	53,503	25,802	21,324	6,621	6,920	36,220	30,412	21,266	36,266	266,659
2019	28,344	53,630	25,868	21,391	6,646	6,930	36,291	30,413	21,337	36,332	267,182
2020	28,399	53,712	25,965	21,444	6,676	6,949	36,376	30,410	21,422	36,392	267,745
2021	28,496	53,783	26,042	21,501	6,694	6,975	36,448	30,424	21,489	36,474	268,326
2022	28,614	53,895	26,098	21,537	6,710	6,990	36,535	30,430	21,571	36,540	268,920
2023	28,682	54,015	26,196	21,572	6,715	7,008	36,615	30,438	21,645	36,591	269,477
2024	28,705	54,145	26,266	21,630	6,735	7,020	36,678	30,461	21,728	36,627	269,995
2025	28,744	54,250	26,384	21,655	6,737	7,038	36,718	30,468	21,786	36,674	270,454
2026	28,785	54,326	26,481	21,703	6,755	7,057	36,740	30,441	21,875	36,709	270,872
2027	28,829	54,408	26,555	21,768	6,779	7,060	36,805	30,451	21,964	36,753	271,372
2028	28,869	54,521	26,638	21,804	6,792	7,068	36,832	30,437	22,023	36,803	271,787
2029	28,900	54,621	26,695	21,838	6,808	7,078	36,882	30,482	22,083	36,892	272,279
2030	28,933	54,671	26,764	21,890	6,833	7,103	36,918	30,490	22,148	36,973	272,723
2031	28,965	54,716	26,823	21,951	6,850	7,126	36,952	30,501	22,210	37,031	273,125
2032	29,008	54,776	26,897	22,007	6,873	7,131	37,010	30,486	22,256	37,109	273,553
2033	29,066	54,854	26,943	22,061	6,877	7,141	37,074	30,488	22,303	37,152	273,959
Growth 2018-33	741	1,351	1,141	737	256	221	854	76	1,037	886	7,300

Source:

2017 population: Experian MMG3 2017 (2016-based SNPP)

Growth for zones 1-10 derived from Experian MMG3 2017 (2016-based SNPP)

Table 2: Commitments - turnover in 2017

Comparison

Zone		Net floorspace (sqm)	Turnover (£M)
1	Various Keppel Street, William Street, East Smith Street, Burrow Street, Albemarle Street	205	£1.03
1	South Shield Town Centre Sites (King Street, Chapter Row, Barrington Street, Garden Lane and Fowler Street)*	4,920	£24.60
1	58-66 Ocean Road, South Shields	326	£1.63
1	Former Mecca, 52-60 Dean Road, South Shields	403	£2.02
4	Corner of Glen Street/ Station Road, Hebburn	225	£1.13
Total		**6,079**	**£30.40**

Convenience

Zone		Net floorspace (sqm)	Turnover (£M)
1	South Shield Town Centre Sites (King Street, Chapter Row, Barrington Street, Garden Lane and Fowler Street)*	0	£0.00
2	The Red Duster PH, 216-218 Whiteleas Way, South Shields	365	£3.03
2	The Mariner, Mortimer Road, South Shields	235	£1.95
4	Corner of Glen Street/ Station Road, Hebburn	900	£11.97
Total		**1,500**	**£16.95**

Notes

Source: STC online planning register

Assumptions: 70:30 net to gross ratio applied unless stated otherwise in planning application documents

Floorspace for re-provision of retail floorpsace as part of the 365 regeneration scheme has been fully included as retail units either demolished or vacant at the time of the survey

*The floorspace associated with the large supermarket (both convenience and ancillary comparison) proposed with planning application ST/0664/15/OUT has not been included as it is has been removed from the CPO and is not now being delivered

Table 3a : Comparison expenditure

Per capita comparison expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
2016	£2,565	£2,799	£2,718	£2,853	£3,064	£3,778	£2,709	£3,545	£2,577	£2,352
Exc. SFT	£2,219	£2,421	£2,351	£2,468	£2,650	£3,268	£2,343	£3,066	£2,229	£2,034
2018	£2,239	£2,443	£2,372	£2,490	£2,674	£3,297	£2,364	£3,094	£2,249	£2,053
2023	£2,535	£2,766	£2,686	£2,820	£3,028	£3,734	£2,677	£3,504	£2,547	£2,325
2028	£2,953	£3,223	£3,129	£3,285	£3,528	£4,350	£3,119	£4,082	£2,967	£2,708
2033	£3,464	£3,780	£3,670	£3,853	£4,138	£5,102	£3,658	£4,787	£3,480	£3,176
2036	£3,818	£4,166	£4,046	£4,247	£4,561	£5,624	£4,032	£5,277	£3,836	£3,501

Comparison expenditure £M

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	STC total (Z1-5 and part Z6-8)	Outside STC	Total
2016	£62.61	£129.05	£60.31	£52.35	£17.40	£22.63	£84.58	£93.34	£47.08	£73.35	£374.93	£267.76	£642.69
2018	£63.41	£130.70	£61.21	£53.10	£17.71	£22.82	£85.64	£94.10	£47.83	£74.45	£379.77	£271.19	£650.96
2023	£72.71	£149.43	£70.37	£60.83	£20.34	£26.17	£98.04	£106.65	£55.13	£85.06	£434.76	£309.97	£744.72
2028	£85.26	£175.70	£83.36	£71.62	£23.96	£30.74	£114.88	£124.23	£65.34	£99.66	£511.53	£363.24	£874.76
2033	£100.68	£207.33	£98.89	£84.99	£28.45	£36.43	£135.62	£145.95	£77.61	£118.00	£604.90	£429.04	£1,033.95
Growth 2018-2033	£37.26	£76.62	£37.68	£31.89	£10.75	£13.61	£49.98	£51.85	£29.78	£43.55	£225.13	£157.85	£382.99

Table 4a: Comparison market shares

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Zone 1										
South Shields Town Centre	45.0%	42.3%	10.5%	6.9%	6.8%	5.8%	1.7%	2.7%	0.0%	1.1%
Dean Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frederick Street District Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westoe Bridges District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Road, South Shields	0.4%	1.0%	0.7%	0.7%	1.5%	0.4%	0.0%	0.6%	0.0%	0.2%
Asda, Coronation Street, South Shields, NE33 1AZ	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q (now closed), Millbank Industrial Estate, South Shields, NE33 1RB	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Station Road, South Shields, NE33 1RD	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Western Approach Trade Park, South Shields, NE33 5QZ	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Zone 1	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1 total	46.5%	43.7%	11.2%	7.6%	8.4%	6.2%	1.7%	3.4%	0.0%	1.3%
Zone 2										
Boldon Lane District Centre	0.6%	0.3%	0.5%	0.2%	0.2%	0.5%	0.2%	0.1%	0.0%	1.0%
Harton Nook District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 total	0.6%	0.3%	0.5%	0.2%	0.2%	0.5%	0.2%	0.1%	0.0%	1.0%
Zone 3										
Jarrow Town Centre	5.7%	1.2%	23.3%	21.0%	2.5%	0.7%	1.0%	0.0%	0.1%	0.0%
Zone 3 total	5.7%	1.2%	23.3%	21.0%	2.5%	0.7%	1.0%	0.0%	0.1%	0.0%
Zone 4										
Hebburn Town Centre	0.1%	0.1%	0.7%	6.2%	0.3%	0.0%	1.0%	0.0%	0.0%	0.0%
Zone 4 total	0.1%	0.1%	0.7%	6.2%	0.3%	0.0%	1.0%	0.0%	0.0%	0.0%
Zone 5										
Boldon Colliery District Centre	0.3%	2.3%	3.6%	3.6%	17.6%	10.3%	1.1%	1.2%	0.9%	0.5%
Asda, North Road, Boldon Colliery, NE35 9AR	0.0%	0.1%	1.6%	0.2%	0.4%	0.4%	0.0%	0.2%	0.0%	0.0%
Zone 5 total	0.3%	2.5%	5.3%	3.7%	18.0%	10.7%	1.1%	1.4%	0.9%	0.5%
Zone 6										
East Boldon	0.0%	2.6%	0.0%	0.2%	0.4%	6.4%	0.0%	2.9%	0.0%	0.2%
Other, Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 6 total	0.0%	2.6%	0.0%	0.2%	0.4%	6.4%	0.0%	2.9%	0.0%	0.2%
Zone 7										
Other, Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%
Zone 7 total	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%
Zone 8										
Fulwell District Centre, Sunderland	0.0%	0.2%	0.0%	0.0%	0.5%	1.3%	0.0%	1.7%	0.4%	1.0%
Cleadon Village Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.2%	0.0%	0.0%
Seaburn Local Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.5%
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.4%
Other, Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%
Zone 8 total	0.2%	0.8%	0.0%	0.0%	0.6%	1.8%	0.0%	2.8%	0.5%	2.4%
Zone 9										
Concord Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
The Peel Centre, Washington	1.6%	0.1%	0.3%	0.7%	1.0%	1.4%	1.6%	0.5%	4.6%	0.8%
Armstrong Industrial Estate, Whitworth Road, Washington, NE37 1PP	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%
B&Q, Armstrong Industrial Estate, Cragside Road, Washington, NE37 1LH	0.2%	0.2%	0.2%	0.4%	0.7%	0.0%	0.5%	0.1%	1.4%	0.0%
Zone 9 total	2.0%	0.3%	0.6%	1.1%	1.9%	1.5%	2.1%	0.5%	7.4%	0.9%
Zone 10										
Castletown Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Hylton Riverside Retail Park, Sunderland	0.5%	0.3%	0.4%	0.3%	1.3%	1.8%	0.1%	2.5%	0.3%	5.7%
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	0.4%	0.5%	0.4%	0.0%	0.2%	3.0%	0.0%	6.1%	0.4%	3.0%
Low Southwick Industrial Estate, Inkerman Street, Sunderland, SR5 2BN	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Zone 10 total	0.8%	0.8%	0.7%	0.3%	1.5%	4.9%	0.1%	8.6%	0.7%	10.7%
Destinations outside the study area										
Newcastle-upon-Tyne City Centre	12.9%	12.9%	25.2%	24.7%	22.0%	25.6%	25.9%	18.5%	14.7%	5.7%
Sunderland City Centre	9.7%	9.3%	4.1%	1.5%	14.1%	23.0%	0.5%	40.3%	1.1%	52.7%
Metro Centre Shopping Centre (Mall), Gateshead	7.9%	11.4%	10.2%	12.1%	11.7%	4.5%	23.7%	5.7%	10.8%	4.5%
Team Valley Retail World, Gateshead	3.8%	2.7%	3.5%	7.5%	3.1%	0.1%	18.5%	3.1%	10.9%	2.1%
Galleries Retail Park, Washington	1.5%	1.0%	1.8%	2.2%	2.3%	2.0%	3.0%	0.4%	27.2%	2.1%
Washington Town Centre	0.2%	0.7%	2.3%	4.2%	0.3%	0.6%	3.8%	0.8%	15.5%	3.5%
Silverlink Shopping Park, Wallsend	1.4%	2.3%	4.2%	1.7%	0.5%	0.0%	0.7%	1.0%	0.6%	0.0%
Gateshead Town Centre	1.3%	0.6%	1.0%	1.1%	0.7%	0.3%	6.2%	0.6%	1.3%	0.0%
Metro Retail Park, Gateshead	1.2%	3.6%	2.6%	2.7%	2.7%	0.6%	4.3%	1.9%	1.0%	1.8%
Trimdon Street West Retail Park, Sunderland	0.6%	0.6%	0.6%	0.0%	4.3%	4.0%	0.0%	1.7%	0.7%	5.1%
North Shields Town Centre	0.3%	0.3%	0.7%	0.5%	0.0%	0.5%	0.0%	0.0%	0.1%	0.0%
Boundary Mill, Park Lane, Shiremoor, Newcastle-upon-Tyne, NE27 0BS	0.3%	0.0%	0.1%	0.1%	0.4%	0.0%	0.0%	0.7%	0.1%	0.0%
Coast Road Retail Park, North Shields	0.2%	0.0%	0.2%	0.0%	0.4%	0.1%	0.1%	0.0%	0.0%	0.0%
Metro Park West, Pinetree Way, Gateshead	0.2%	0.1%	0.0%	0.0%	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%
Dalton Park Outlet Village, Murton / Seaham	0.2%	0.1%	0.5%	0.0%	0.2%	1.1%	0.3%	1.0%	1.2%	0.9%
Durham City Centre	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%	0.4%	1.2%	0.2%
Felling District Centre, Gateshead	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%
Pallion Retail Park, Woodbine Terrace, Sunderland	0.0%	0.5%	0.0%	0.0%	0.5%	1.0%	0.1%	1.5%	0.3%	1.4%
Whitley Bay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%	0.0%
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Outside Catchment Area	1.8%	1.5%	0.5%	1.4%	2.3%	2.7%	2.8%	2.5%	3.6%	3.0%
Study area sub-total	56.2%	52.3%	42.3%	40.3%	33.8%	33.0%	7.2%	19.8%	9.6%	16.9%
Destinations outside the study area total	43.8%	47.7%	57.7%	59.7%	66.2%	67.0%	92.8%	80.2%	90.4%	83.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5a : Comparison turnover 2018 (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total Market Share	Total Expenditure
Zone 1												
South Shields Town Centre	£28.51	£55.32	£6.44	£3.64	£1.21	£1.33	£1.46	£2.56	£0.00	£0.82	15.6%	£101.29
Dean Road District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Frederick Street District Centre	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.12
Westoe Bridges District Centre	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.03
Station Road, South Shields	£0.27	£1.26	£0.43	£0.39	£0.26	£0.08	£0.00	£0.57	£0.02	£0.13	0.5%	£3.41
Asda, Coronation Street, South Shields, NE33 1AZ	£0.47	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.1%	£0.55
B&Q (now closed), Millbank Industrial Estate, South Shields, NE33 1RB	£0.04	£0.21	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.25
Wickes, Station Road, South Shields, NE33 1RD	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.16
Western Approach Trade Park, South Shields, NE33 5QZ	£0.00	£0.06	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.08
Other, Zone 1	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.03
Zone 1 total	£29.48	£57.08	£6.87	£4.03	£1.50	£1.41	£1.46	£3.13	£0.02	£0.95	16.3%	£105.91
Zone 2												
Boldon Lane District Centre	£0.39	£0.39	£0.28	£0.11	£0.03	£0.11	£0.18	£0.10	£0.00	£0.74	0.4%	£2.33
Harton Nook District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Harton Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Other, Zone 2	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.05
Zone 2 total	£0.39	£0.44	£0.28	£0.11	£0.03	£0.11	£0.18	£0.10	£0.00	£0.74	0.4%	£2.38
Zone 3												
Jarrow Town Centre	£3.59	£1.58	£14.28	£11.14	£0.44	£0.17	£0.83	£0.00	£0.04	£0.00	4.9%	£32.06
Zone 3 total	£3.59	£1.58	£14.28	£11.14	£0.44	£0.17	£0.83	£0.00	£0.04	£0.00	4.9%	£32.06
Zone 4												
Hebburn Town Centre	£0.08	£0.08	£0.45	£3.27	£0.05	£0.00	£0.82	£0.00	£0.00	£0.00	0.7%	£4.76
Zone 4 total	£0.08	£0.08	£0.45	£3.27	£0.05	£0.00	£0.82	£0.00	£0.00	£0.00	0.7%	£4.76
Zone 5												
Boldon Colliery District Centre	£0.21	£3.05	£2.22	£1.89	£3.11	£2.35	£0.93	£1.14	£0.41	£0.35	2.4%	£15.66
Asda, North Road, Boldon Colliery, NE35 9AR	£0.00	£0.16	£0.99	£0.08	£0.07	£0.10	£0.00	£0.22	£0.00	£0.00	0.3%	£1.63
Zone 5 total	£0.21	£3.22	£3.22	£1.97	£3.19	£2.45	£0.93	£1.35	£0.41	£0.35	2.7%	£17.29
Zone 6												
East Boldon	£0.00	£3.41	£0.01	£0.08	£0.07	£1.46	£0.00	£2.77	£0.02	£0.17	1.2%	£8.00
Other, Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.0%	£0.01
Zone 6 total	£0.00	£3.41	£0.01	£0.08	£0.07	£1.46	£0.00	£2.77	£0.02	£0.18	1.2%	£8.01
Zone 7												
Other, Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.07	£0.00	£0.00	£0.00	0.0%	£0.12
Zone 7 total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.07	£0.00	£0.00	£0.00	0.0%	£0.12
Zone 8												
Fulwell District Centre, Sunderland	£0.00	£0.31	£0.00	£0.02	£0.10	£0.30	£0.00	£1.64	£0.20	£0.72	0.5%	£3.29
Cleadon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	£0.00	£0.20	£0.00	£0.00	0.0%	£0.27
Seaburn Local Centre	£0.00	£0.15	£0.00	£0.00	£0.00	£0.06	£0.00	£0.20	£0.00	£0.38	0.1%	£0.79
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	£0.11	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.05	£0.27	0.2%	£1.22
Other, Zone 8	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£0.40	0.1%	£0.81
Zone 8 total	£0.11	£1.02	£0.00	£0.02	£0.11	£0.41	£0.00	£2.67	£0.25	£1.78	1.0%	£6.38
Zone 9												
Concord Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	0.1%	£0.34
The Peel Centre, Washington	£1.00	£0.14	£0.19	£0.38	£0.18	£0.33	£1.40	£0.43	£2.22	£0.62	1.1%	£6.89
Armstrong Industrial Estate, Whitworth Road, Washington, NE37 1PP	£0.11	£0.00	£0.02	£0.02	£0.02	£0.01	£0.00	£0.00	£0.30	£0.00	0.1%	£0.47
B&Q, Armstrong Industrial Estate, Cragside Road, Washington, NE37 1LH	£0.13	£0.20	£0.15	£0.19	£0.13	£0.00	£0.42	£0.08	£0.69	£0.02	0.3%	£2.00
Zone 9 total	£1.24	£0.34	£0.36	£0.59	£0.33	£0.34	£1.82	£0.50	£3.54	£0.64	1.5%	£9.70
Zone 10												
Castletown Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.38	0.2%	£1.38
Hylton Riverside Retail Park, Sunderland	£0.30	£0.38	£0.23	£0.13	£0.23	£0.42	£0.09	£2.40	£0.12	£4.26	1.3%	£8.57
Sunderland Retail Park, Newcastle Road, Sunderland / Roker	£0.24	£0.71	£0.22	£0.01	£0.04	£0.69	£0.00	£5.70	£0.20	£2.23	1.5%	£10.03
Low Southwick Industrial Estate, Inkerman Street, Sunderland, SR5 2BN	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.06	0.0%	£0.08
Zone 10 total	£0.53	£1.08	£0.45	£0.15	£0.27	£1.12	£0.09	£8.09	£0.32	£7.94	3.1%	£20.05
Destinations outside of the study area												
Newcastle-upon-Tyne City Centre	£8.19	£16.80	£15.44	£13.11	£3.89	£5.84	£22.22	£17.38	£7.05	£4.22	17.5%	£114.14
Sunderland City Centre	£6.16	£12.19	£2.48	£0.82	£2.50	£5.25	£0.44	£37.90	£0.54	£39.20	16.5%	£107.48
Metro Centre Shopping Centre (Mall), Gateshead	£4.98	£14.86	£6.25	£6.44	£2.08	£1.03	£20.27	£5.34	£5.16	£3.38	10.7%	£69.80
Team Valley Retail World, Gateshead	£2.41	£3.55	£2.14	£3.97	£0.55	£0.03	£15.85	£2.94	£5.19	£1.57	5.9%	£38.22
Galleries Retail Park, Washington	£0.93	£1.31	£1.10	£1.15	£0.40	£0.46	£2.55	£0.34	£13.01	£1.58	3.5%	£22.83
Washington Town Centre	£0.14	£0.98	£1.39	£2.24	£0.05	£0.14	£3.27	£0.71	£7.41	£2.63	2.9%	£18.96
Silverlink Shopping Park, Wallsend	£0.90	£3.01	£2.58	£0.90	£0.10	£0.01	£0.60	£0.96	£0.29	£0.02	1.4%	£9.36
Gateshead Town Centre	£0.83	£0.80	£0.58	£0.60	£0.12	£0.07	£5.31	£0.55	£0.63	£0.00	1.5%	£9.48
Metro Retail Park, Gateshead	£0.74	£4.76	£1.57	£1.41	£0.48	£0.14	£3.70	£1.79	£0.48	£1.32	2.5%	£16.40
Trimdon Street West Retail Park, Sunderland	£0.39	£0.84	£0.36	£0.00	£0.77	£0.91	£0.02	£1.60	£0.35	£3.79	1.4%	£9.04
North Shields Town Centre	£0.21	£0.38	£0.44	£0.26	£0.00	£0.12	£0.00	£0.00	£0.05	£0.00	0.2%	£1.45
Boundary Mill, Park Lane, Shiremoor, Newcastle-upon-Tyne, NE27 0BS	£0.21	£0.00	£0.09	£0.04	£0.07	£0.00	£0.00	£0.69	£0.04	£0.00	0.2%	£1.14
Coast Road Retail Park, North Shields	£0.12	£0.00	£0.15	£0.00	£0.07	£0.01	£0.09	£0.05	£0.00	£0.00	0.1%	£0.49
Metro Park West, Pinetree Way, Gateshead	£0.13	£0.07	£0.00	£0.00	£0.02	£0.12	£0.00	£0.00	£0.00	£0.00	0.1%	£0.34
Dalton Park Outlet Village, Murton / Seaham	£0.16	£0.08	£0.28	£0.00	£0.03	£0.25	£0.21	£0.95	£0.59	£0.69	0.5%	£3.25
Durham City Centre	£0.07	£0.11	£0.10	£0.00	£0.01	£0.07	£0.01	£0.39	£0.57	£0.12	0.2%	£1.45
Felling District Centre, Gateshead	£0.03	£0.00	£0.00	£0.05	£0.00	£0.00	£2.03	£0.00	£0.00	£0.00	0.3%	£2.11
Pallion Retail Park, Woodbine Terrace, Sunderland	£0.02	£0.64	£0.02	£0.00	£0.08	£0.22	£0.11	£1.37	£0.12	£1.07	0.6%	£3.66
Whitley Bay Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£0.10	£0.00	£0.00	0.1%	£0.49
Newcastle Shopping Park, Fossway / Shields Road, Newcastle	£0.00	£0.01	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.02	£0.00	0.0%	£0.15
Other Outside Catchment Area	£1.17	£1.99	£0.33	£0.72	£0.40	£0.62	£2.37	£2.38	£1.73	£2.26	2.1%	£13.97
Study area sub-total	£35.63	£68.31	£25.92	£21.37	£5.98	£7.52	£6.19	£18.65	£4.60	£12.59	31.8%	£206.76
Destinations outside the study area total	£27.78	£62.39	£35.29	£31.73	£11.73	£15.29	£79.45	£75.45	£43.23	£61.85	68.2%	£444.20
Total	£63.41	£130.70	£61.21	£53.10	£17.71	£22.82	£85.64	£94.10	£47.83	£74.45	100.0%	£650.96

