



hollissvincent.  
Planning + Development Consultants

## **Sunderland Retail Needs Assessment 2016**

**Sunderland City Council**

**Volume 2 – Consultees, Survey Questionnaires, Survey Results, Figures and Spreadsheet Tables – Final**

**October 2016**



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## LIST OF CONSULTEES

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**During March and April 2016, hollissvincent undertook consultations with the following key stakeholders:**

- Michael Fawley – Partner of Fawley Watson Booth (FWB);
  - John Seagar – CEO of Siglion;
  - Ian Cansfield – Planning Director at Cundall, also representing Siglion;
  - Graham Connell – Director at White Young Green (WYG), representing M&G Real Estate, being the owners of the Galleries Shopping Centre and Retail Park (Washington Town Centre);
  - David Gustard – Senior Chartered Surveyor with Sunderland City Council’s Valuation and Estates Team;
  - Ken Dunbar – Chief Executive of Sunderland Improvement Business District;
  - Karen Wade – Director of Facilities at Sunderland College;
  - Andrew Bradley – Centre Director at the Bridges Shopping Centre (Sunderland City Centre);
  - Ian Porter – Managing Director at Gentoo, Sunderland;
  - Andrew Jones – Head of Property at Gentoo Group Limited;
  - Allison Thompson – Director and Principal Consultant at Ashmore Consulting.
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# HOUSEHOLD SURVEY QUESTIONNAIRE

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Job No: 170116  
Sunderland Retail Needs Assessment 2016

Good morning / afternoon / evening, I am ..... from NEMS market research, and we are conducting a short survey in your area about shopping on behalf of Sunderland City Council. Do you have time to answer some questions? It will take about five minutes.

**QA** Are you the main shopper in your household?

- 1 Yes
- 2 No

IF 'YES' - CONTINUE INTERVIEW  
IF 'NO' - ASK: "COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING?" IF NOT AVAILABLE, THANK AND CLOSE THE INTERVIEW.

First we have a few questions about where you undertake food and groceries shopping. In answering these questions the location may be a supermarket, a smaller store or independent retailer, or a town centre, or could be the use of facilities such as the Internet.

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

DO NOT PROMPT, ONE ANSWER ONLY  
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION

**Specified Stores & Centres: Choose one location only from Lists A and B (Food)**

**Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market Stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / varies)  
(Don't do a main food shop)

GO TO Q05

**Q02** And where did your household go the time before that for a main food and grocery shop (was it the same, or different, and if so, please specify)?  
DO NOT PROMPT. ONE ANSWER ONLY.

**Specified Stores & Centres: Choose one location only from Lists A and B (Food)**

**Other:**  
Internet / delivered  
Market Stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / varies)  
(Nowhere else)

**Q03** Approximately how much money does your household normally spend on a main food and grocery shop?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 To the nearest £: (PLEASE WRITE IN)
- 2 (Don't know / varies)
- 3 (Refused)

**If a destination mentioned at Q01:**

**Q04** When undertaking the main food and grocery trip to (STORE MENTIONED AT Q01) did you also visit other shopping, leisure, food and drink and service destinations on the same trip?  
DO NOT READ OUT. TICK ALL THAT APPLY.

- 1 Other food shopping destination
- 2 Other non-food shopping destination
- 3 Food and drink (i.e. restaurants and bars)
- 4 Leisure (i.e. cinema / ten pin bowling)
- 5 Service (i.e. bank / hairdresser / travel agent / estate agent etc.)
- 6 Other (PLEASE WRITE IN)
- 7 (Nowhere else)
- 8 (Don't know)

**If a destination mentioned at Q02:**

**Q04A** When undertaking the main food and grocery trip to (STORE MENTIONED AT Q02) did you also visit other shopping, leisure, food and drink and service destinations on the same trip?  
DO NOT READ OUT. TICK ALL THAT APPLY.

- 1 Other food shopping destination
- 2 Other non-food shopping destination
- 3 Food and drink (i.e. restaurants and bars)
- 4 Leisure (i.e. cinema / ten pin bowling)
- 5 Service (i.e. bank / hairdresser / travel agent / estate agent etc.)
- 6 Other (PLEASE WRITE IN)
- 7 (Nowhere else)
- 8 (Don't know)

- Q05**      **Where did your household last undertake a 'top-up' food and grocery shop?**  
DO NOT READ OUT. ONE ANSWER ONLY
- Specified Stores & Centres: Choose one location only from Lists A and B (Food)**
- Other:**  
Internet / delivered  
Market Stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / varies)  
(Don't do top-up food shopping) GO TO Q08
- Q06**      **And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?**  
DO NOT READ OUT. ONE ANSWER ONLY
- Specified Stores & Centres: Choose one location only from Lists A and B (Food)**
- Other:**  
Internet / delivered  
Market Stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / varies)  
(Nowhere else)
- Q07**      **Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?**  
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £
- 1      To the nearest £: (PLEASE WRITE IN)  
2      (Don't know / varies)  
3      (Refused)
- Q08**      **Does your household also spend money on food and groceries in small shops?**  
DO NOT READ OUT. ONE ANSWER ONLY
- 1      Yes GO TO Q09  
2      No GO TO Q11
- Q09**      **in which town / district or local centre are most of these small shops located?**  
DO NOT READ OUT. ONE ANSWER ONLY.  
QUOTE STORES ONLY IF RESPONDENT IS UNSURE OF DESTINATION.
- Specified centre: Choose one location only from List C (Small)**  
Specific stores (write in name and location)  
Other (write in name and location)  
(Don't know / varies)
- Q10**      **Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?**  
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £
- 1      To the nearest £: (PLEASE WRITE IN)  
2      (Don't know / varies)  
3      (Refused)
- We now have a few questions about where you go for non-food shopping. In answering these questions the location may be a town centre, a retail park, or a free standing store, or could be facilities such as the Internet, TV / interactive shopping or use of a home catalogue. In the following questions, please don't include trips made solely for the purposes of Christmas shopping.**
- Q11**      **So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember) GO TO Q13  
(Don't do this type of shopping) GO TO Q13

- Q12** **Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q11**  
**And the time before that, where did you go to make a purchase of clothes or shoes?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)
- Q13** **Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)
- GO TO Q15  
GO TO Q15
- Q14** **Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q13**  
**And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)
- Q15** **Now can you tell me where your household last made a purchase of DIY and decorating goods?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)
- GO TO Q17  
GO TO Q17
- Q16** **Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q15**  
**And the time before that, where did your household go to make a purchase of DIY and decorating goods?**  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)

- Q17** 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, computers or domestic appliances, such as washing machines, fridges or cookers?  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember) GO TO Q19  
(Don't do this type of shopping) GO TO Q19
- Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q17**
- Q18** 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, computers or domestic appliances, such as washing machines, fridges or cookers?  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)
- Q19** Can you tell me where you or your household last made a purchase of health, beauty or chemist items?  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember) GO TO Q21  
(Don't do this type of shopping) GO TO Q21
- Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q19**
- Q20** And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)
- Q21** 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?  
DO NOT PROMPT. ONE ANSWER ONLY.
- Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**
- Other:**  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember) GO TO Q23  
(Don't do this type of shopping) GO TO Q23

Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q21

**Q22** 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?  
DO NOT PROMPT. ONE ANSWER ONLY.

**Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**

**Other:**

Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)

**Q23** Can you tell me where you or your household last made a purchase of other non-food items such as books, CDs, jewellery or china and glass items?  
DO NOT PROMPT. ONE ANSWER ONLY.

**Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**

**Other:**

Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)

GO TO Q25  
GO TO Q25

Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q23

**Q24** And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?  
DO NOT PROMPT. ONE ANSWER ONLY.

**Specified Stores and Centres: Choose one location only from Lists D, E & F (Non Food)**

**Other:**

Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Market stalls (PLEASE PROBE FOR LOCATION)  
Other (PLEASE WRITE IN STORE NAME AND LOCATION)  
(Don't know / can't remember)  
(Don't do this type of shopping)

Finally, we have a few questions about where you or your family most frequently go to undertake various forms of leisure activity.