Table 6a: Comparison goods need

	Available expenditure	2018	2023	2028	2033
A	Total expenditure (£M)	£380	£435	£512	£605
B	Market share of STC (%)	42%	42%	42%	42%
C	Retained expenditure (£M)	£159	£181	£213	£252
D	Inflow expenditure (£M)	8%	8%	8%	8%
E	Inflow to STC from the rest of the study area(%)	£29	£33	£39	£46
F	Total available expenditure (£M)	£187	£214	£252	£298
	Claims on expenditure				
G	Turnover of existing floorspace (£M)	£187	£208	£230	£256
H	Turnover of commitments (£M)	£0	£34	£38	£42
I	Total claims on expenditure (£M)	£187	£242	£269	£298
	Quantitative need				
J	Expenditure capacity (£M)	£0	-£28	-£17	£0
K	Assumed sales density (£ per sqm net)	£6,000	£6,657	£7,386	£8,195
L	Net quantitative need (sqm)	-	- 4,181	- 2,235	11
M	Gross quantitative need (sqm)	-	- 5,972	- 3,193	16

Table 3b: Convenience expenditure

Per capita convenience expenditure

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
	2016	£1,820	£1,999	£1,998	£2,009	£2,011	£2,195	£1,938	£2,077	£1,912	£1,870
Exc. SFT		£1,767	£1,941	£1,940	£1,951	£1,953	£2,131	£1,882	£2,017	£1,857	£1,816
	2018	£1,746	£1,918	£1,917	£1,927	£1,929	£2,106	£1,859	£1,993	£1,834	£1,794
	2023	£1,732	£1,902	£1,902	£1,912	£1,914	£2,089	£1,844	£1,977	£1,820	£1,780
	2028	£1,729	£1,899	£1,898	£1,908	£1,910	£2,085	£1,841	£1,973	£1,816	£1,776
	2033	£1,729	£1,899	£1,898	£1,908	£1,910	£2,085	£1,841	£1,973	£1,816	£1,776

Convenience expenditure £M

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	STC total (Z1-5 and part Z6-8)	Outside STC	Total
	2016	£49.87	£103.46	£49.77	£41.38	£12.82	£14.76	£67.92	£61.39	£39.21	£65.47	£292.17	£213.87	£506.04
	2018	£49.46	£102.61	£49.46	£41.10	£12.77	£14.57	£67.34	£60.60	£39.01	£65.06	£289.82	£212.16	£501.98
	2023	£49.68	£102.76	£49.81	£41.25	£12.85	£14.64	£67.53	£60.17	£39.39	£65.12	£290.69	£212.51	£503.20
	2028	£49.90	£103.52	£50.55	£41.61	£12.97	£14.74	£67.80	£60.05	£39.99	£65.37	£293.05	£213.44	£506.50
	2033	£50.25	£104.15	£51.13	£42.10	£13.14	£14.89	£68.24	£60.15	£40.50	£65.99	£295.48	£215.04	£510.53
Growth 2018-2033		£0.79	£1.54	£1.67	£1.00	£0.36	£0.32	£0.90	-£0.45	£1.49	£0.93	£5.66	£2.88	£8.54

Table 4b: Convenience market shares

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Zone 1										
Asda, South Shields Town Centre	30.4%	18.0%	3.0%	0.8%	0.3%	0.0%	2.9%	0.4%	0.0%	0.4%
Morrisons, South Shields Town Centre	11.1%	5.8%	0.0%	0.0%	0.6%	0.9%	0.0%	0.8%	0.0%	0.4%
Marks & Spencer, South Shields Town Centre (now closed)	0.0%	0.5%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.4%
Local shops, South Shields Town Centre	1.6%	2.3%	0.2%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%
Heron, Frederick Street District Centre	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Lidl, Laygate, Frederick Street District Centre	2.4%	4.7%	1.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Chichester Road, South Shields,	17.8%	14.1%	8.0%	0.7%	2.8%	0.6%	0.8%	0.8%	0.0%	0.0%
Tesco Express, Westoe Crown Villas, South Shields	7.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.8%	0.0%
Sainsbury's Local, Stanhope Road, South Shields	2.9%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Sainsbury's Local, Binchester Street, Simonside	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%
Other, Zone 1	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1 total	75.3%	51.3%	13.9%	1.6%	5.1%	1.9%	4.8%	3.4%	0.8%	1.3%
Zone 2										
Lidl, Boldon Lane District Centre	1.4%	12.5%	0.2%	0.7%	0.3%	1.9%	0.0%	0.3%	0.0%	0.8%
Sainsbury's, Harton Nook District Centre	0.8%	4.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Harton Nook District Centre	0.5%	2.4%	0.8%	0.0%	0.5%	0.3%	3.5%	1.4%	0.0%	2.9%
Tesco, Towers Place, Simonside, South Shields	2.1%	2.0%	5.0%	0.0%	1.7%	0.6%	0.0%	0.0%	0.0%	0.0%
Co-op, Mortimer Road, South Shields	0.6%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Zone 2	0.7%	1.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2 total	6.1%	23.2%	6.6%	0.7%	3.3%	2.8%	3.5%	1.7%	0.0%	3.7%
Zone 3										
Morrisons, Viking Precinct, Jarrow Town Centre	3.7%	3.7%	37.1%	31.3%	2.3%	0.3%	2.5%	0.0%	1.6%	0.0%
Local shops, Jarrow Town Centre	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Zone 3	0.0%	0.0%	0.3%	1.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone3 total	3.7%	3.7%	39.5%	32.7%	2.5%	0.3%	2.5%	0.0%	1.6%	0.0%
Zone 4										
Asda, Hebburn Town Centre	5.2%	0.0%	0.7%	28.1%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Heron, Hebburn Town Centre	0.0%	0.0%	0.3%	3.9%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Farmfoods, Hebburn Town Centre	0.0%	0.0%	0.0%	1.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Hebburn Town Centre	0.0%	0.0%	0.3%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4 total	5.2%	0.0%	1.3%	35.8%	1.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Zone 5										
Asda, North Road, Boldon Colliery District Centre	2.7%	10.4%	24.8%	9.5%	68.7%	51.4%	8.4%	9.8%	7.3%	16.7%
Heron, East View, Boldon Colliery District Centre	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Boldon Colliery District Centre	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%
Zone 5 total	2.7%	10.4%	24.8%	9.5%	73.3%	51.8%	8.4%	9.8%	7.3%	16.7%
Zone 6										
Sainsbury's Local, Station Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	1.7%	0.0%	0.0%
Local shops, Addison Road Local Centre, West Boldon	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Other, Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Zone 6 total	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	1.7%	0.0%	0.0%
Zone 7										
Aldi, Shields Road, Pelaw, Felling	0.9%	0.0%	8.9%	9.4%	0.0%	0.0%	13.5%	0.0%	0.0%	0.0%
Asda, Old Fold Road, Gateshead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	3.5%	0.0%	0.0%
Asda, Crowhall Lane, Felling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%
Tesco Express, Carr Hill Road, Gateshead, NE10 9EL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Other, Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Zone 7 total	0.9%	0.0%	8.9%	9.4%	0.0%	0.0%	37.1%	3.5%	0.0%	0.0%
Zone 8										
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	1.1%	3.4%	1.3%	0.4%	1.1%	3.9%	0.0%	13.3%	0.0%	6.4%
Morrisons, Lowry Road, Seaburn	0.4%	0.6%	0.0%	0.7%	0.6%	3.4%	0.0%	28.1%	0.0%	7.0%
Sainsbury's, Station Road, Fulwell	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.2%	0.0%	2.9%
Lidl, Roker Avenue, Roker	0.0%	0.0%	0.0%	0.0%	1.9%	1.4%	0.3%	12.3%	1.0%	0.7%
One Stop, Cleadon Village Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.1%	0.0%	0.0%
Other, Zone 8	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.1%	0.0%	0.0%
Zone 8 total	1.5%	4.0%	1.3%	1.1%	3.9%	10.5%	0.3%	58.1%	1.0%	17.1%
Zone 9										
Aldi, Armstrong Road, Washington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%
Other, Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Co-op (Filling Station), Parsons Road, Washington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Co-op, Victoria Place, Concord District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.6%	0.0%
Zone 9 total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	15.8%	0.0%
Zone 10										
Aldi, Hylton Riverside Retail Park, Sunderland	0.0%	0.7%	0.5%	0.0%	1.4%	7.2%	2.4%	4.2%	0.0%	24.3%
Sainsbury's, Riverside Road, Sunderland	0.0%	0.0%	0.0%	0.0%	0.6%	4.2%	0.0%	4.7%	0.0%	8.7%
Aldi, Carley Hill Road, Sunderland	0.0%	0.0%	0.0%	0.8%	1.1%	2.5%	0.0%	4.9%	0.0%	4.3%
Co-op, Chiswick Road, Hylton Castle	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.6%
Lidl, North Hylton Road, Hylton Local Centre	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	1.3%
Local shops, Fulwell Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Other, Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	3.7%
Zone 10 total	0.0%	0.7%	0.8%	0.8%	7.1%	14.6%	2.4%	15.1%	0.3%	43.9%
Destinations Outside of the Study Area										
Asda, The Galleries, Washington Town Centre	1.2%	2.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.3%	25.5%	0.0%
Aldi, The Galleries, Washington Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	6.2%	1.9%	15.5%	0.0%
Sainsbury's, The Galleries, Washington Town Centre	0.0%	0.0%	0.0%	1.6%	2.1%	0.0%	1.9%	0.7%	14.3%	0.2%
M&S Simply Food, The Galleries Washington Town Centre	0.0%	3.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.2%	0.5%
Tesco Extra, Trinity Square, Gateshead	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	7.5%	0.0%	1.3%	0.0%
Aldi, Sunderland Road, Gateshead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Sainsbury's, Team Valley, Gateshead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	1.0%	2.8%	0.8%
Local shops, Sunderland City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	4.8%
Marks & Spencer, Sunderland Ciity Centre	0.7%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%
Lidl, High Street, Wrekenton	0.3%	0.0%	0.3%	2.9%	0.0%	0.0%	0.9%	0.0%	0.4%	0.0%
Aldi, Tynemouth Road, Howdon	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Morrisons, Collingwood Centre Preston Grange, Tynemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.4%	0.0%
Co-op, Bedford Street, North Shields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.8%	0.0%
Marks & Spencer, Silverlink Retail Park, Wallsend	0.0%	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.0%
Sainsbury's, Whitley Bay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%
Tesco Express (Esso), Beach Road, North Shields	0.6%	0.0%	0.0%	0.0%	0.3%	0.0%	2.2%	0.0%	0.0%	0.0%
Tesco Extra, Norham Road, Chirton, North Shields	0.6%	0.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Park View Shopping Centre, Whitley Bay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Other Outside Catchment Area	1.4%	0.6%	0.8%	0.7%	1.0%	3.8%	9.2%	2.2%	3.1%	6.6%
Study Area Total	95.4%	93.4%	97.0%	91.7%	96.1%	92.7%	62.1%	93.3%	26.7%	82.7%
Outside study area Total	4.6%	6.6%	3.0%	8.3%	3.9%	7.3%	37.9%	6.7%	73.3%	17.3%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5b: Convenience turnover 2018 (£M)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total Expenditure	Total Market Share
Zone 1												
Asda, South Shields Town Centre	£15.05	£18.42	£1.50	£0.35	£0.04	£0.00	£1.93	£0.27	£0.00	£0.28	£37.85	7.5%
Morrisons, South Shields Town Centre	£5.49	£5.97	£0.00	£0.00	£0.08	£0.13	£0.00	£0.50	£0.00	£0.28	£12.45	2.5%
Marks & Spencer, South Shields Town Centre (now closed)	£0.00	£0.52	£0.00	£0.00	£0.03	£0.00	£0.00	£0.17	£0.00	£0.28	£1.00	0.2%
Local shops, South Shields Town Centre	£0.77	£2.40	£0.12	£0.00	£0.04	£0.00	£0.00	£0.27	£0.00	£0.00	£3.60	0.7%
Heron, Frederick Street District Centre	£0.10	£0.55	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£1.04	0.2%
Lidl, Laygate, Frederick Street District Centre	£1.17	£4.87	£0.96	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£7.09	1.4%
Aldi, Chichester Road, South Shields,	£8.79	£14.43	£3.98	£0.31	£0.36	£0.08	£0.54	£0.51	£0.00	£0.00	£28.99	5.8%
Tesco Express, Westoe Crown Villas, South Shields	£3.44	£0.00	£0.30	£0.00	£0.00	£0.00	£0.37	£0.00	£0.30	£0.00	£4.40	0.9%
Sainsbury's Local, Stanhope Road, South Shields	£1.44	£4.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£6.01	1.2%
Sainsbury's Local, Binchester Street, Simonside	£0.00	£0.81	£0.00	£0.00	£0.00	£0.06	£0.00	£0.17	£0.00	£0.00	£1.04	0.2%
Other, Zone 1	£0.98	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23	0.2%
Zone 1 total	£37.24	£52.61	£6.85	£0.66	£0.65	£0.28	£3.22	£2.06	£0.30	£0.83	£104.70	20.9%
Zone 2												
Lidl, Boldon Lane District Centre	£0.68	£12.88	£0.12	£0.29	£0.03	£0.28	£0.00	£0.17	£0.00	£0.52	£14.98	3.0%
Sainsbury's, Harton Nook District Centre	£0.38	£4.49	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£4.94	1.0%
Iceland, Harton Nook District Centre	£0.26	£2.47	£0.42	£0.00	£0.06	£0.05	£2.33	£0.85	£0.00	£1.88	£8.31	1.7%
Tesco, Towers Place, Simonside, South Shields	£1.06	£2.05	£2.46	£0.00	£0.22	£0.08	£0.00	£0.00	£0.00	£0.00	£5.87	1.2%
Co-op, Mortimer Road, South Shields	£0.28	£0.45	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.77	0.2%
Other, Zone 2	£0.33	£1.49	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.09	0.4%
Zone 2 total	£2.99	£23.82	£3.27	£0.29	£0.42	£0.41	£2.33	£1.02	£0.00	£2.40	£36.95	7.4%
Zone 3												
Morrisons, Viking Precinct, Jarrow Town Centre	£1.84	£3.81	£18.37	£12.87	£0.29	£0.05	£1.71	£0.00	£0.61	£0.00	£39.55	7.9%
Local shops, Jarrow Town Centre	£0.00	£0.00	£1.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	0.2%
Other, Zone 3	£0.00	£0.00	£0.15	£0.58	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	0.2%
Zone3 total	£1.84	£3.81	£19.54	£13.44	£0.32	£0.05	£1.71	£0.00	£0.61	£0.00	£41.33	8.2%
Zone 4												
Asda, Hebburn Town Centre	£2.55	£0.00	£0.33	£11.55	£0.00	£0.00	£1.82	£0.00	£0.00	£0.00	£16.25	3.2%
Heron, Hebburn Town Centre	£0.00	£0.00	£0.15	£1.59	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£1.92	0.4%
Farmfoods, Hebburn Town Centre	£0.00	£0.00	£0.00	£0.62	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	0.1%
Local shops, Hebburn Town Centre	£0.00	£0.00	£0.15	£0.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.11	0.2%
Zone 4 total	£2.55	£0.00	£0.63	£14.72	£0.12	£0.00	£2.00	£0.00	£0.00	£0.00	£20.03	4.0%
Zone 5												
Asda, North Road, Boldon Colliery District Centre	£1.33	£10.68	£12.27	£3.92	£8.78	£7.50	£5.66	£5.91	£2.83	£10.87	£69.76	13.9%
Heron, East View, Boldon Colliery District Centre	£0.00	£0.00	£0.00	£0.00	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	0.1%
Local shops, Boldon Colliery District Centre	£0.00	£0.00	£0.00	£0.00	£0.11	£0.05	£0.00	£0.00	£0.00	£0.00	£0.16	0.0%
Zone 5 total	£1.33	£10.68	£12.27	£3.92	£9.37	£7.54	£5.66	£5.91	£2.83	£10.87	£70.39	14.0%
Zone 6												
Sainsbury's Local, Station Road Neighbourhood Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£1.25	£0.00	£1.05	£0.00	£0.00	£2.30	0.5%
Local shops, Addison Road Local Centre, West Boldon	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.21	0.0%
Other, Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	0.0%
Zone 6 total	£0.00	£0.00	£0.00	£0.00	£0.00	£1.56	£0.00	£1.05	£0.00	£0.00	£2.61	0.5%
Zone 7												
Aldi, Shields Road, Pelaw, Felling	£0.46	£0.00	£4.38	£3.88	£0.00	£0.00	£9.09	£0.00	£0.00	£0.00	£17.81	3.5%
Asda, Old Fold Road, Gateshead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.14	£2.14	£0.00	£0.00	£11.28	2.2%
Asda, Crowhall Lane, Felling	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.28	£0.00	£0.00	£0.00	£4.28	0.9%
Tesco Express, Carr Hill Road, Gateshead, NE10 9EL	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.80	£0.00	£0.00	£0.00	£1.80	0.4%
Other, Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00	£0.00	£0.00	£0.70	0.1%
Zone 7 total	£0.46	£0.00	£4.38	£3.88	£0.00	£0.00	£25.00	£2.14	£0.00	£0.00	£35.87	7.1%
Zone 8												
Tesco Extra, Newcastle Road, Sunderland, SR6 0DA	£0.54	£3.45	£0.67	£0.15	£0.14	£0.57	£0.00	£8.09	£0.00	£4.19	£17.80	3.5%
Morrisons, Lowry Road, Seaburn	£0.21	£0.67	£0.00	£0.31	£0.08	£0.49	£0.00	£17.02	£0.00	£4.59	£23.36	4.7%
Sainsbury's, Station Road, Fulwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£1.33	£0.00	£1.91	£3.44	0.7%
Lidl, Roker Avenue, Roker	£0.00	£0.00	£0.00	£0.00	£0.24	£0.20	£0.17	£7.43	£0.38	£0.47	£8.89	1.8%
One Stop, Cleadon Village Neighbourhood Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.69	£0.00	£0.00	£0.75	0.1%
Other, Zone 8	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.65	£0.00	£0.00	£0.68	0.1%
Zone 8 total	£0.75	£4.11	£0.67	£0.46	£0.49	£1.52	£0.17	£35.21	£0.38	£11.16	£54.92	10.9%
Zone 9												
Aldi, Armstrong Road, Washington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.13	£0.00	£4.13	0.8%
Other, Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.82	£0.00	£0.82	0.2%
Co-op (Filling Station), Parsons Road, Washington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£0.00	£0.62	0.1%
Co-op, Victoria Place, Concord District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.61	£0.00	£0.78	0.2%
Zone 9 total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£6.18	£0.00	£6.35	1.3%
Zone 10												
Aldi, Hylton Riverside Retail Park, Sunderland	£0.00	£0.77	£0.26	£0.00	£0.17	£1.06	£1.59	£2.55	£0.00	£15.78	£22.17	4.4%
Sainsbury's, Riverside Road, Sunderland	£0.00	£0.00	£0.00	£0.00	£0.08	£0.61	£0.00	£2.87	£0.00	£5.68	£9.24	1.8%
Aldi, Carley Hill Road, Sunderland	£0.00	£0.00	£0.00	£0.31	£0.15	£0.36	£0.00	£3.00	£0.00	£2.79	£6.61	1.3%
Co-op, Chiswick Road, Hylton Castle	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£1.03	£1.26	0.3%
Lidl, North Hylton Road, Hylton Local Centre	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.85	£1.34	0.3%
Local shops, Fulwell Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£0.74	0.1%
Other, Zone 10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£2.43	£2.54	0.5%
Zone 10 total	£0.00	£0.77	£0.38	£0.31	£0.90	£2.13	£1.59	£9.15	£0.11	£28.56	£43.90	8.7%
Destinations Outside of the Study Area												
Asda, The Galleries, Washington Town Centre	£0.57	£2.09	£0.00	£0.00	£0.00	£0.00	£1.75	£0.17	£9.96	£0.00	£14.55	2.9%
Aldi, The Galleries, Washington Town Centre	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£4.15	£1.12	£6.06	£0.00	£11.64	2.3%
Sainsbury's, The Galleries, Washington Town Centre	£0.00	£0.00	£0.00	£0.68	£0.27	£0.00	£1.29	£0.44	£5.59	£0.15	£8.41	1.7%
M&S Simply Food, The Galleries Washington Town Centre	£0.00	£3.30	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.48	£0.34	£4.32	0.9%
Tesco Extra, Trinity Square, Gateshead	£0.00	£0.00	£0.00	£0.65	£0.00	£0.00	£5.02	£0.00	£0.52	£0.00	£6.20	1.2%
Aldi, Sunderland Road, Gateshead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83	£0.00	£0.00	£0.00	£1.83	0.4%
Sainsbury's, Team Valley, Gateshead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.75	£0.63	£1.10	£0.55	£5.03	1.0%
Local shops, Sunderland City Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.77	£3.13	£3.91	0.8%
Marks & Spencer, Sunderland Ciity Centre	£0.32	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.19	£0.83	0.2%
Lidl, High Street, Wrekenton	£0.13	£0.00	£0.16	£1.19	£0.00	£0.00	£0.64	£0.00	£0.14	£0.00	£2.25	0.4%
Aldi, Tynemouth Road, Howdon	£0.00	£0.00	£0.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£0.00	£1.57	0.3%
Morrisons, Collingwood Centre Preston Grange, Tynemouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	£1.72	£0.00	£2.07	0.4%
Co-op, Bedford Street, North Shields	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.30	£0.00	£0.68	0.1%
Marks & Spencer, Silverlink Retail Park, Wallsend	£0.00	£0.25	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.14	£0.00	£0.45	0.1%
Sainsbury's, Whitley Bay	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.19	£2.19	0.4%
Tesco Express (Esso), Beach Road, North Shields	£0.31	£0.00	£0.00	£0.00	£0.03	£0.00	£1.48	£0.00	£0.00	£0.00	£1.82	0.4%
Tesco Extra, Norham Road, Chirton, North Shields	£0.28	£0.55	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	0.2%
Sainsbury's Local, Park View Shopping Centre, Whitley Bay	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.37	0.1%
Other Outside Catchment Area	£0.68	£0.62	£0.38	£0.29	£0.13	£0.56	£6.20	£1.33	£1.19	£4.31	£15.69	3.1%
Study Area Total	£47.17	£95.80	£47.98	£37.69	£12.28	£13.50	£41.85	£56.55	£10.41	£53.83	£417.05	83.1%
Outside study area Total	£2.29	£6.81	£1.48	£3.41	£0.50	£1.07	£25.49	£4.05	£28.60	£11.23	£84.93	16.9%
Grand Total	£49.46	£102.61	£49.46	£41.10	£12.77	£14.57	£67.34	£60.60	£39.01	£65.06	£501.98	100.0%