**Q25** Where do you, or members of your household, most frequently visit to undertake the following leisure activities?

- 1 A visit to the cinema (choose one location from list G)
- 2 A visit to an indoor family entertainment centre (e.g. bowling, skating rink, adventure play centre) (choose one location from list H)
- 3 A visit to the gym / health club / sport facility (choose one location from list I)
- 4 A visit to a museum / gallery or other place of historical / cultural interest (choose one location from list J)
- 5 A visit to the theatre/ a concert hall / live music venue (choose one location from list K)
- 6 A visit to a pub / bar / nightclub (choose one location from list L)
- 7 A visit to a restaurant / café (choose one location from list M)

**GEN**      **Gender of respondent.**  
CODE FROM OBSERVATION

- 1      Male
- 2      Female

**AGE**      **Could I ask how old you are please?**  
ONE ANSWER ONLY. DO NOT READ OUT

- 1      18 to 24
- 2      25 to 34
- 3      35 to 44
- 4      45 to 54
- 5      55 to 64
- 6      65 +
- 7      (Refused)

**OCC**      **What is the occupation of the chief income earner in your household?**  
(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1      Occupation / job description (PLEASE WRITE IN)
- 2      Retired - Basic State Pension
- 3      (Refused)

**CAR**      **How many cars does your household own or have the use of?**  
ONE ANSWER ONLY. DO NOT READ OUT

- 1      None
- 2      One
- 3      Two
- 4      Three or more
- 5      (Refused)

**WOR**      **Which of the following best describes the chief wage earner of your household's current employment situation?**

READ OUT. ONE ANSWER ONLY

- 1      Working full time
- 2      Working part time
- 3      Unemployed
- 4      Retired
- 5      A housewife
- 6      A student
- 7      Other (PLEASE WRITE IN)
- 8      (Refused)

***Thank & close.***

**RAW HOUSEHOLD SURVEY RESULTS**  
**(Supplied separately to the Council on a disc)**

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# PEDESTRIAN SURVEY QUESTIONNAIRE

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NEMS market research  
**SUNDERLAND, WASHINGTON & HOUGHTON LE SPRING– IN CENTRE SURVEY**

**INTRODUCTION:** Good morning / afternoon, I am ..... from NEMS market research, an independent market research company. We are conducting a short survey for the Sunderland City Council among people visiting this centre. It will take about 5 minutes, do you have time please?

ASK ALL:

Q.A. First of all, can I ask you do you work in Market Research?

READ OUT:

Yes

No

CLOSE INTERVIEW

CONTINUE, GO TO Q.1

ASK ALL:

Q.1 How did you travel to .....(NAME OF CENTRE) today?

ONE ANSWER ONLY

( 1 )

Car-driver	1
Car-passenger	2
<u>Bus / coach</u>	<u>3</u>
Bicycle	4
Train / Metro	5
<u>Taxi</u>	<u>6</u>
Walk	7
Other (PLEASE WRITE IN)	8

ASK ALL:

Q.2 How often do you visit .....(NAME OF CENTRE)?

ONE ANSWER ONLY

( 2 )

7 days a week	1
4-6 times a week	2
2-3 times a week	3
<u>Once a week</u>	<u>4</u>
Once a fortnight	5
Once a month	6
<u>Less than once a month</u>	<u>7</u>
First time today	8
(Don't know)	9
(Refused)	A

ASK ALL SHOWCARD 'A'

Q.3 What is the main reason for your visit to .....(NAME OF CENTRE) today?

ONE ANSWER ONLY DO NOT PROMPT

( 3 )

To buy food and groceries (not take-away/café/restaurant)	1
<u>To buy non-food goods such as clothes, shoes, jewellery, etc</u>	<u>2</u>
Window shopping / browsing	3
To visit the Civic Centre / access Council services	4
For financial, legal, personal or other services, (e.g. banks, solicitors, <u>hairdressers, beauty parlours, post office, travel agent, estate agents etc</u>	<u>5</u>
To use a leisure facility such as a cinema / gym / dance class / children's play centre	6
For drinks	7
<u>To eat out (take-aways and restaurants)</u>	<u>8</u>
For work / business purposes	9
To meet somebody	A
<u>To visit the library</u>	<u>B</u>
To use a health service (i.e.doctor, dentist, chiropody, physiotherapy etc.)	C
To visit arts / cultural / tourism facilities	D
To attend a place of worship or religious institution	E
Other (PLEASE WRITE IN)	F

(None)

G

(Don't know)

H

ASK ALL:

Q.4 What do you **like most** about .....(NAME OF CENTRE)?

CODE UP TO FIVE RESPONSES: DO NOT PROMPT

<b>Access/Transport</b>	(4)
Near to home / convenient	1
Parking is easy / car-friendly	2
<u>Parking is cheap / free</u>	<u>3</u>
Good accessibility by bus	4
Pedestrian-friendly	5
Ease of access for all (with pushchairs, wheelchairs, etc)	6
The Transport Interchange and link to Metro ( <i>Sunderland only</i> )	7
<b>Environment</b>	(5)
Feels safe	1
General cleanliness of shopping streets / shopping centre	2
<u>Nice street furniture / floral displays</u>	<u>3</u>
Nice busy feel	4
Not too crowded	5
Character / atmosphere	6
Indoor nature of The Galleries ( <i>Washington only</i> )	
<b>Leisure and Services</b>	(6)
Good range of places to eat and drink	1
Good range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc)	<u>2</u>
Good range of leisure facilities	3
<b>Retail Offer</b>	(7)
Good choice / quality of independent shops	1
Good choice / quality of non-food multiple stores (e.g. high street chains: Next, Dorothy Perkins etc.)	<u>2</u>
Good choice / quality of foodstores	3
Quality of shops in general	4
Specified shops (PLEASE WRITE IN)	5
<b>Other</b>	(8)
I like everything about the City / Town / Centre	1
No opinion / Nothing in particular	2
Other (PLEASE WRITE IN)	3

ASK ALL:

Q.5 What do you **dislike most** about .....(NAME OF CENTRE)?  
CODE UP TO FIVE RESPONSES: DO NOT PROMPT

<b>Access / Transport</b>	( 9 )
Pedestrian-vehicular conflict	1
Uneven / poorly maintained pavements	2
<u>Pavement clutter, e.g. A-boards or other obstructions</u>	3
Difficulties in parking / busyness of car parks/ not car-friendly	4
Location of car parks	5
<u>Expensive parking</u>	6
Poor accessibility by bus	7
Difficulties moving around the centre with pushchairs, wheelchairs, etc	8
<b>Environment</b>	( 10 )
Dirty streets / car parks / footpaths	1
Feels unsafe	2
Not family friendly	3
<u>Lack of street furniture / floral displays</u>	4
Not busy enough	5
Overcrowded	6
Too inward looking / too many blank facades	7
<b>Leisure and Services</b>	( 11 )
Inadequate range of places to eat and drink	1
Inadequate range of financial and personal services	2
<u>Inadequate range of leisure facilities</u>	3
Absence of outdoor play areas for children	4
<b>Retail Offer</b>	( 12 )
Lack of choice / poor quality of independent shops	1
Lack of choice / poor quality of non-food multiple stores / high street chains like Next	2
<u>Lack of choice / poor quality of supermarkets</u>	3
Lack of a larger supermarket	4
Shops too small / small range of goods in stock	5
<u>Choice / quality of shops in general is inadequate</u>	6
Specified shops absent (PLEASE WRITE IN)	7
<hr/>	
<b>Other</b>	( 13 )
I dislike everything about the City / Town / Centre	1
No opinion / Nothing in particular	2
Other (PLEASE WRITE IN)	3
<hr/>	

ASK ALL:

Q.6 How could .....(NAME OF CENTRE) **best** be improved?  
CODE UP TO FIVE RESPONSES: DO NOT PROMPT

<b>Access / Transport</b>	( 14 )
More parking / make more car-friendly	1
More disabled parking	2
<u>Cheaper parking</u>	3
Better bus services to / from and within the Centre	4
Make more pedestrian-friendly	5
<u>More dropped pavements to ease access for wheelchairs / pushchairs, etc</u>	6
Better maintenance of pavements / footpaths	7
<b>Environment</b>	( 15 )
Improve appearance of the buildings and landscaping	1
Remove litter / clean streets more often	2
<u>Improve street furniture / floral displays</u>	3
Improve security measures / policing	4
More shelter from wind / rain	5
<b>Leisure and Services</b>	( 16 )
Improve range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc)	1
Improve range of health services, e.g. doctors / dentists, chiropody, etc	2
<u>More outdoor play areas for children</u>	3
More / better eating and drinking facilities	4
More / better leisure facilities	5
Specific leisure facility (PLEASE WRITE IN)	6
<hr/>	
<b>Retail Offer</b>	( 17 )
Better choice / quality of independent shops	1
More non-food multiple stores / high street chains like Next, etc	2
<u>Bigger / better supermarket</u>	3
Better choice / quality of shops in general	4
Specified shop (PLEASE WRITE IN)	5
<hr/>	
<b>Other</b>	( 18 )
Don't know / None mentioned	1
Other (PLEASE WRITE IN)	2

ASK ALL

Q.7 Are there any **types of food** shops that you feel .....(NAME OF CENTRE) is lacking in?