Table 6b: Convenience goods need

	Available expenditure	2018	2023	2028	2033
A	Total expenditure (£M)	£290	£291	£293	£295
B	Market share of STC (%)	82%	82%	82%	82%
C	Retained expenditure (£M)	£237	£237	£239	£241
D	Inflow to STC from the rest of the study area(%)	14%	14%	14%	14%
E	Inflow expenditure (£M)	£39.88	£40	£40	£41
F	Total available expenditure (£M)	£276	£277	£280	£282
	Claims on expenditure				
G	Turnover of existing floorspace (£M)	£276	£276	£276	£276
H	Turnover of commitments (£M)	£0	£17	£17	£17
I	Total claims on expenditure (£M)	£276	£293	£293	£293
	Quantitative need				
J	Expenditure capacity (£M)	£0	-£16	-£14	-£12
K	Assumed sales density (£ per sqm net)	£12,000	£12,000	£12,000	£12,000
L	Net quantitative need (sqm)	-	- 1,343	- 1,156	- 962
M	Gross quantitative need (sqm)	-	- 1,919	- 1,651	- 1,375

APPENDIX E PROPOSED TOWN, DISTRICT AND NEIGHBOURHOOD CENTRE BOUNDARIES

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

SNAPSHOT AT JUNE 2018

Client: South Tyneside Council

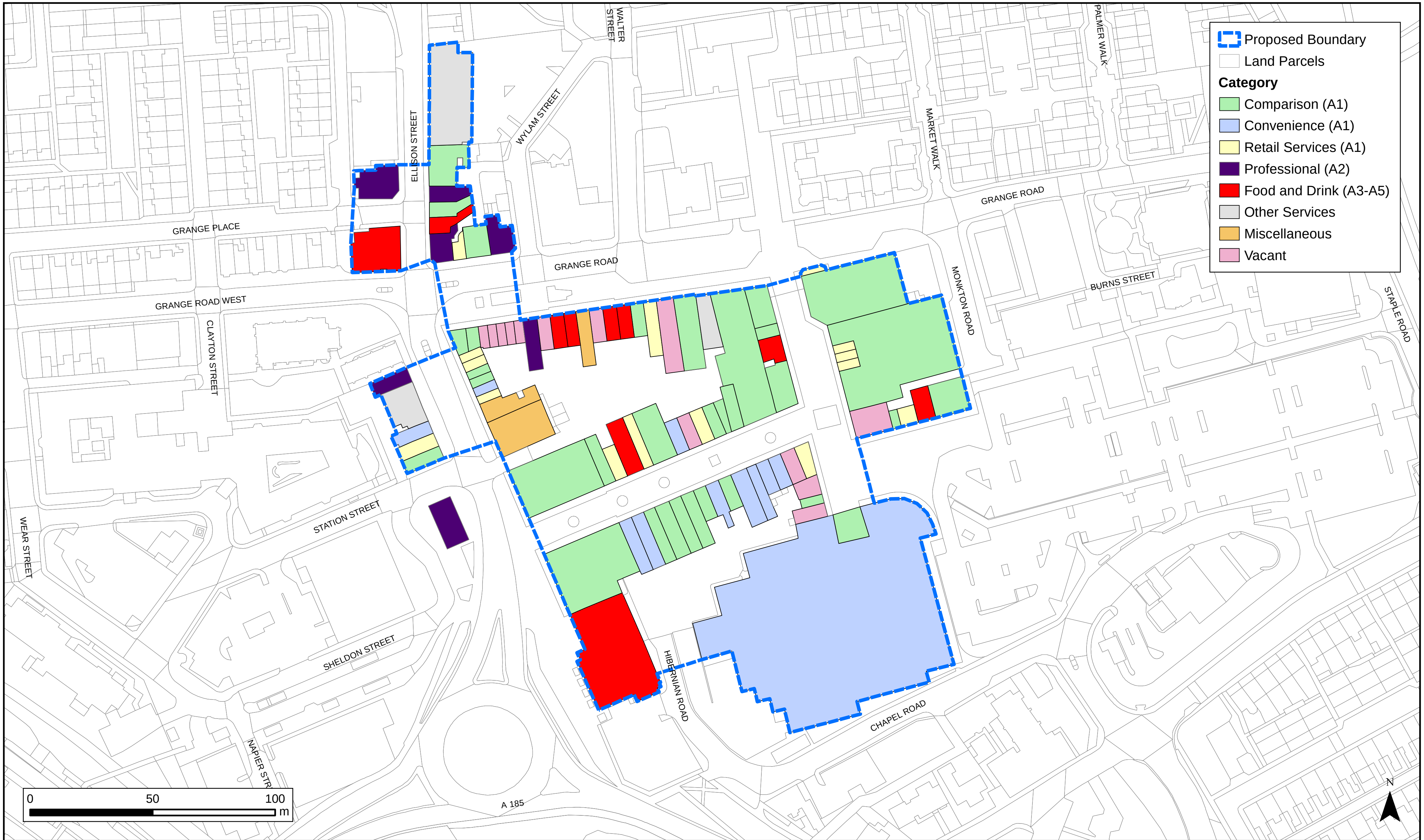
1:4,000 @ A4
27/09/2018
Drawn: MI
Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Town Centre Boundary South Shields Town Centre

Rev A

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

SNAPSHOT AT JUNE 2018

Client

South Tyneside Council

1:2,000 @ A4

27/09/2018

Drawn: MI

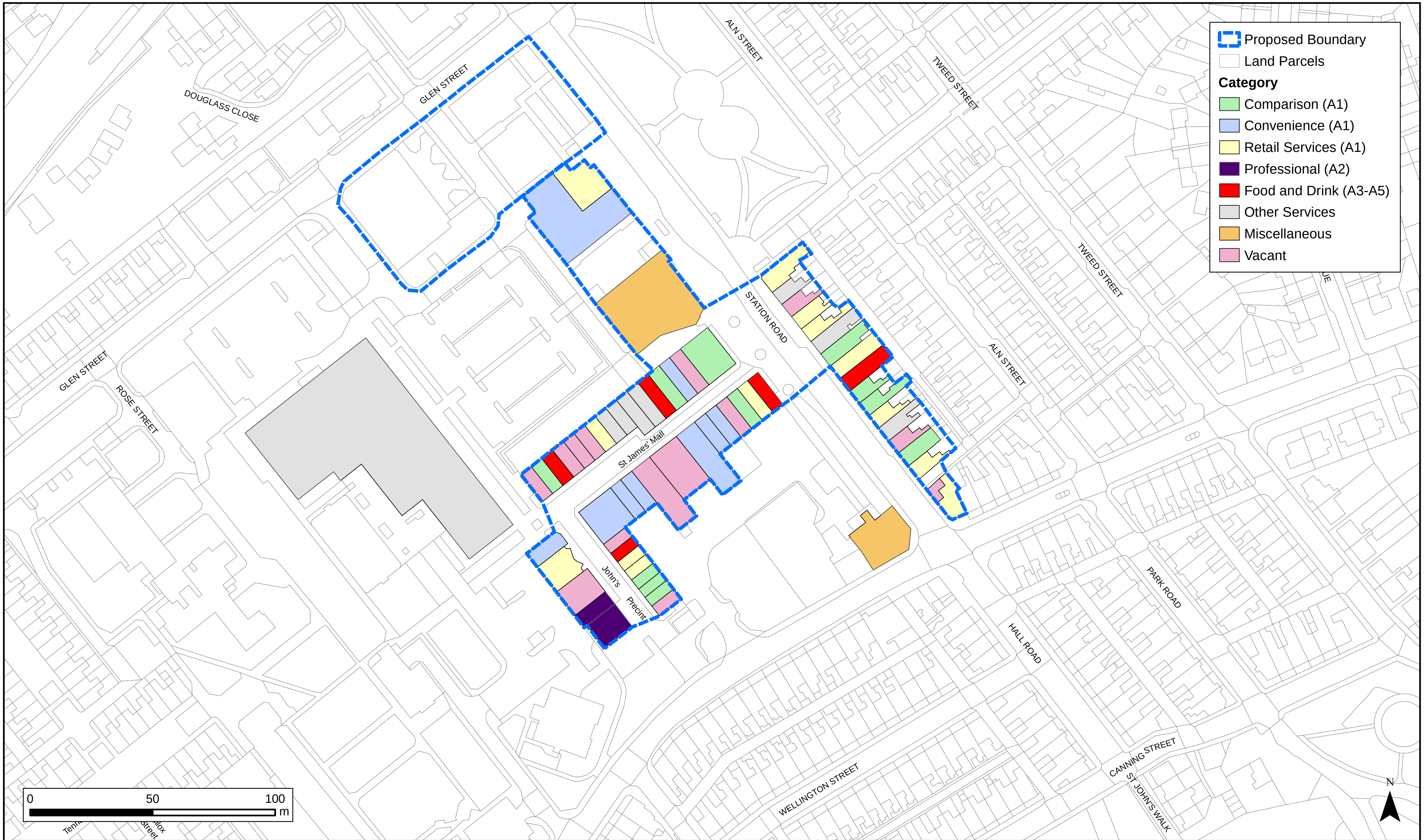
Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Town Centre Boundary Jarrow Town Centre

Rev A

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

SNAPSHOT AT JUNE 2018

Client

South Tyneside Council

1:2,000 @ A4

27/09/2018

Drawn: MI

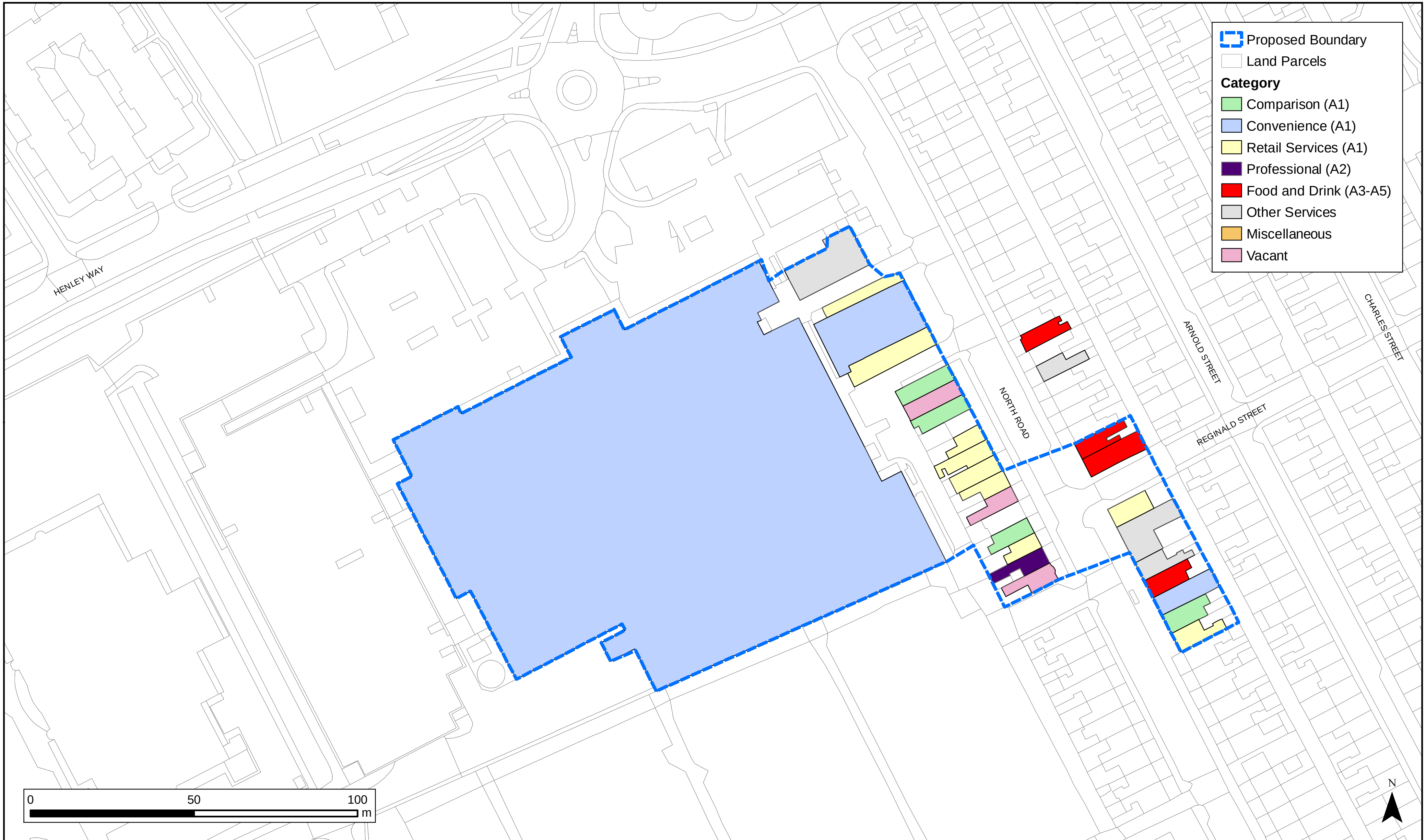
Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Town Centre Boundary Hebburn Town Centre

Rev A

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

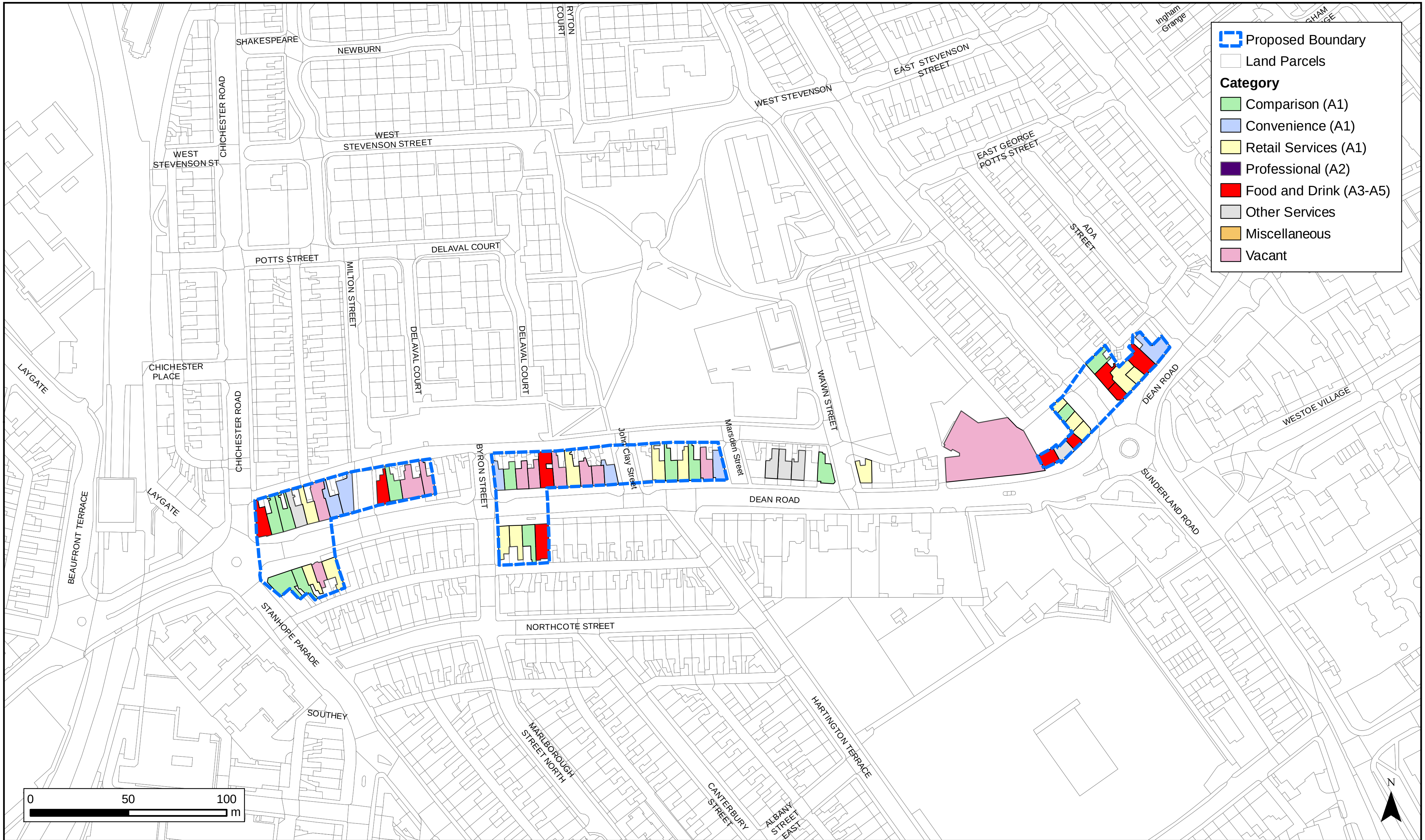
Proposed Boundary: Boldon Colliery District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett	Client South Tyneside Council	1:3,000 @ A4 02/10/2018 Drawn: MI Checked: DW	**South Tyneside Town & District Centre Use Needs Study** Proposed Boundary: Boldon Lane District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:2,500 @ A4