	( 19 )	
Yes	1	GO TO Q.8
No	2	GO TO Q.9
(Don't know)	3	GO TO Q.9

IF 'YES' AT Q.7 ASK Q.8, OTHERS GO TO Q.9

Q.8 What **type of food** shop/s do you think .....(NAME OF CENTRE) is lacking in, e.g. butchers, or is there a specific foodstore you would like to see in .....(NAME OF CENTRE)?  
DO NOT PROMPT PROBE FULLY: Any others ?

( 20 )

ASK ALL

Q.9 Are there any **types of non-food** shops that you feel .....(NAME OF CENTRE) is lacking in?

	( 21 )	
Yes	1	GO TO Q.10
No	2	GO TO Q.11
(Don't know)	3	GO TO Q.11

IF 'YES' AT Q.9 ASK Q.10. OTHERS GO TO Q.11

- Q.10 What **type of non-food** shop/s do you think .....(NAME OF CENTRE) is lacking in, e.g. women's fashion, or is there a specific non-food shop that you would like to see in .....(NAME OF CENTRE)?  
DO NOT PROMPT PROBE FULLY: Any others ?

( 22 )

ASK ALL

- Q.11 Are there any **leisure** facilities that you feel .....(NAME OF CENTRE) is lacking in?

	( 23 )	
Yes	1	GO TO Q.12
No	2	GO TO Q.13
(Don't know)	3	GO TO Q.13

IF 'YES' AT Q.11 ASK Q.12. OTHERS GO TO Q.13

- Q.12 What type of **leisure** facilities do you think .....(NAME OF CENTRE) is lacking in?

DO NOT PROMPT PROBE FULLY: Any others ?

( 24 )

ASK ALL: SHOWCARD 'B'

- Q.13 Please could you let me know how satisfied or dissatisfied you are using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, in relation to the following characteristics of .....(NAME OF CENTRE)

READ OUT CODE ONE RESPONSE PER STATEMENT

	Very dissatisfied 1	Quite dissatisfied 2	Neither 3	Quite satisfied 4	Very satisfied 5	(DK / N/A)
	( 25 )	( 26 )	( 27 )	( 28 )	( 29 )	( 30 )
Range and quality of shops	1	1	1	1	1	1
Supermarket offer	2	2	2	2	2	2
Family entertainment facilities (i.e. cinema / bowling / bingo)	3	3	3	3	3	3
Food and drink offer	4	4	4	4	4	4
Range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc)	5	5	5	5	5	5
Cleanliness of shopping streets / centre	6	6	6	6	6	6
Personal safety / policing	7	7	7	7	7	7
Quality and overall appearance of buildings and landscaping	8	8	8	8	8	8
Shelter from weather	9	9	9	9	9	9
Pedestrian safety	A	A	A	A	A	A
Amount of car parking	B	B	B	B	B	B
Cost of car parking	C	C	C	C	C	C
Accessibility by bus	D	D	D	D	D	D
Cycle access / cycle parking	E	E	E	E	E	E
Ease of movement around the centre on foot	F	F	F	F	F	F
Access for people with mobility / hearing / sight difficulties	G	G	G	G	G	G
<i>Ask in Sunderland &amp; Houghton-le-Spring only</i> Location of car parks	H	H	H	H	H	H
<i>Ask in Sunderland only</i> The Transport Interchange	I	I	I	I	I	I

ASK ALL SHOWCARD 'C'

- Q.14 When visiting .....(NAME OF CENTRE) how often do you combine shopping with visits to services (for financial, legal, personal or health purposes), or with visits to eating and drinking outlets, or other leisure facilities?

ONE ANSWER ONLY

	( 31 )
Almost always	1
Quite often	2
<u>Sometimes</u>	<u>3</u>
Rarely	4
Never	5
(Don't know / couldn't say)	6

ASK ALL

Q.15 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months (including problems related to old age)?