02/10/2018

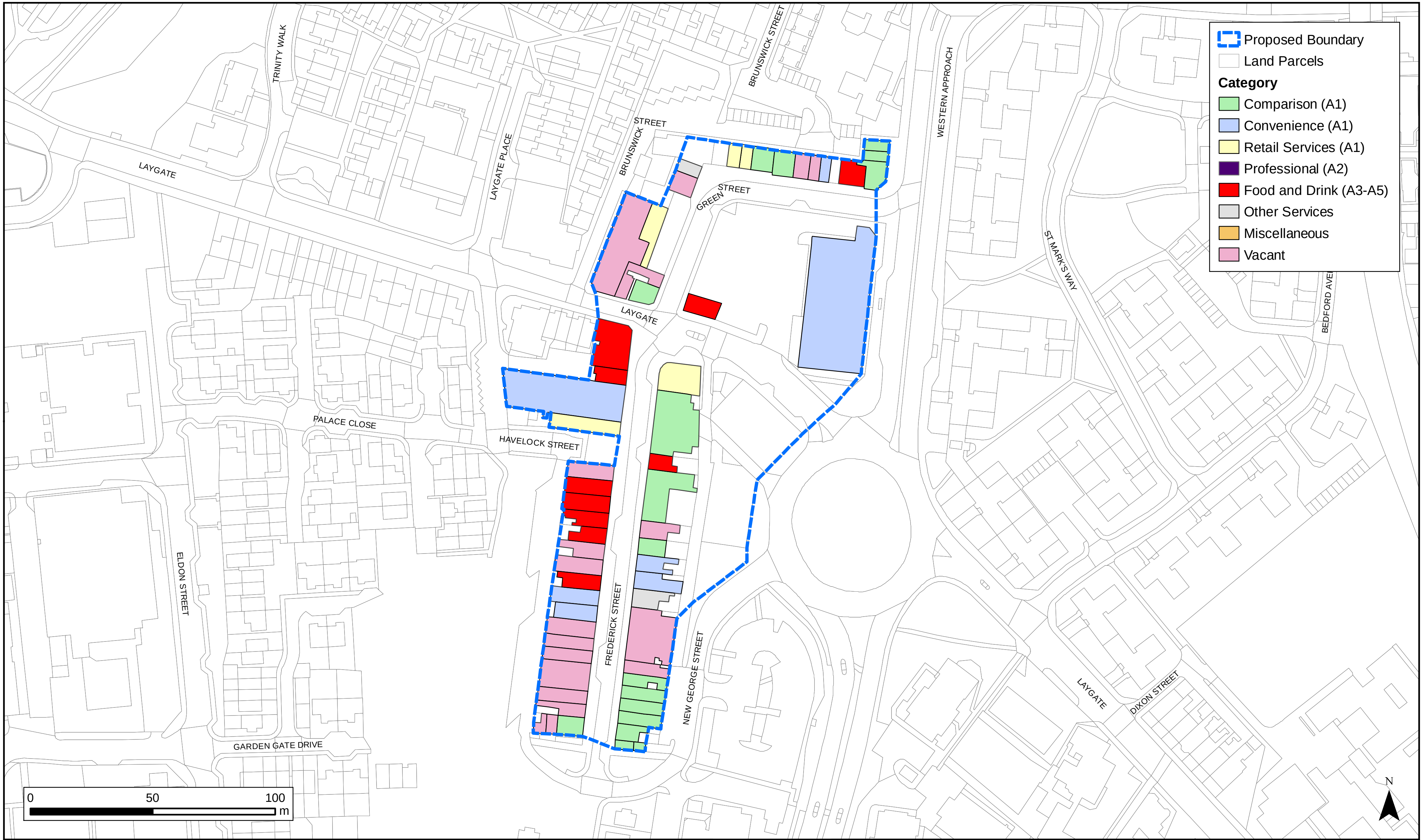
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Dean Road District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client	1:2,000 @ A4	South Tyneside Town & District Centre Use Needs Study
South Tyneside Council	02/10/2018	Proposed Boundary: Frederick Street District Centre
	Drawn: MI	
	Checked: DW	

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client

South Tyneside Council

1:3,000 @ A4

02/10/2018

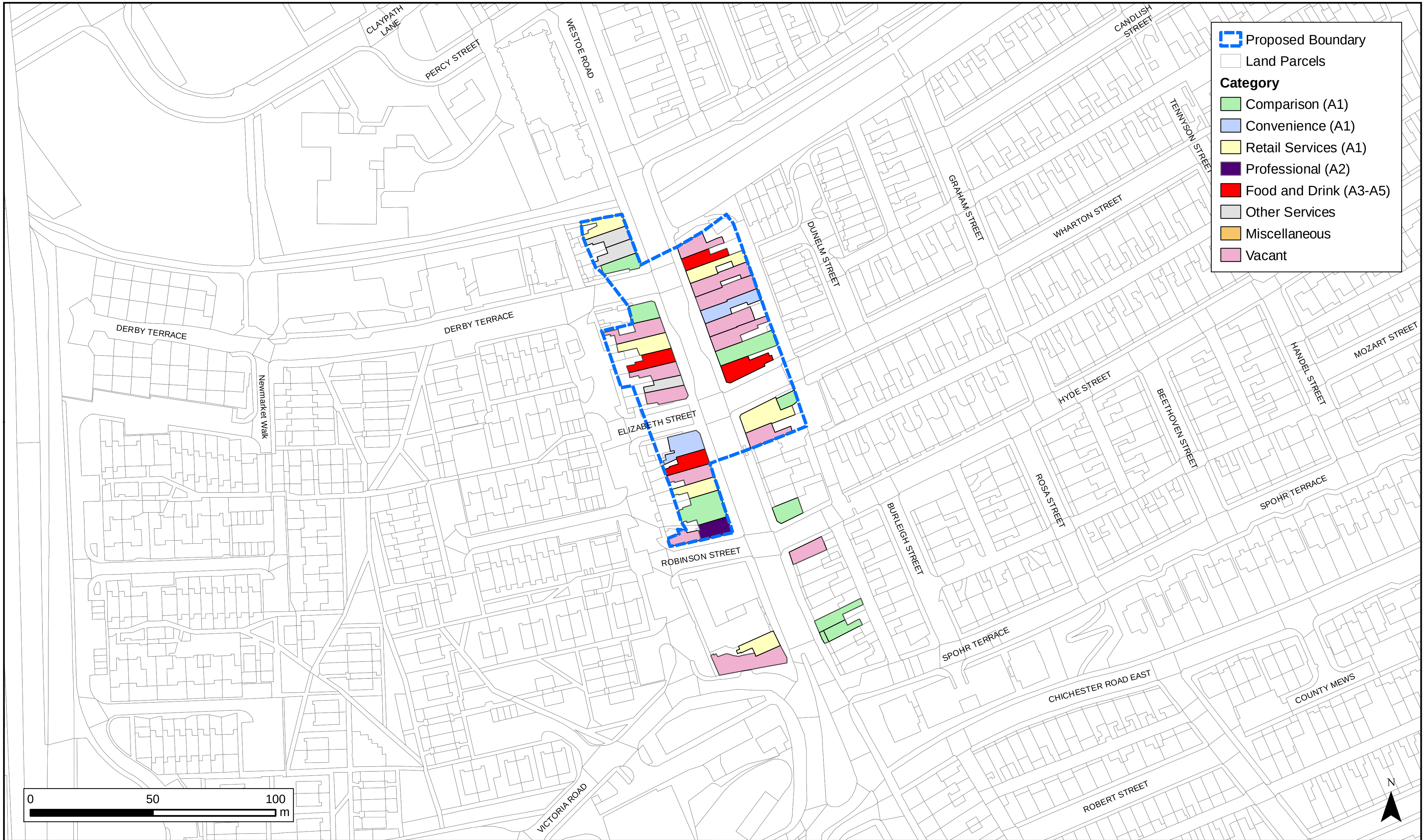
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Harton Nook District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

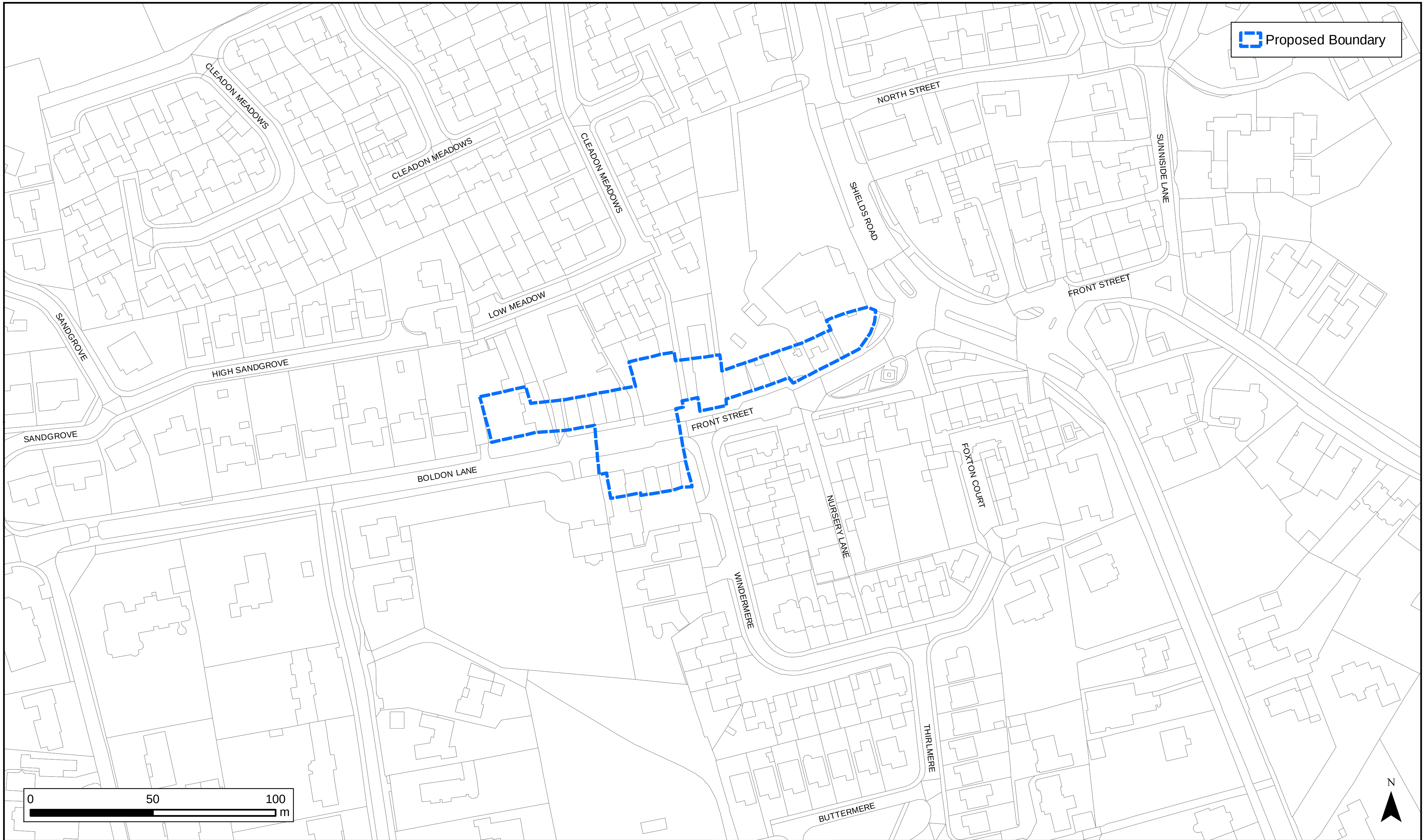
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Westoe Bridges District Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



peterbrett

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

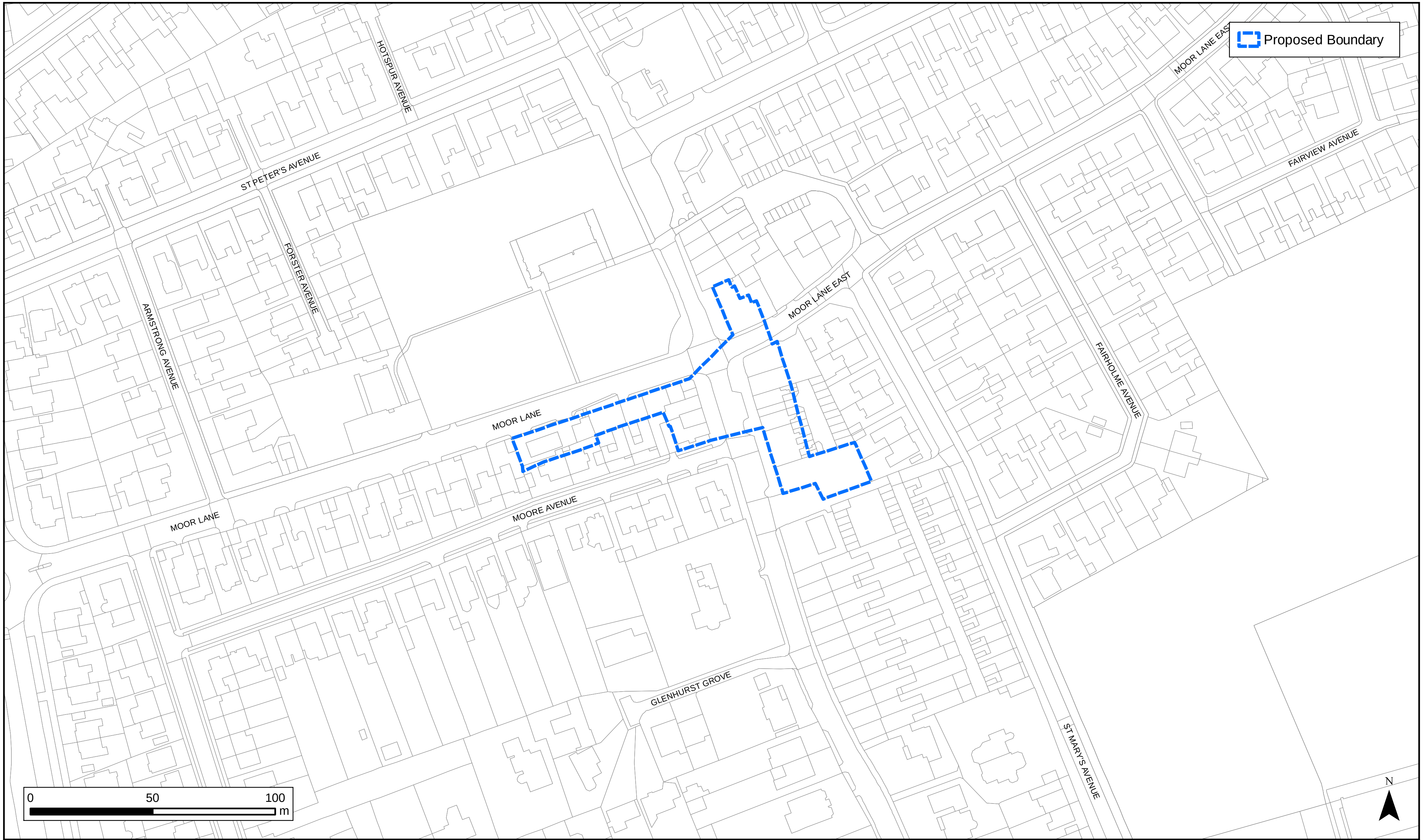
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Cleadon Village Local Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

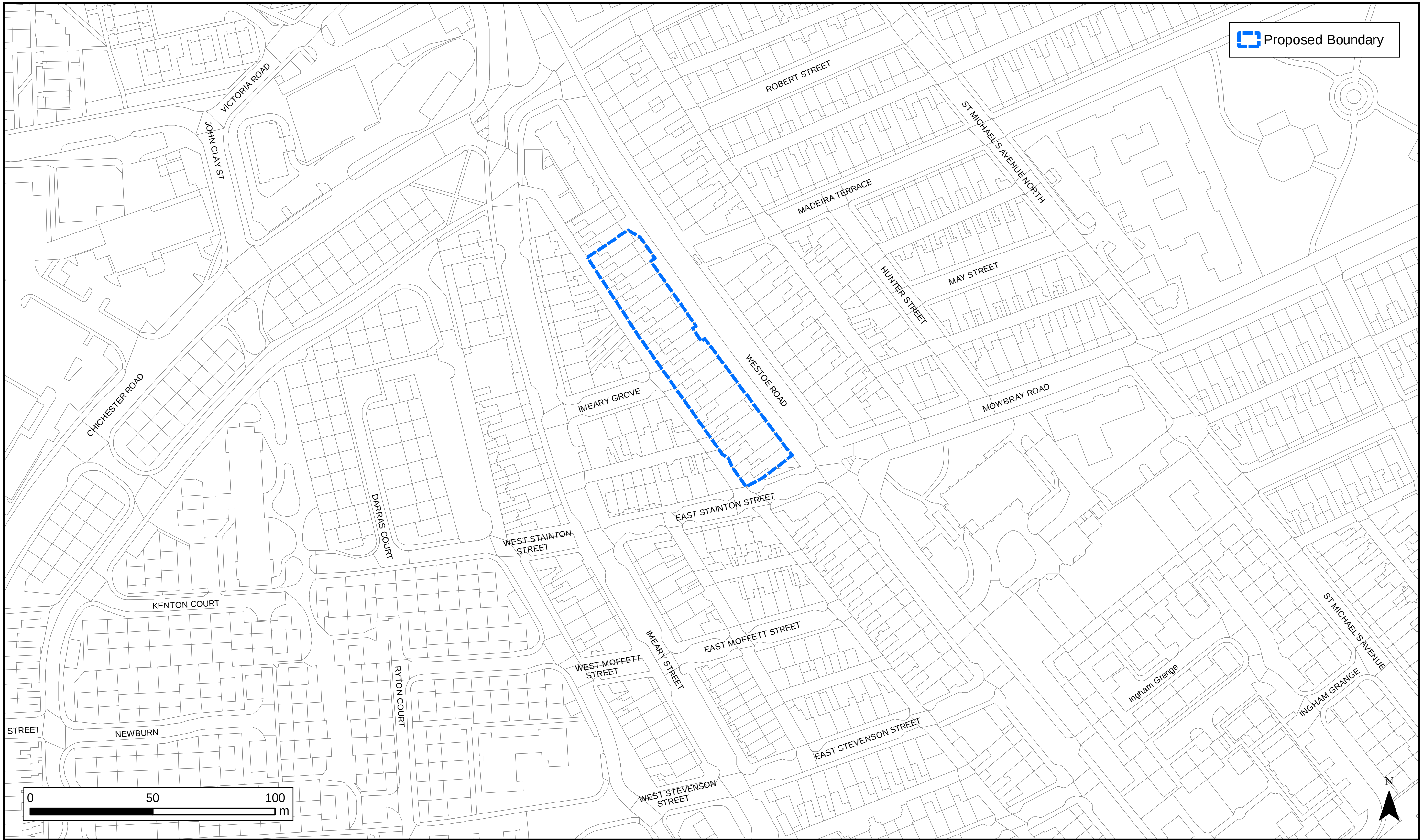
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Harton Local Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

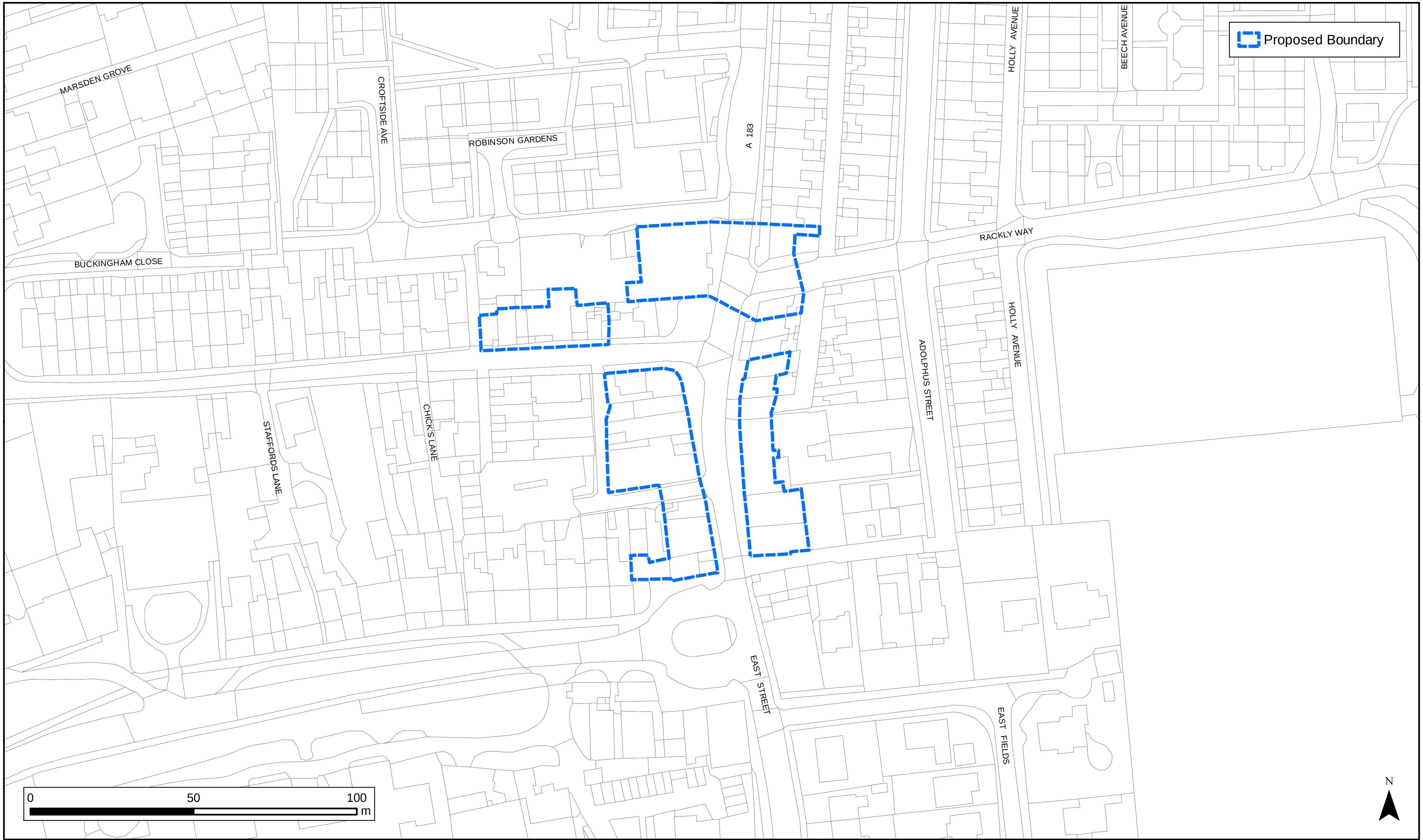
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Westoe Road Local Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Client South Tyneside Council	1:1,500 @ A4	**South Tyneside Town & District Centre Use Needs Study**
	02/10/2018	Proposed Boundary: Whitburn Local Centre
	Drawn: MI	
	Checked: DW	