READ OUT ONE ANSWER ONLY

- |                       |   |        |                    |
|-----------------------|---|--------|--------------------|
|                       |   | ( 32 ) |                    |
| Yes, limited a little | 1 |        | GO TO Q.16         |
| Yes, limited a lot    | 2 |        | GO TO Q.16         |
| No                    | 3 |        | GO TO RESP DETAILS |
| Rather not say        | 4 |        | GO TO RESP DETAILS |

---

IF 'YES' AT Q.15 ASK Q.16. OTHERS GO TO RESP DETAILS

Q.16 Does / do the health problem/s or disability/ies relate to:

READ OUT CAN BE MULTICODED

- |                         |   |        |  |
|-------------------------|---|--------|--|
|                         |   | ( 33 ) |  |
| Mobility                | 1 |        |  |
| Sight                   | 2 |        |  |
| <u>Hearing</u>          | 3 |        |  |
| Old age generally       | 4 |        |  |
| Other (PLEASE WRITE IN) | 5 |        |  |
| <hr/>                   |   |        |  |
| Rather not say          | 5 |        |  |

---

IF 'YES' AT Q.15 ASK Q.17. OTHERS GO TO RESP DETAILS

Q.17 Could you please describe any difficulties you have when visiting .....(NAME OF CENTRE) in relation to access to shops and services, movement around the centre, access to transport facilities, or any other issue that you may wish to highlight?

DO NOT PROMPT PROBE FULLY: Anything else ?

( 34 )

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IF ANY DIFFICULTIES RECORDED AT Q.17 ASK Q.18. OTHERS GO TO RESP DETAILS

Q.18 What improvements would you like to see in .....(NAME OF CENTRE) that you would most welcome that would help the problems you have just described?

CODE UP TO FIVE RESPONSES: DO NOT PROMPT

- |  |   |        |  |
|--|---|--------|--|
|  |   | ( 35 ) |  |
| Reduce amount of pavement clutter, such as A-boards or other obstructions              | 1 |        |  |
| Provide more pedestrian crossings  | 2 |        |  |
| <u>Better maintenance of pavements</u>   | 3 |        |  |
| Better signage within the centre   | 4 |        |  |
| More disabled parking  | 5 |        |  |
| <u>More dropped pavements to aid access by wheelchair</u>                              | 6 |        |  |
| Wider pavements / footpaths / walkways   | 7 |        |  |
| More lifts within shops / shopping centre  | 8 |        |  |
| <u>Ramped access within and at the entrance of shops</u>                               | 9 |        |  |
| More street / shop seating / seating in general  | A |        |  |
| More circulation space in shops  | B |        |  |
| More public / customer toilets, including disabled toilets and babychanging facilities | D |        |  |
| Other (PLEASE WRITE IN)  | E |        |  |
| <hr/>  |   |        |  |
| (Don't know / none mentioned)  | F |        |  |

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**RESPONDENT DETAILS**

**FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?**

**INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POST CODE:         TEL. NO. \_\_\_\_\_

**CLASSIFICATION**

<b>GENDER:</b>	( 36 )	<b>AGE GROUP:</b>	( 37 )
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6

**WHICH OF THE FOLLOWING BEST DESCRIBES THE CHIEF WAGE EARNER OF YOUR HOUSEHOLD'S CURRENT EMPLOYMENT SITUATION?**

	( 38 )
Working full time	1
Working part time	2
<u>Unemployed</u>	<u>3</u>
Retired	4
A housewife	5
<u>A student</u>	<u>6</u>
Other (PLEASE WRITE IN)	7
<hr/>	
(Refused)	8

**OCCUPATION OF CHIEF WAGE EARNER:** \_\_\_\_\_

	( 39 )
AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

<b>HOUSEHOLD COMPOSITION:</b>		<b>TIME OF INTERVIEW:</b>	( 40 )
Number of adults incl Resp:	..... ( 41 )	10.00 – 12.00	1
		12.01 – 14.00	2
No. of children 15 years and under:	..... ( 42 )	14.01 – 16.00	3
Number of cars in household:	..... ( 43 )		

<b>DAY OF INTERVIEW:</b>	( 44 )	<b>CENTRE:</b>	( 45 )	<b>LOCATION (SEE INSTR):</b>	( 46 )
Monday	1	Sunderland	1	Location 1	1
Tuesday	2	Washington	2	Location 2	2
<u>Wednesday</u>	<u>3</u>	Houghton-le-Spring	3	<u>Location 3</u>	<u>3</u>
Thursday	4			Location 4	4
Friday	5			Location 5	5
Saturday	6			<u>Location 6</u>	<u>6</u>
				Location 7	7