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

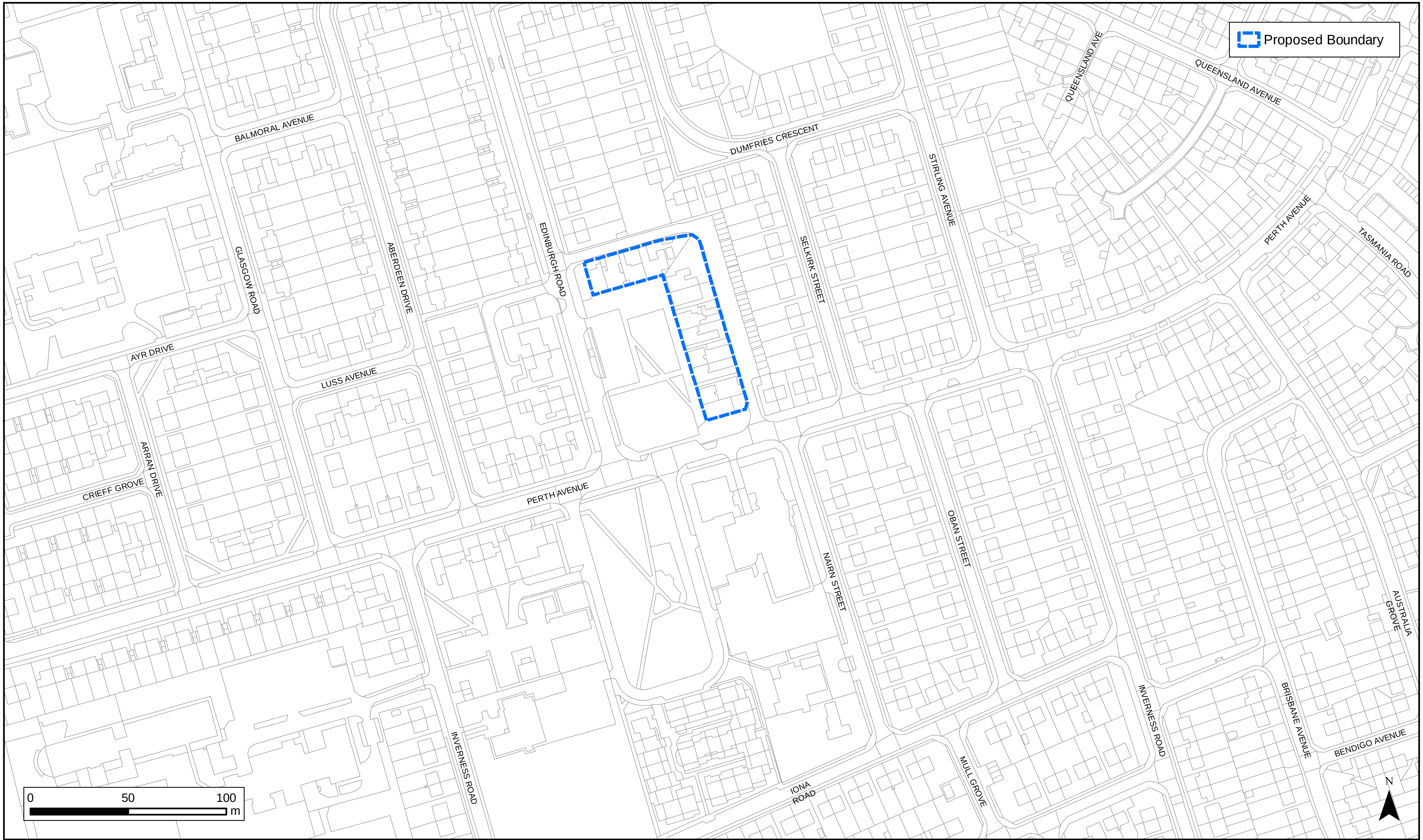
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Bede Burn Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



peterbrett

Client

South Tyneside Council

1:2,500 @ A4

02/10/2018

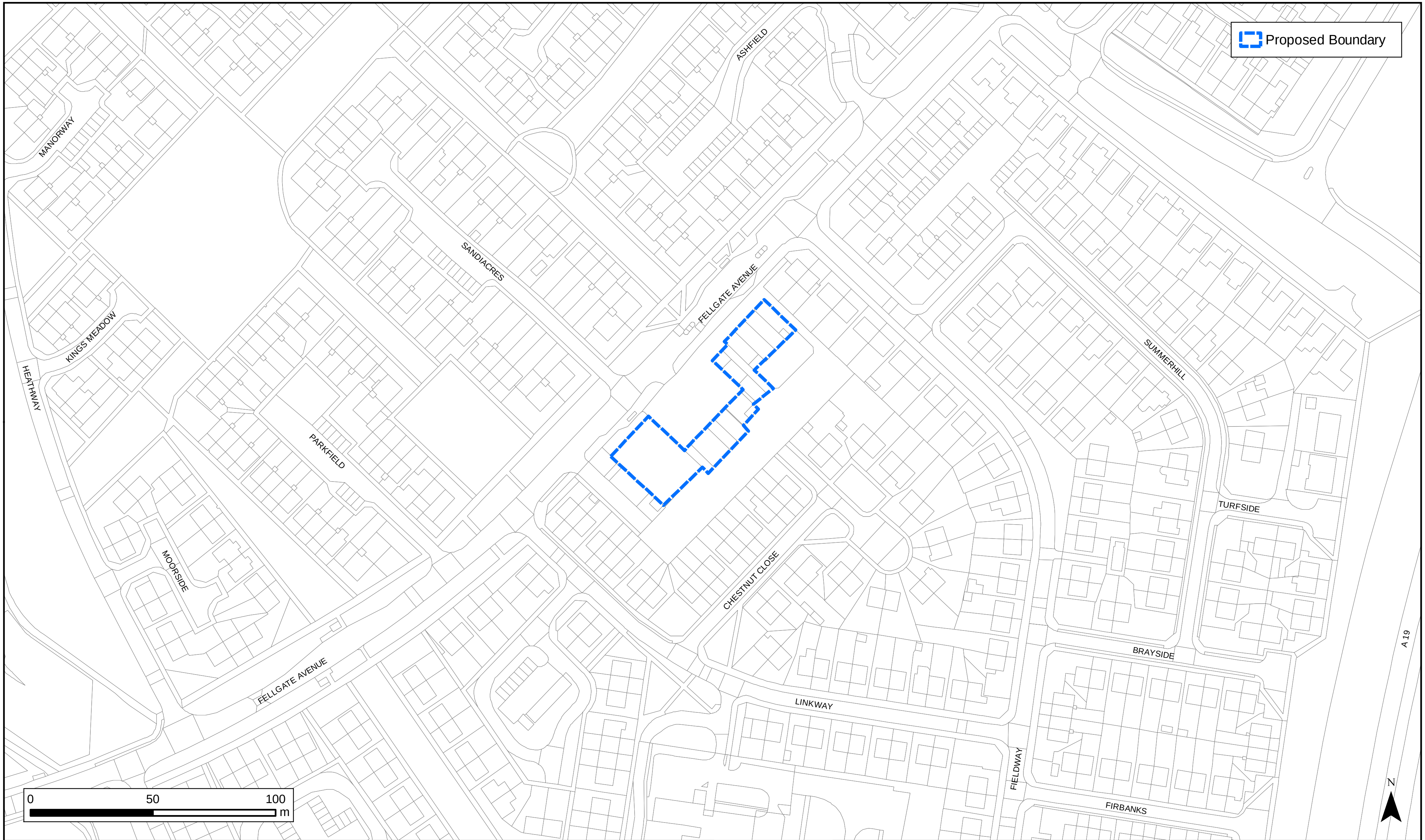
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Edinburgh Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

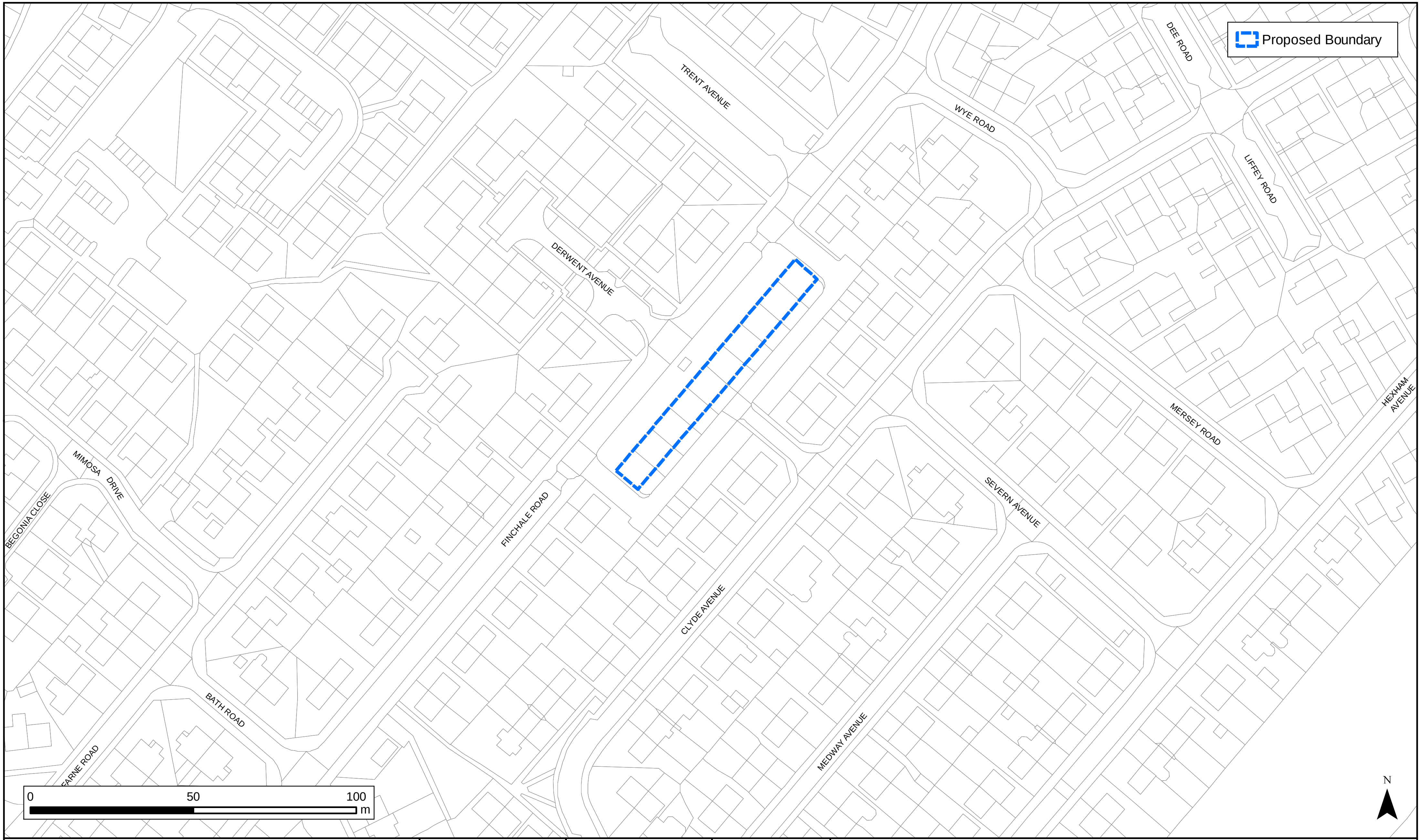


Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client		
South Tyneside Council	1:2,000 @ A4	**South Tyneside Town & District Centre Use Needs Study**
	02/10/2018	Proposed Boundary: Fellgate Avenue Neighbourhood Centre
	Drawn: MI	
	Checked: DW	

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

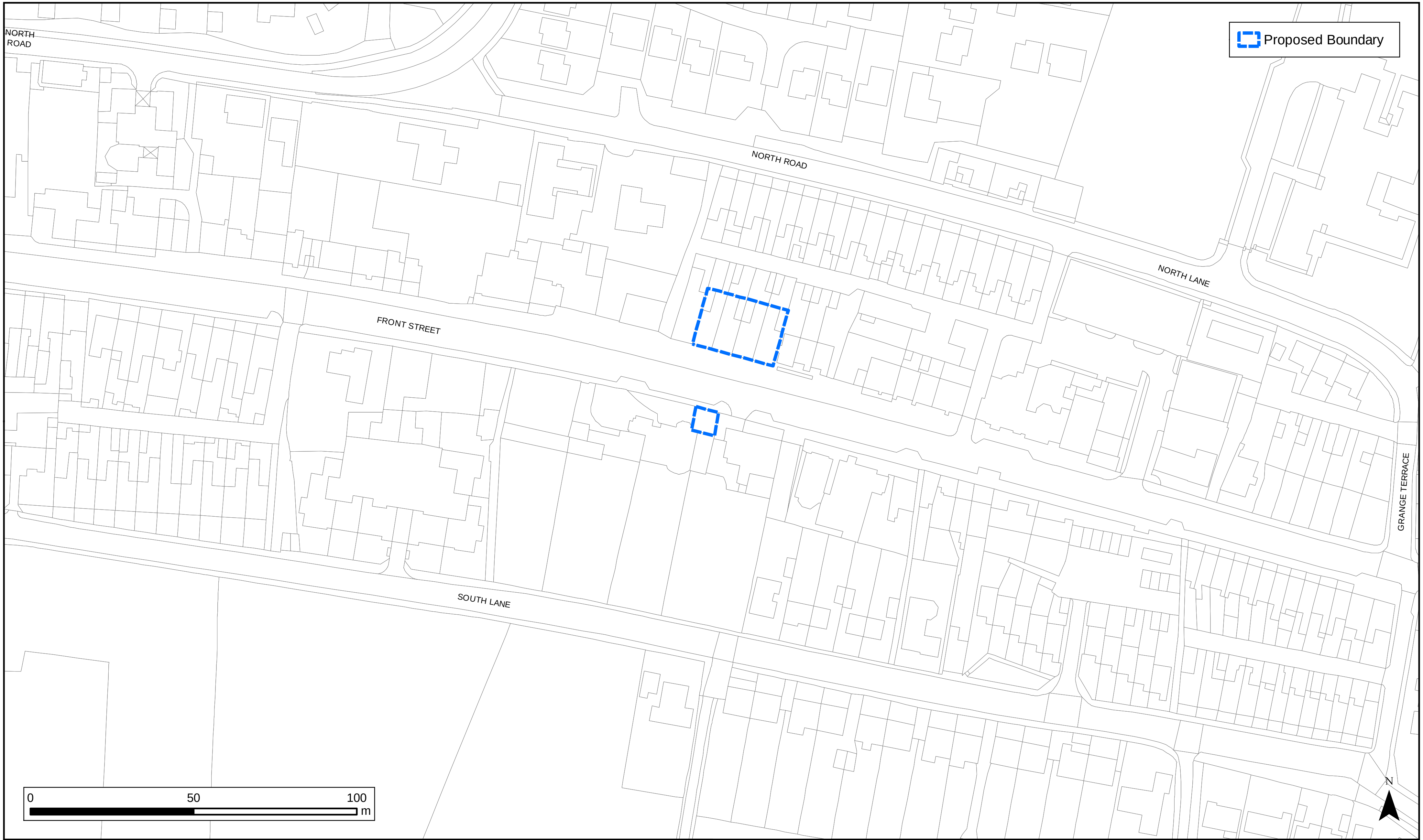
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Finchale Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

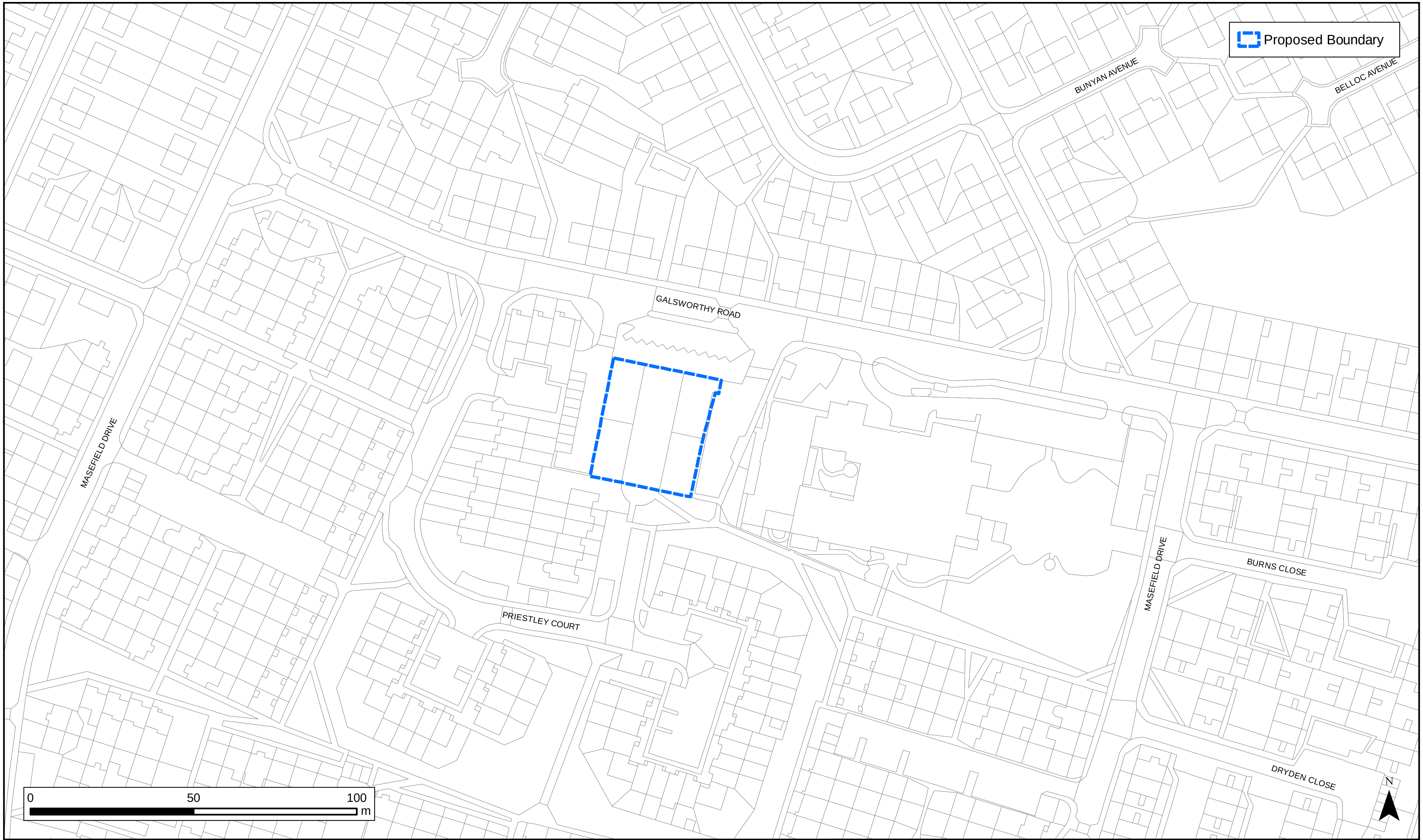
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Front Street Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Galsworthy Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

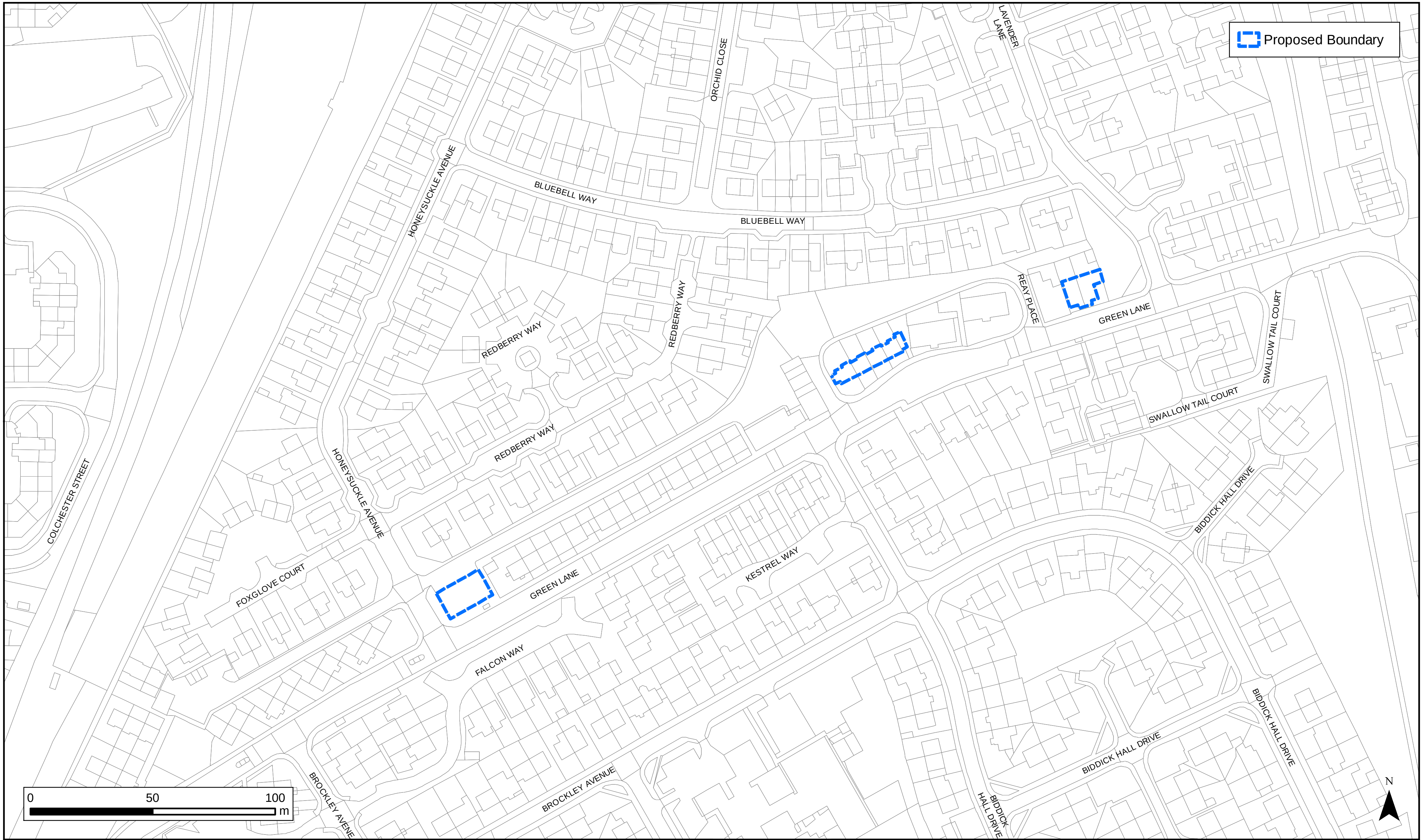
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Gaskell Avenue Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

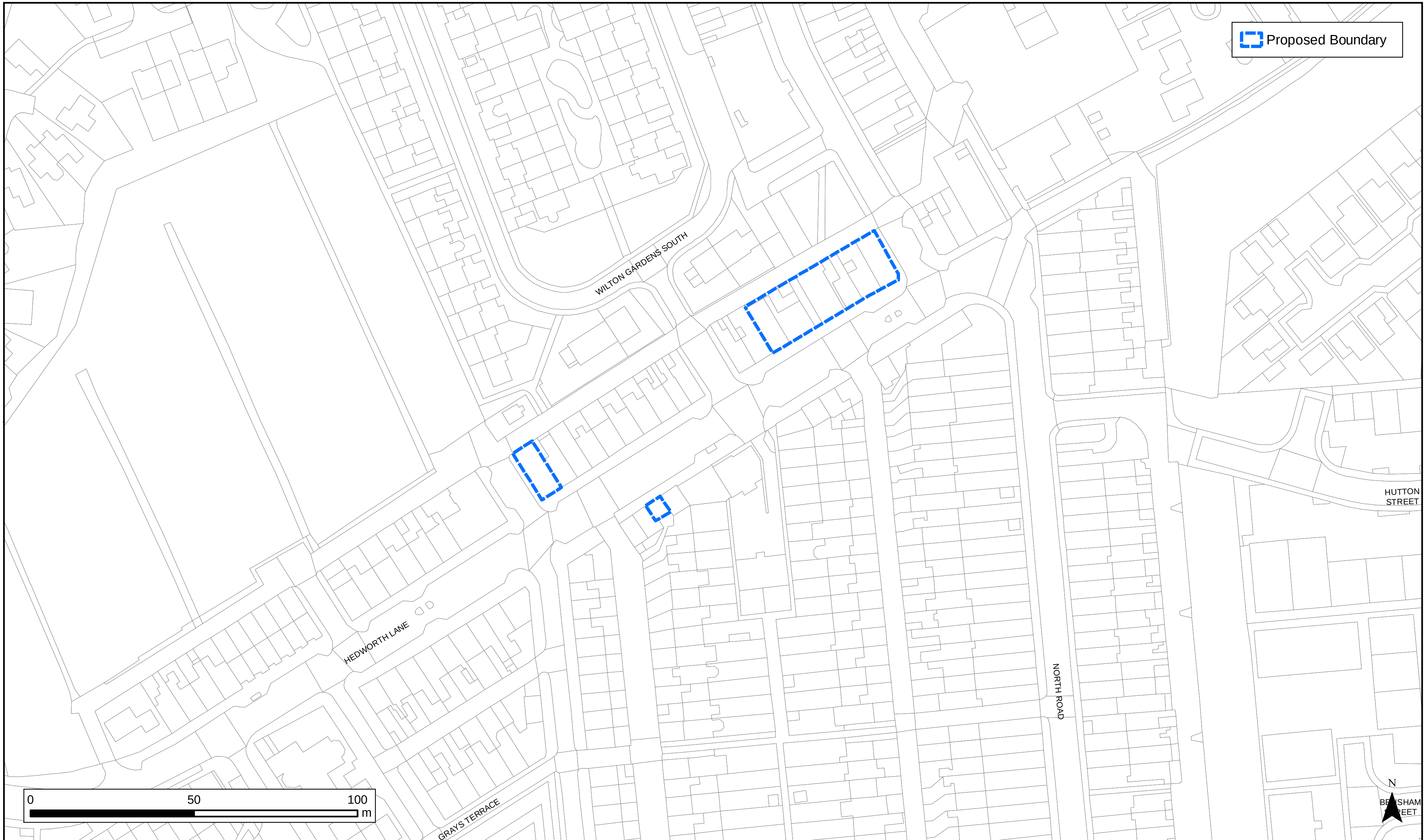


Client	1:2,000 @ A4
South Tyneside Council	02/10/2018
	Drawn: MI
	Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Green Lane Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

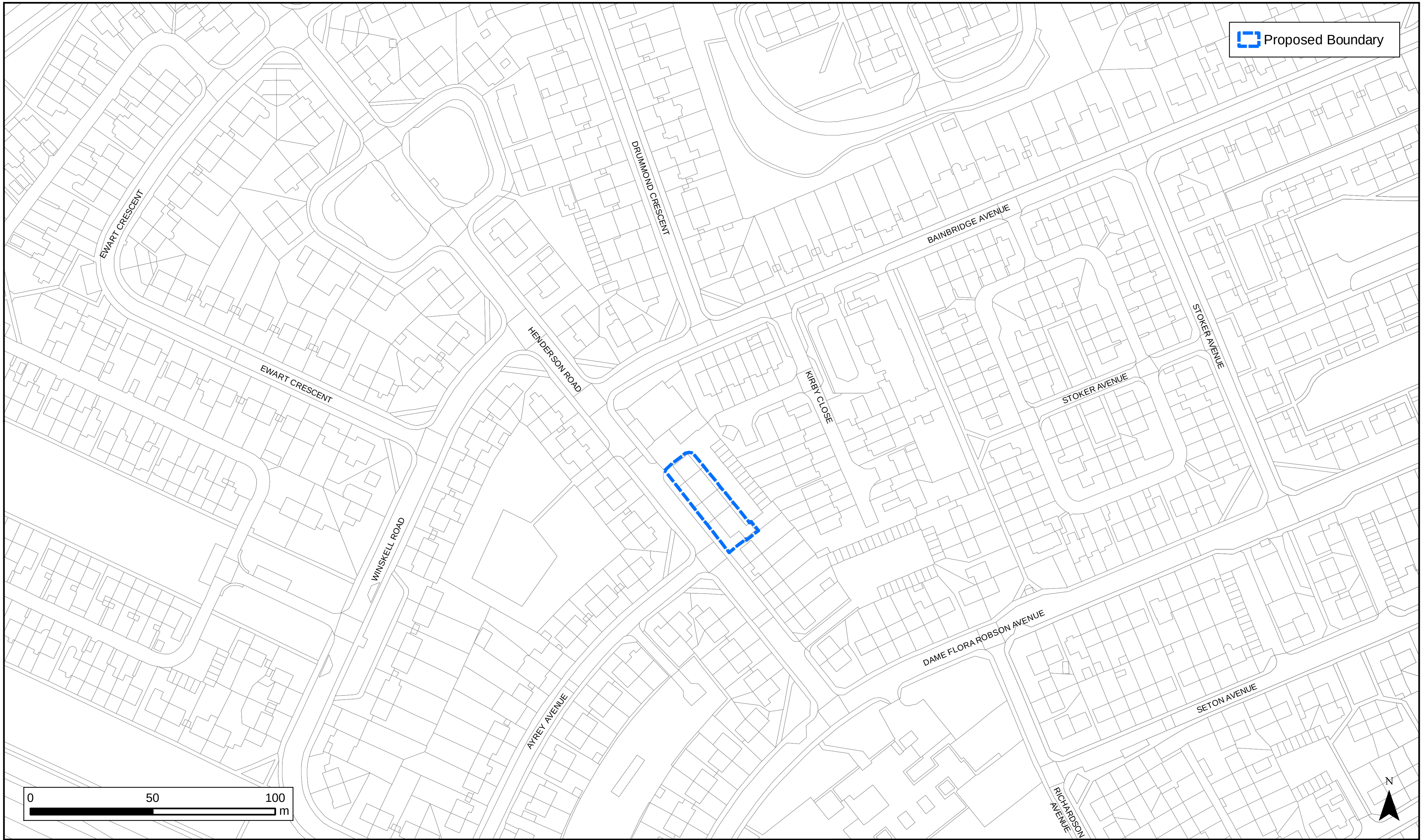
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Hedworth Lane Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



pba peterbrett

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

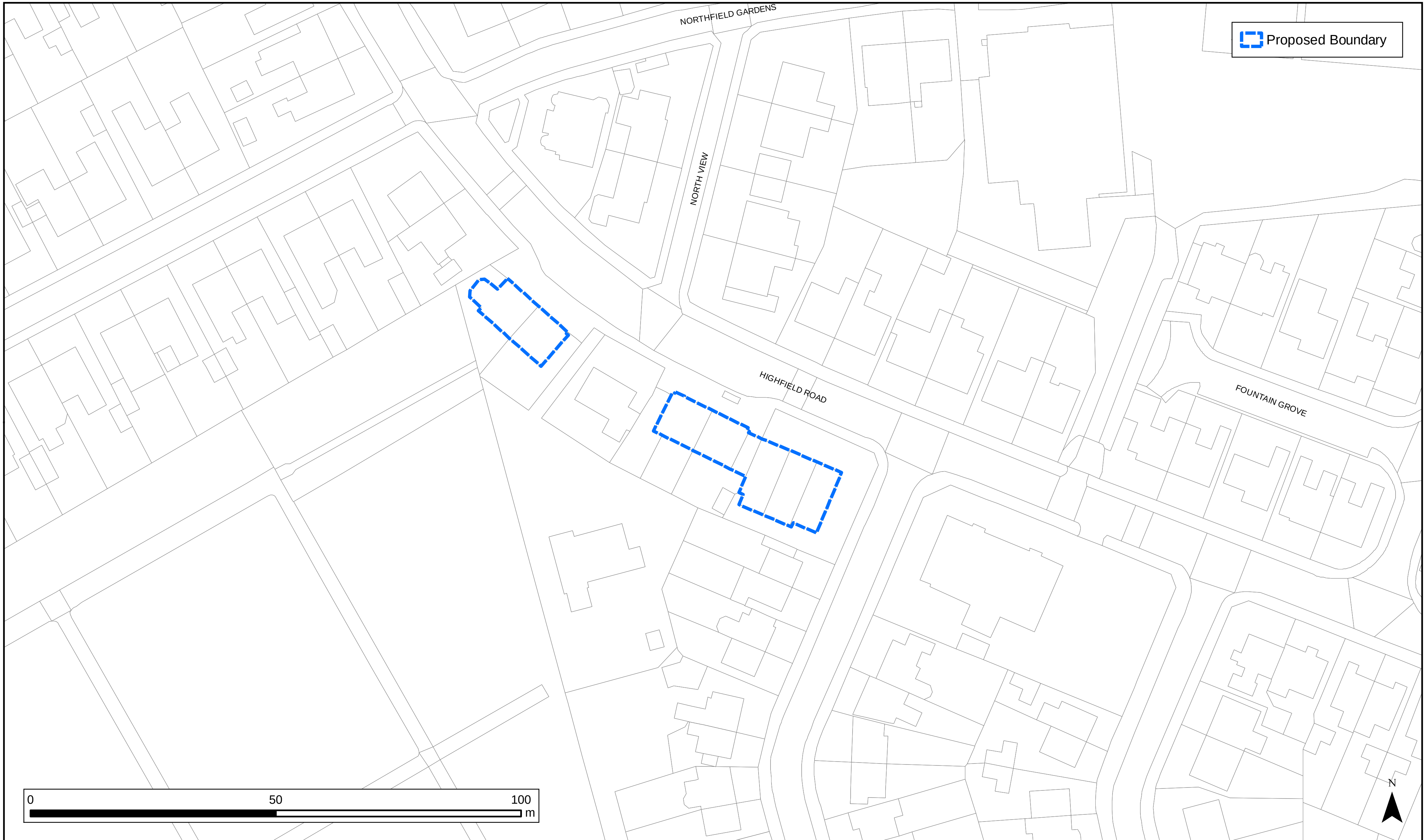
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Henderson Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Client

South Tyneside Council

1:1,000 @ A4

02/10/2018

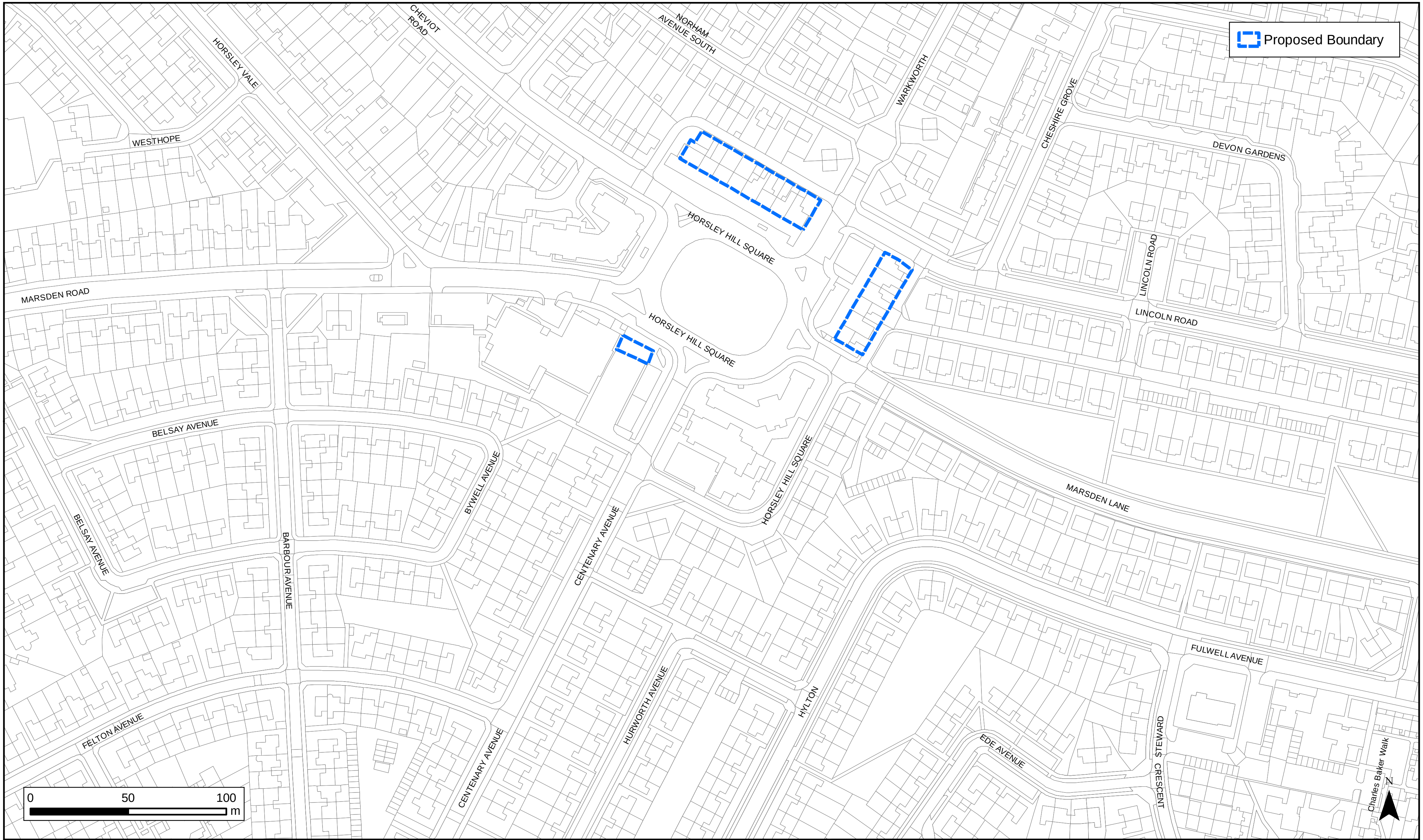
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Highfield Road Neighbourhood Centre

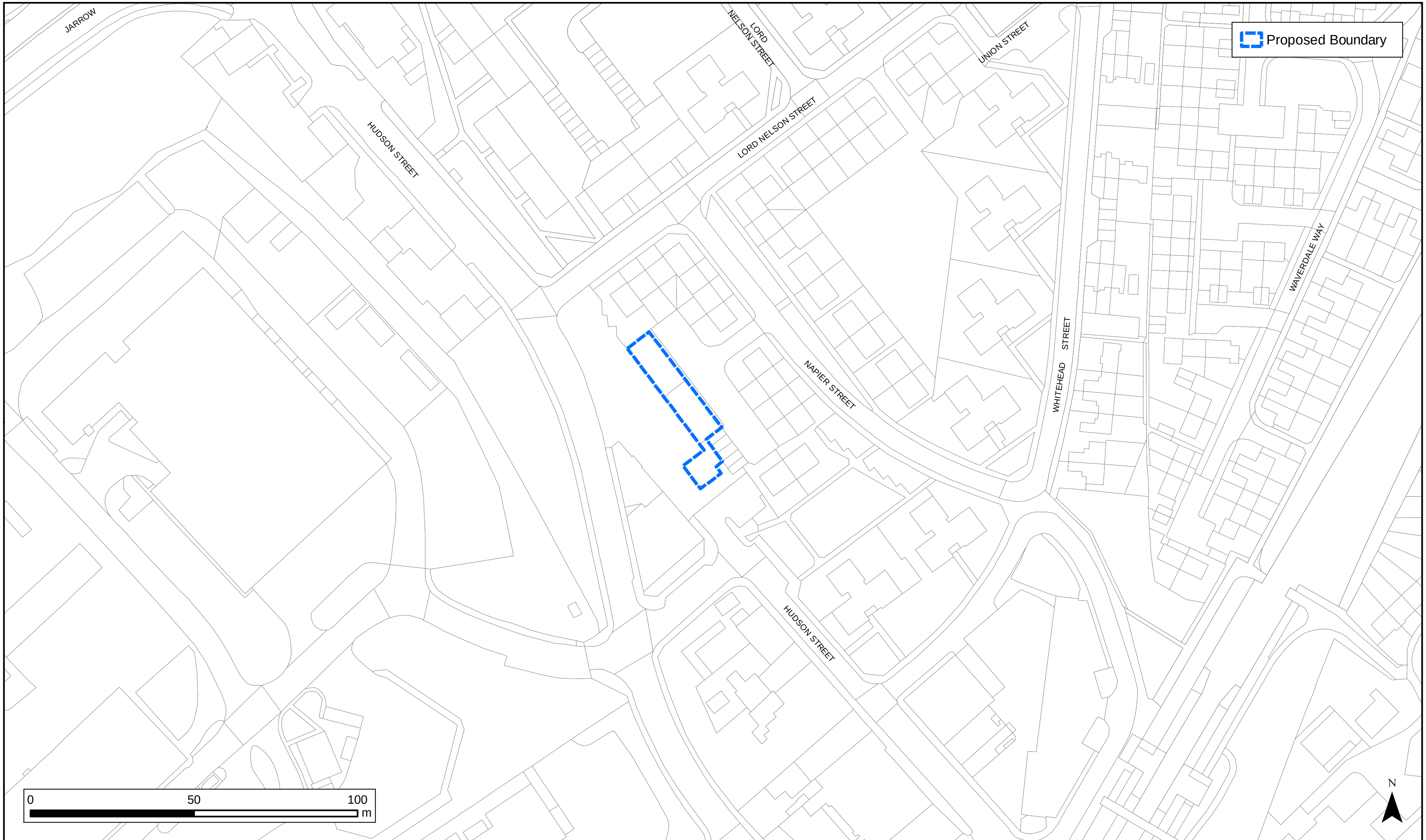
Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



peterbrett

Client South Tyneside Council	1:2,500 @ A4	**South Tyneside Town & District Centre Use Needs Study**	
	02/10/2018	Proposed Boundary: Horsey Hill Neighbourhood Centre	
	Drawn: MI		
	Checked: DW		