**DECLARATION:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

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# PEDESTRIAN SURVEY RESULTS

## (Unweighted)

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## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring						
<b>Q01 How did you travel to .....(NAME OF CENTRE) today?</b>																						
Car-driver	30.2%	166	34.0%	66	28.1%	100	22.9%	38	38.9%	70	28.4%	58	40.7%	83	24.0%	83	23.1%	58	43.9%	65	28.5%	43
Car-passenger	10.2%	56	10.3%	20	10.1%	36	10.2%	17	10.0%	18	10.3%	21	10.3%	21	10.1%	35	10.4%	26	10.8%	16	9.3%	14
Bus / coach	38.9%	214	32.0%	62	42.7%	152	41.0%	68	36.1%	65	39.7%	81	29.9%	61	44.2%	153	43.4%	109	31.1%	46	39.1%	59
Bicycle	0.4%	2	0.0%	0	0.6%	2	0.6%	1	0.0%	0	0.5%	1	1.0%	2	0.0%	0	0.4%	1	0.0%	0	0.7%	1
Train / Metro	2.7%	15	4.1%	8	2.0%	7	5.4%	9	1.7%	3	1.5%	3	3.9%	8	2.0%	7	6.0%	15	0.0%	0	0.0%	0
Taxi	1.5%	8	1.5%	3	1.4%	5	2.4%	4	0.0%	0	2.0%	4	1.5%	3	1.4%	5	2.0%	5	2.0%	3	0.0%	0
Walk	16.0%	88	17.5%	34	15.2%	54	17.5%	29	13.3%	24	17.2%	35	12.7%	26	17.9%	62	14.7%	37	11.5%	17	22.5%	34
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Base:		550		194		356		166		180		204		204		346		251		148		151

Mean score [Number of times per week]: 7 days a week = 7, 4 - 6 times a week = 5, 2 - 3 times a week = 2.5 Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Less than once a month = 0.1, First time today = 0