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

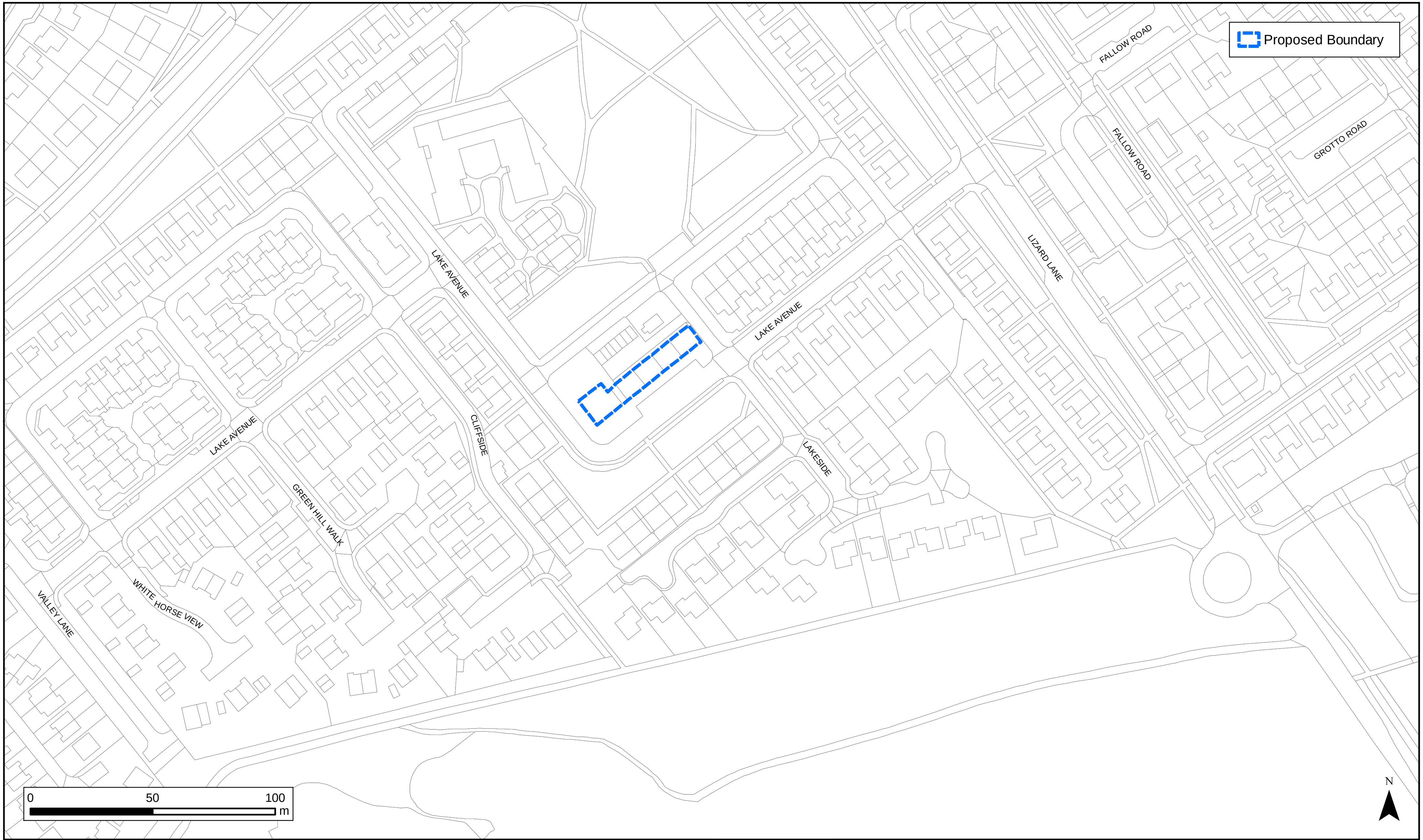
South Tyneside Council

1:1,500 @ A4	
02/10/2018	
Drawn: MI	
Checked: DW	

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Hudson Street Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

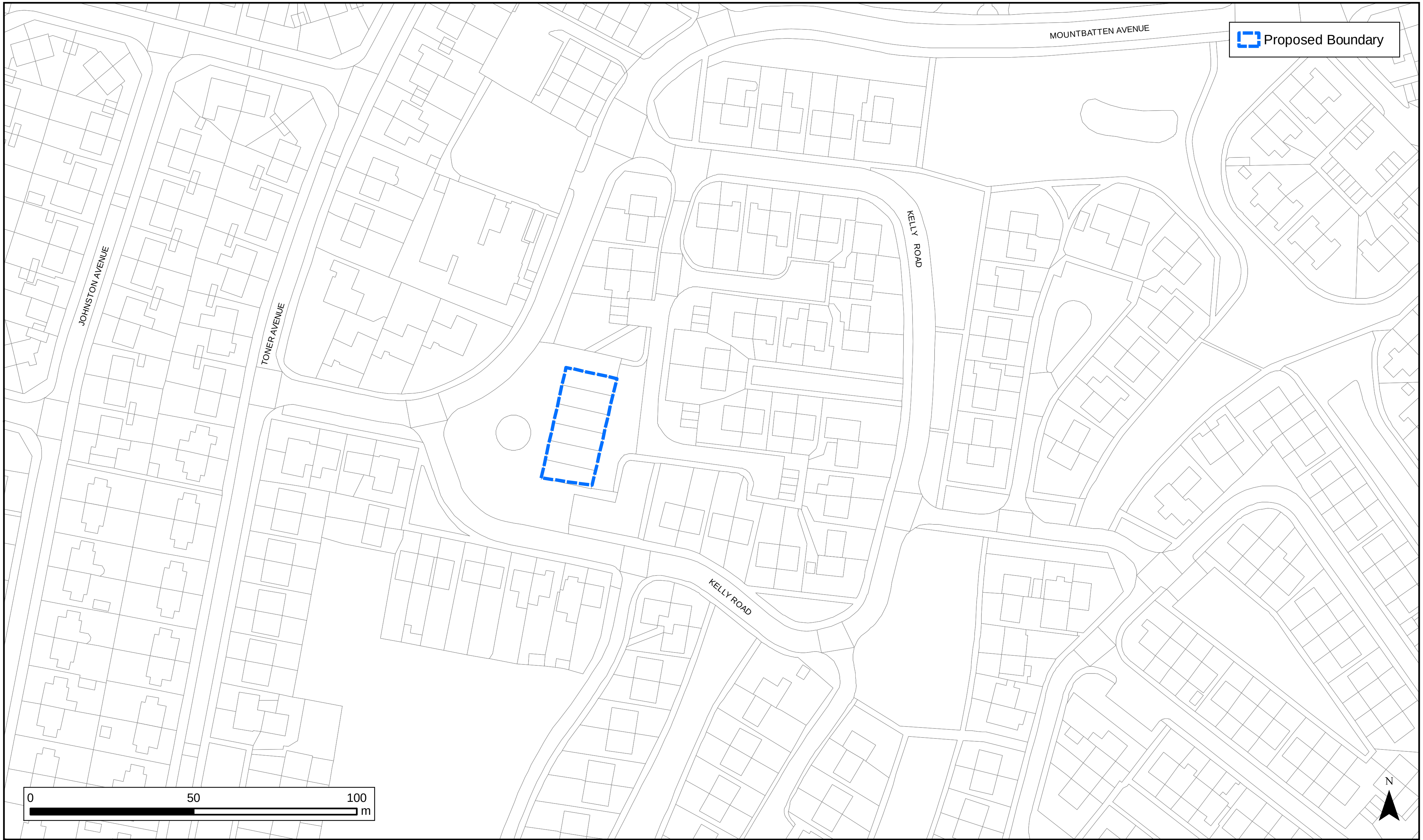
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Lake Avenue Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

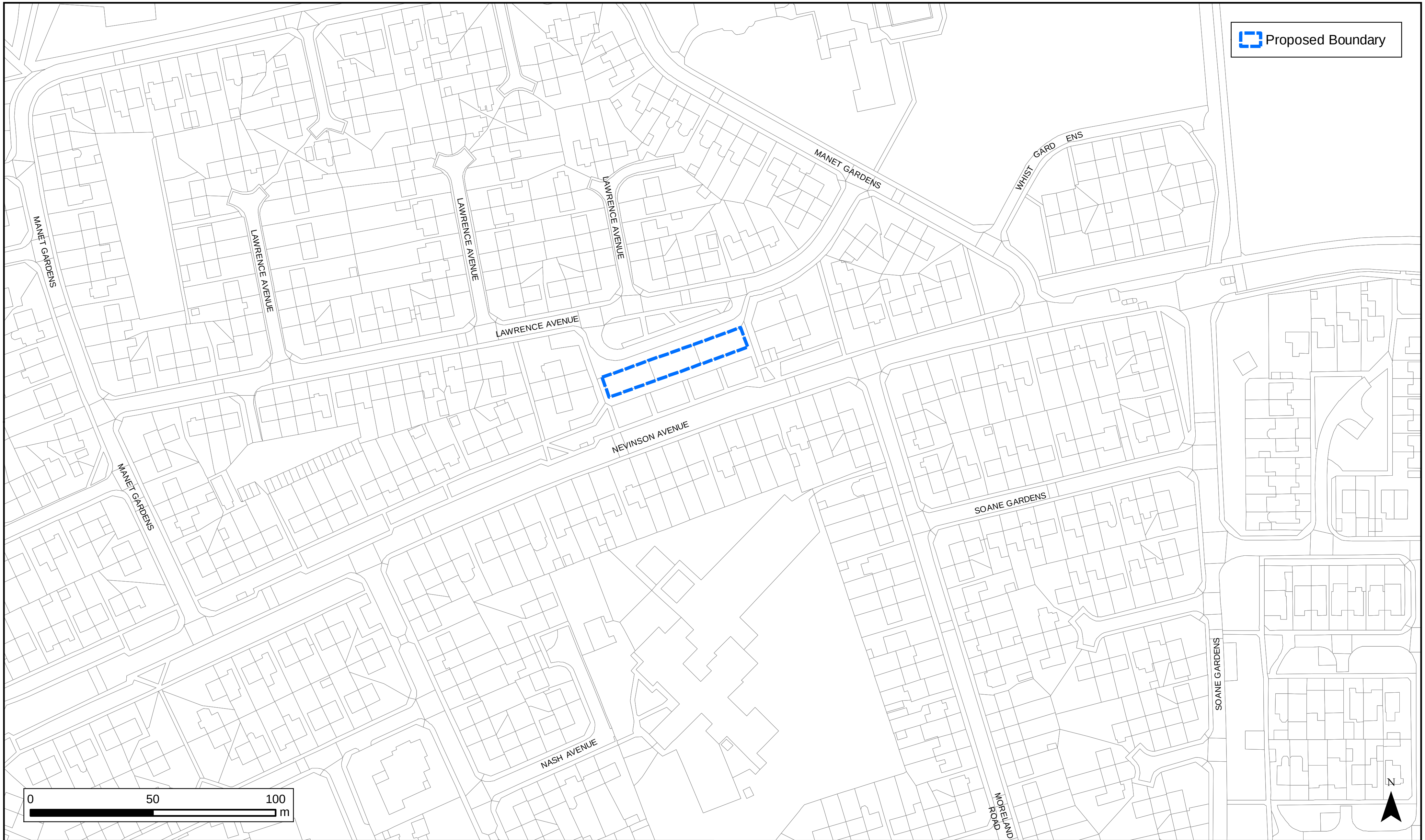
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Mountbatten Avenue Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

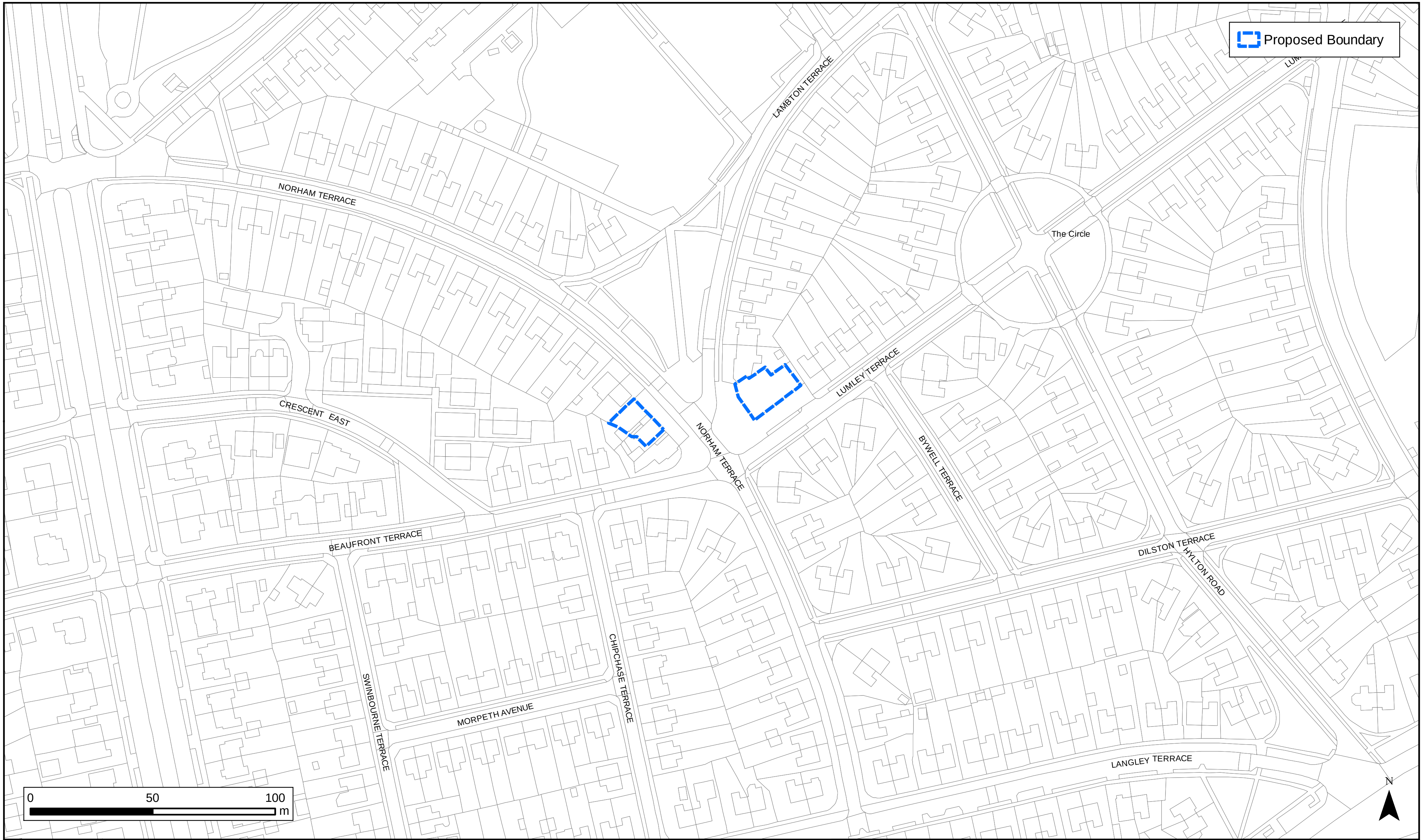
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Nevinson Avenue Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

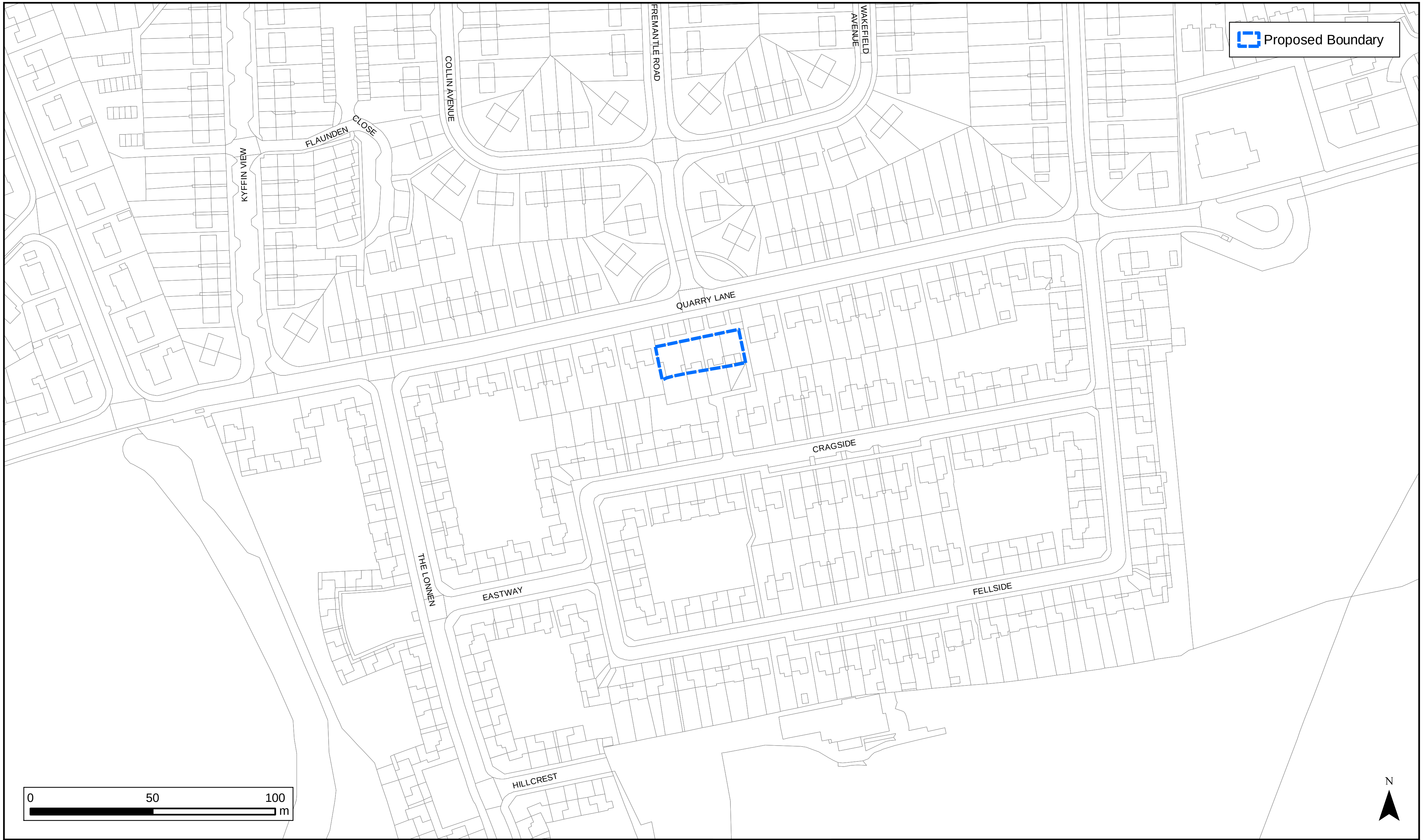
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Norham Terrace Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

peterbrett

Client

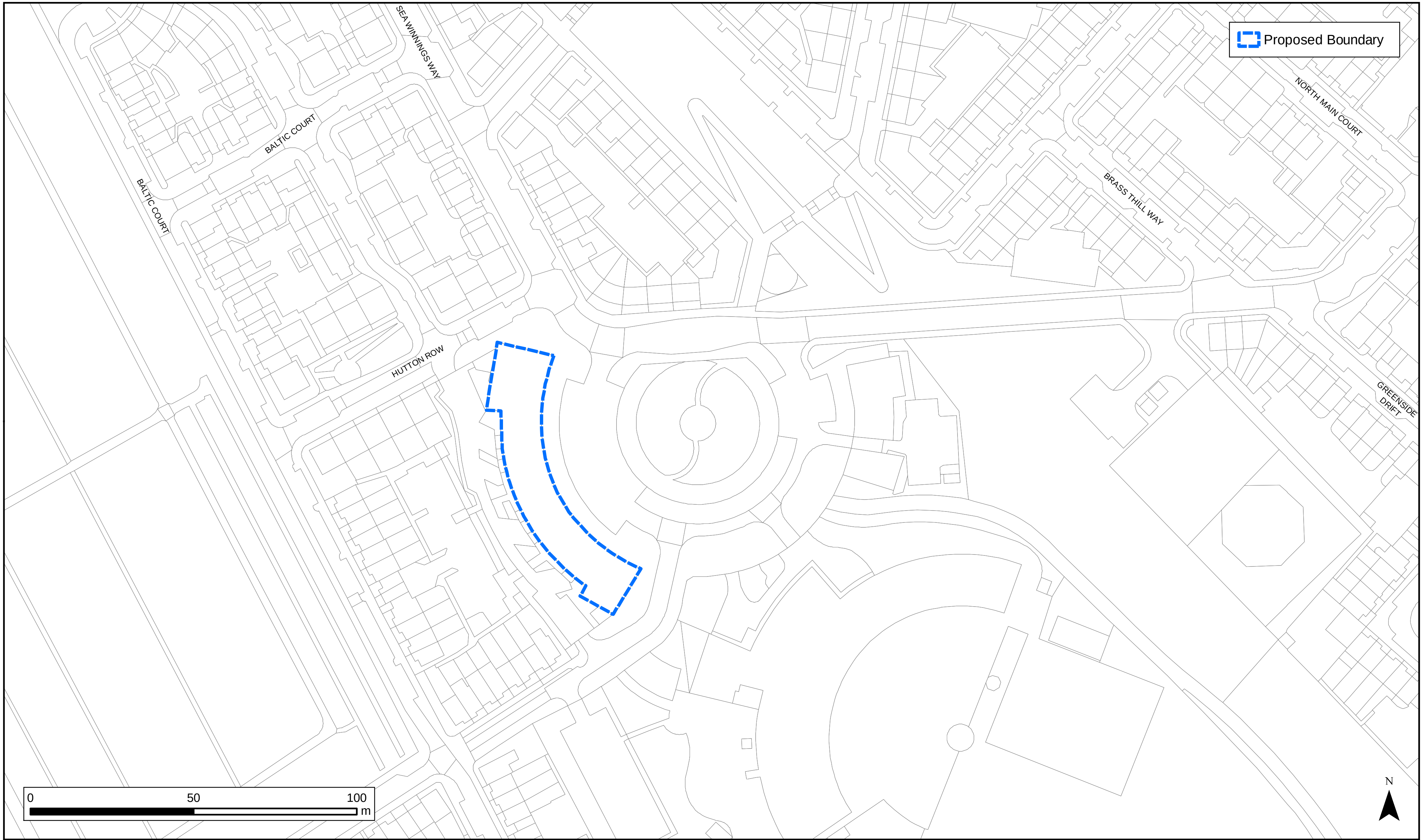
South Tyneside Council

1:2,000 @ A4	
02/10/2018	
Drawn: MI	
Checked: DW	

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Quarry Lane Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

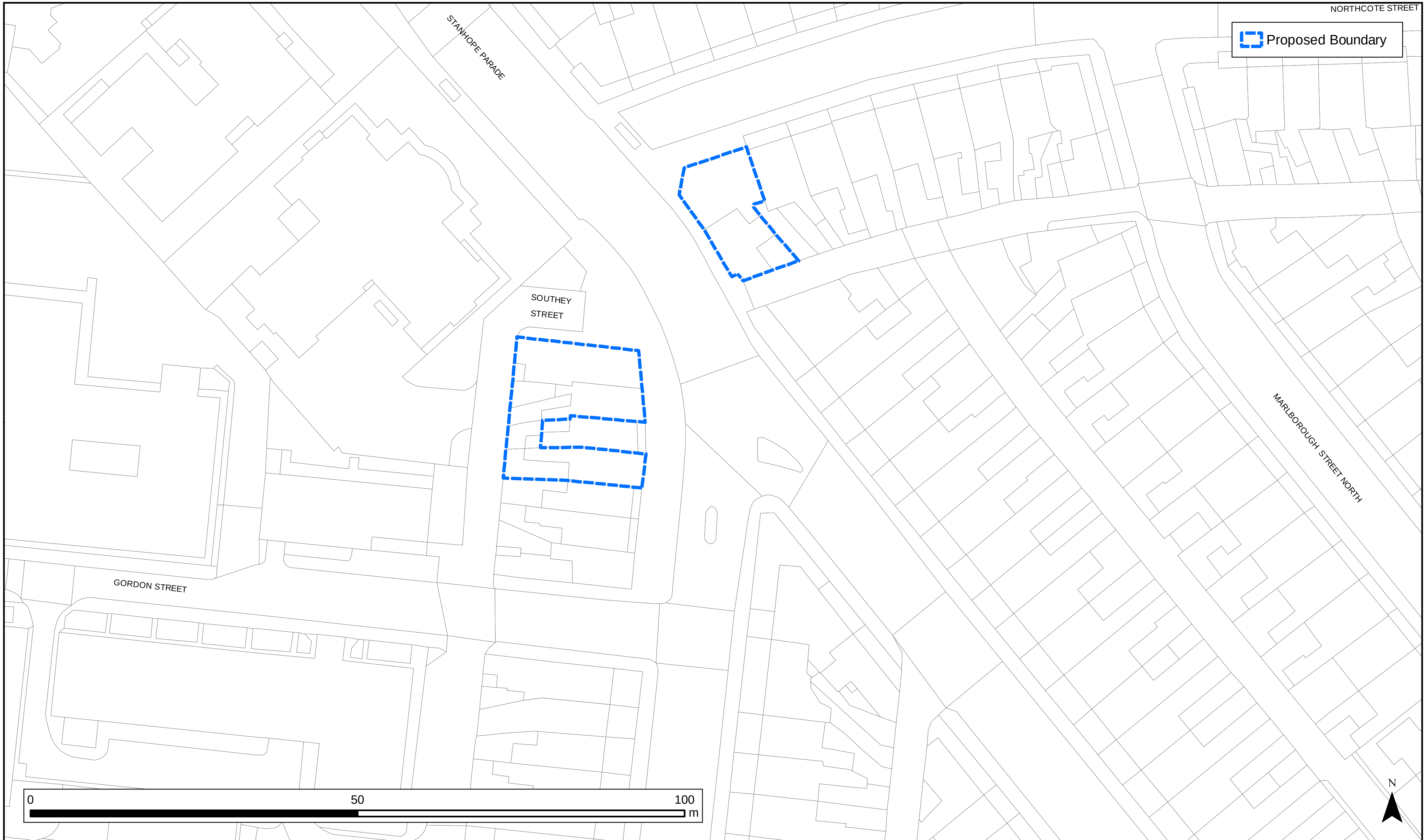
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Sea Wynnings Way Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



peterbrett

Client

South Tyneside Council

1:750 @ A4

02/10/2018

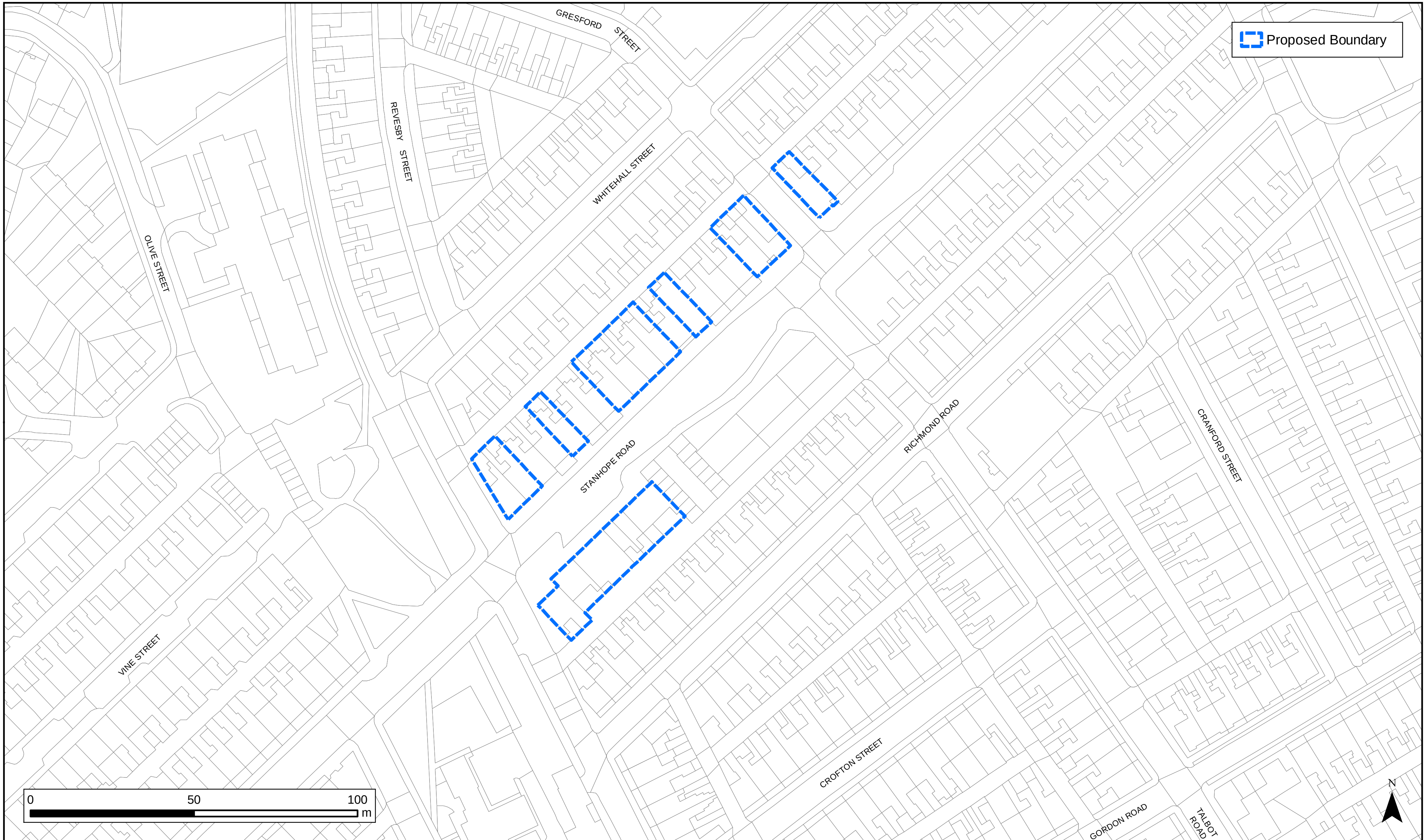
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Stanhope Parade Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Stanhope Road (West Harton) Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

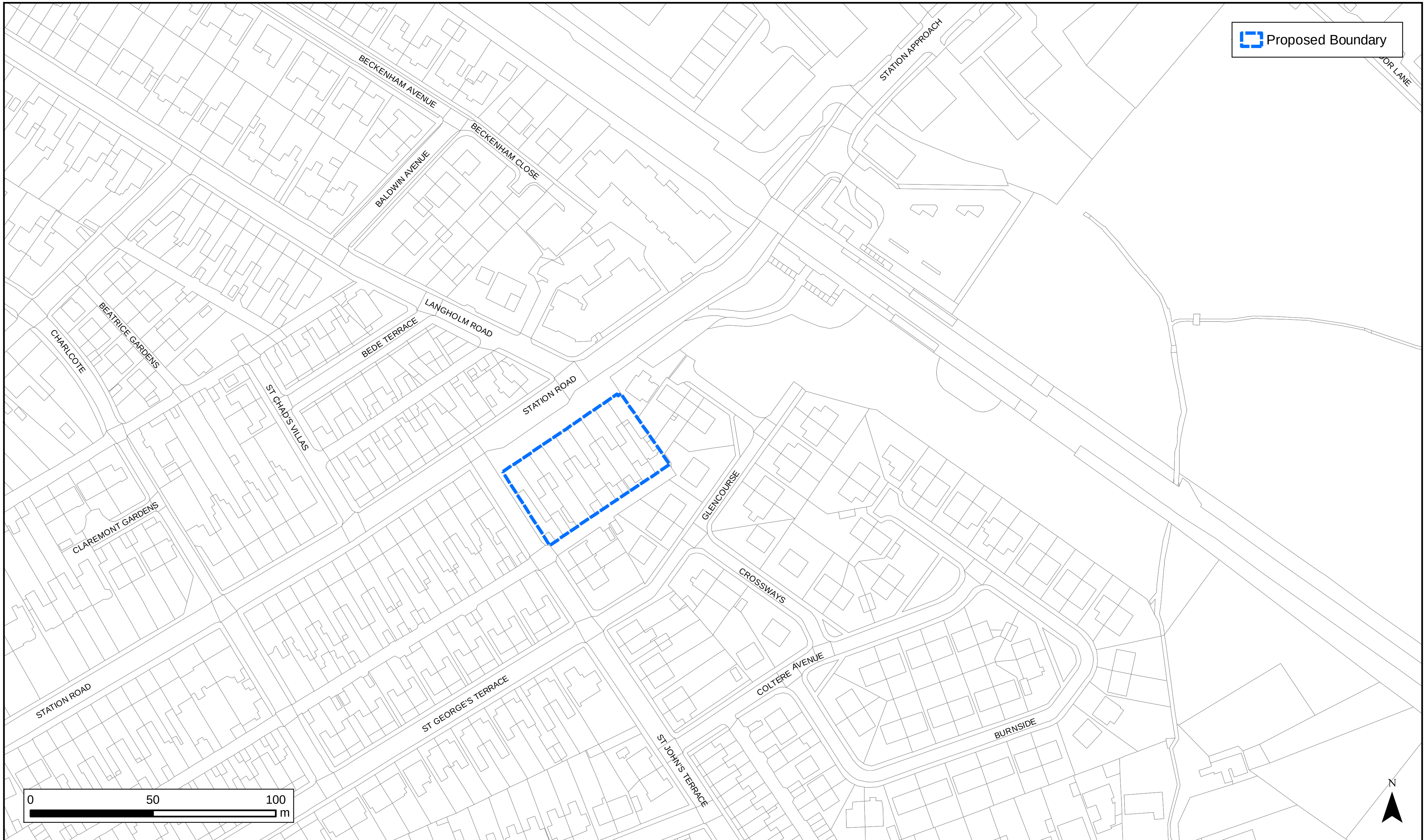
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Stanhope Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

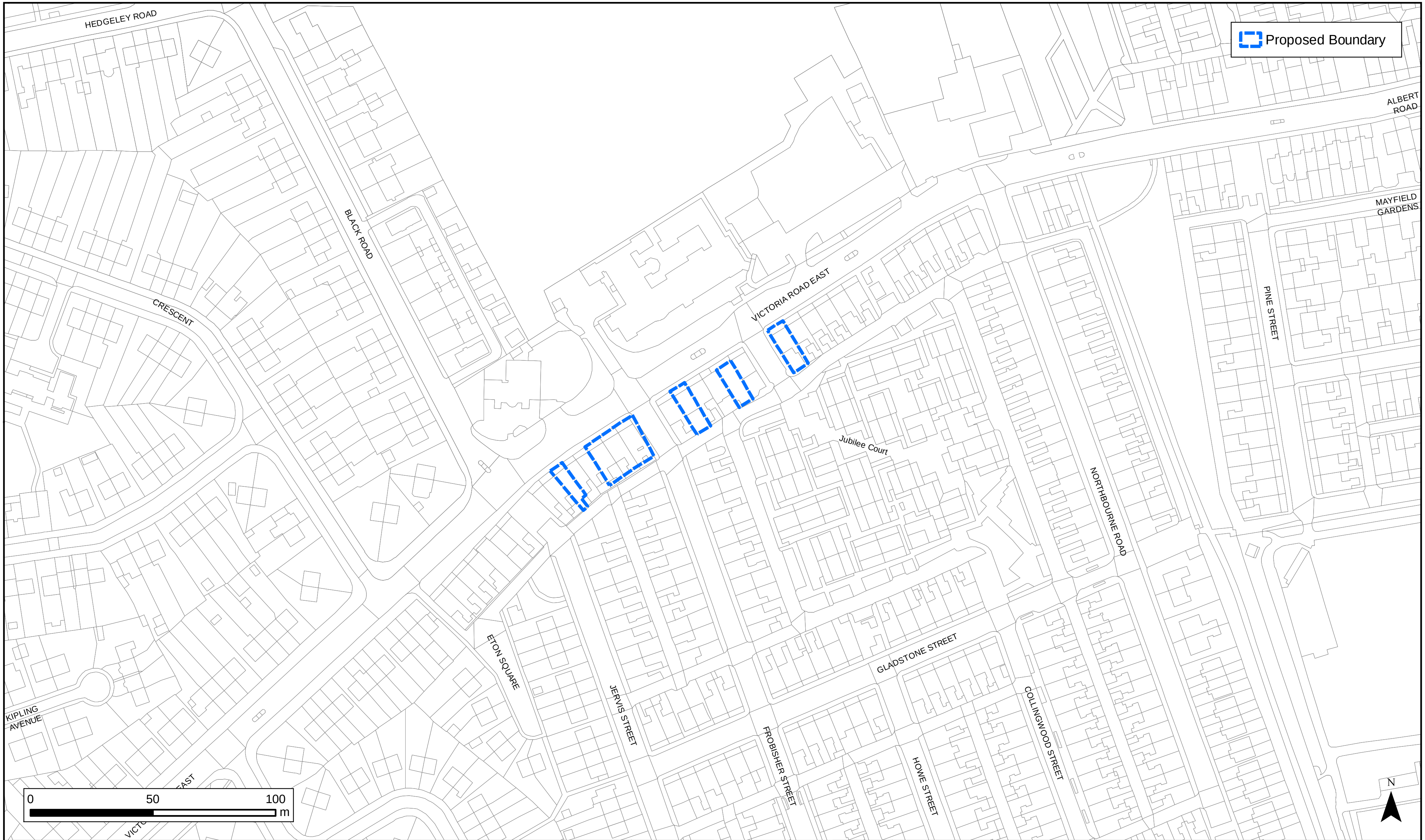
South Tyneside Council

1:2,000 @ A4	
02/10/2018	
Drawn: MI	
Checked: DW	

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Station Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

pba peterbrett

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

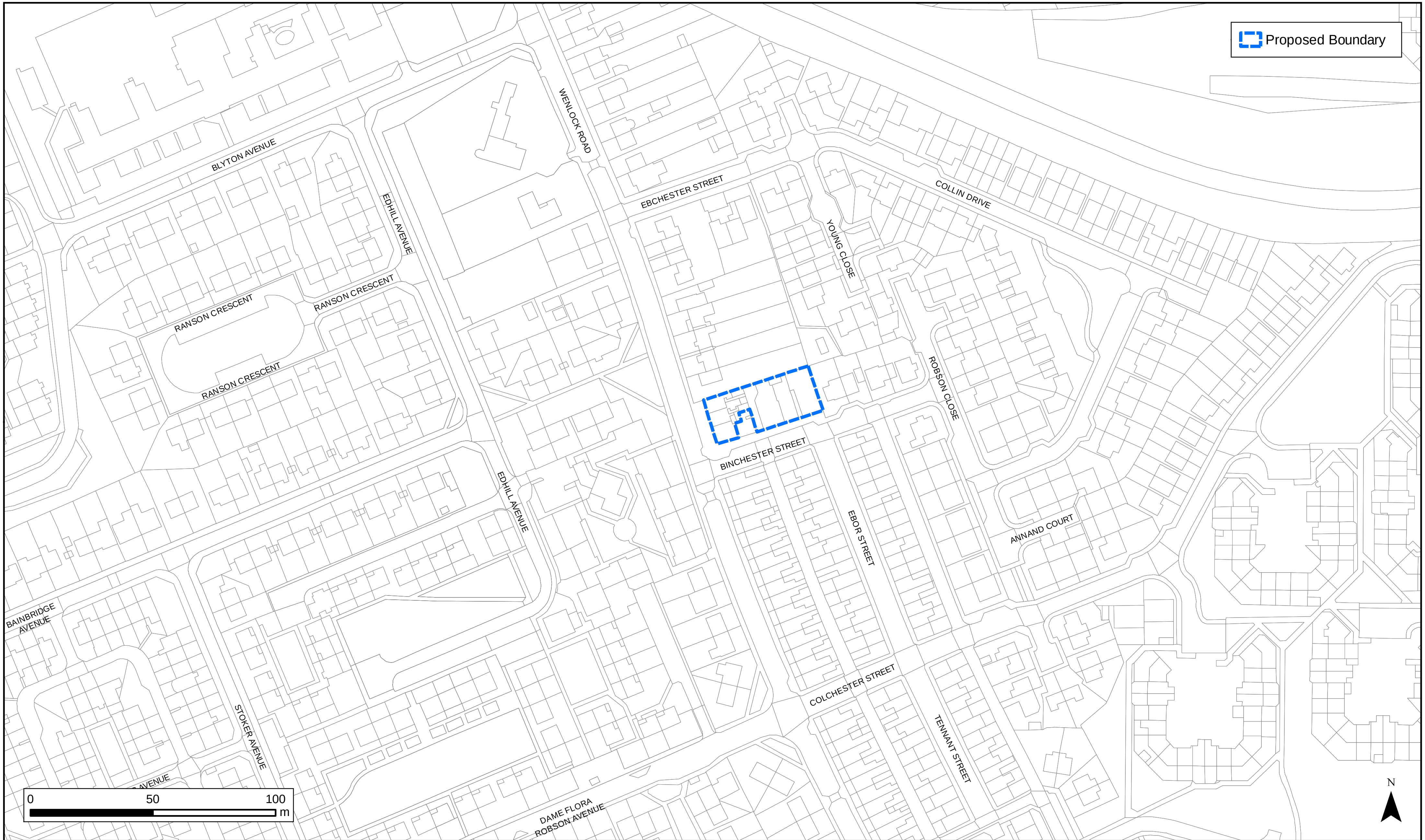
Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Victoria Road East Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd



Contains Ordnance Survey OS MASTERMAP® data

Client

South Tyneside Council

1:2,000 @ A4

02/10/2018

Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Wenlock Road Neighbourhood Centre

Document Path: \\pba.int\mcr\Projects\43000 to 43999\43364 S Tyneside Needs study\4501 Planning\Drgs-Maps-Graphics\GIS\South Tyneside RS GIS_v3.mxd

pba peterbrett

Client

South Tyneside Council

1:1,500 @ A4

02/10/2018

Drawn: MI

Checked: DW

South Tyneside Town & District Centre Use Needs Study

Proposed Boundary: Whiteleas Way Neighbourhood Centre