### Q02 How often do you visit .....(NAME OF CENTRE)?

7 days a week	8.0%	44	6.2%	12	9.0%	32	9.0%	15	3.9%	7	10.8%	22	3.9%	8	10.4%	36	5.6%	14	10.8%	16	9.3%	14
4-6 times a week	17.1%	94	17.5%	34	16.9%	60	18.1%	30	12.8%	23	20.1%	41	13.7%	28	19.1%	66	19.5%	49	14.2%	21	15.9%	24
2-3 times a week	36.9%	203	36.1%	70	37.4%	133	34.9%	58	39.4%	71	36.3%	74	38.2%	78	36.1%	125	36.7%	92	33.8%	50	40.4%	61
Once a week	19.1%	105	22.7%	44	17.1%	61	16.3%	27	22.8%	41	18.1%	37	20.6%	42	18.2%	63	17.1%	43	19.6%	29	21.9%	33
Once a fortnight	6.0%	33	4.1%	8	7.0%	25	7.2%	12	6.1%	11	4.9%	10	7.4%	15	5.2%	18	6.4%	16	6.1%	9	5.3%	8
Once a month	6.2%	34	7.2%	14	5.6%	20	7.8%	13	7.2%	13	3.9%	8	7.4%	15	5.5%	19	6.8%	17	6.8%	10	4.6%	7
Less than once a month	6.2%	34	5.7%	11	6.5%	23	6.0%	10	6.7%	12	5.9%	12	7.4%	15	5.5%	19	7.2%	18	8.8%	13	2.0%	3
First time today	0.4%	2	0.5%	1	0.3%	1	0.0%	0	1.1%	2	0.0%	0	1.0%	2	0.0%	0	0.4%	1	0.0%	0	0.7%	1
(Don't know)	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>Q03 What is the main reason for your visit to .....(NAME OF CENTRE) today?</b>																						
To buy food and groceries (not take-away/café/restaurant)	33.5%	184	29.4%	57	35.7%	127	21.1%	35	38.9%	70	38.7%	79	31.4%	64	34.7%	120	21.5%	54	35.8%	53	51.0%	77
To buy non-food goods such as clothes, shoes, jewellery, etc	22.4%	123	23.2%	45	21.9%	78	25.3%	42	21.1%	38	21.1%	43	23.5%	48	21.7%	75	25.5%	64	29.1%	43	10.6%	16
Window shopping / browsing	9.5%	52	12.4%	24	7.9%	28	11.4%	19	7.2%	13	9.8%	20	10.8%	22	8.7%	30	11.2%	28	11.5%	17	4.6%	7
To visit the Civic Centre / access Council services	1.5%	8	2.1%	4	1.1%	4	1.8%	3	1.7%	3	1.0%	2	0.5%	1	2.0%	7	1.6%	4	0.0%	0	2.6%	4
For financial, legal, personal or other services, (e.g. banks, solicitors, hairdressers, beauty parlours, post office, travel agent, estate agents etc	8.0%	44	11.9%	23	5.9%	21	7.2%	12	9.4%	17	7.4%	15	7.4%	15	8.4%	29	7.6%	19	6.8%	10	9.9%	15
To use a leisure facility such as a cinema / gym / dance class / children's play centre	2.2%	12	3.1%	6	1.7%	6	3.6%	6	1.7%	3	1.5%	3	2.0%	4	2.3%	8	2.0%	5	1.4%	2	3.3%	5
For drinks	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.6%	2	0.4%	1	0.7%	1	0.0%	0
To eat out (take-aways and restaurants)	3.1%	17	1.5%	3	3.9%	14	4.2%	7	3.3%	6	2.0%	4	3.9%	8	2.6%	9	4.8%	12	2.7%	4	0.7%	1
For work / business purposes	6.4%	35	4.6%	9	7.3%	26	9.0%	15	5.0%	9	5.4%	11	7.4%	15	5.8%	20	10.0%	25	2.7%	4	4.0%	6
To meet somebody	7.1%	39	6.2%	12	7.6%	27	9.0%	15	5.0%	9	7.4%	15	7.8%	16	6.6%	23	6.8%	17	8.1%	12	6.6%	10
To visit the library	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.6%	1	0.0%	0	0.5%	1	0.3%	1	0.4%	1	0.0%	0	0.7%	1
To use a health service (i.e.doctor, dentist, chiropody, physiotherapy etc.)	3.1%	17	3.1%	6	3.1%	11	3.0%	5	3.3%	6	2.9%	6	1.0%	2	4.3%	15	6.0%	15	1.4%	2	0.0%	0
To visit arts / cultural / tourism facilities	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0
To attend a place of worship or religious institution	0.5%	3	0.0%	0	0.8%	3	0.6%	1	0.6%	1	0.5%	1	1.0%	2	0.3%	1	0.4%	1	0.0%	0	1.3%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School / college / university	0.4%	2	0.0%	0	0.6%	2	1.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
To catch a bus	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(None)	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know)	1.3%	7	0.5%	1	1.7%	6	1.2%	2	2.2%	4	0.5%	1	1.0%	2	1.4%	5	0.4%	1	0.0%	0	4.0%	6
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>Q04 What do you like most about .....(NAME OF CENTRE)? [MR]</b>																						
<b>Access / Transport</b>																						
Near to home / convenient	49.5%	272	52.6%	102	47.8%	170	39.2%	65	54.4%	98	53.4%	109	46.6%	95	51.2%	177	38.6%	97	54.7%	81	62.3%	94
Parking is easy / car-friendly	6.0%	33	6.2%	12	5.9%	21	4.2%	7	10.6%	19	3.4%	7	6.9%	14	5.5%	19	4.4%	11	10.8%	16	4.0%	6
Parking is cheap / free	4.7%	26	5.2%	10	4.5%	16	4.2%	7	6.1%	11	3.9%	8	5.9%	12	4.0%	14	0.8%	2	12.2%	18	4.0%	6
Good accessibility by bus	7.1%	39	6.2%	12	7.6%	27	6.6%	11	5.6%	10	8.8%	18	9.3%	19	5.8%	20	5.2%	13	6.8%	10	10.6%	16
Pedestrian-friendly	2.0%	11	3.6%	7	1.1%	4	1.8%	3	3.3%	6	1.0%	2	2.9%	6	1.4%	5	1.6%	4	3.4%	5	1.3%	2
Ease of access for all (with pushchairs, wheelchairs, etc)	1.5%	8	0.5%	1	2.0%	7	1.2%	2	0.6%	1	2.5%	5	1.5%	3	1.4%	5	1.6%	4	1.4%	2	1.3%	2
The Transport Interchange and link to Metro (Sunderland only)	0.9%	5	2.1%	4	0.3%	1	1.8%	3	1.1%	2	0.0%	0	1.0%	2	0.9%	3	2.0%	5	0.0%	0	0.0%	0
<b>Environment</b>																						
Feels safe	6.4%	35	5.7%	11	6.7%	24	3.0%	5	10.0%	18	5.9%	12	4.4%	9	7.5%	26	5.2%	13	10.1%	15	4.6%	7
General cleanliness of shopping streets / shopping centre	5.1%	28	6.2%	12	4.5%	16	5.4%	9	6.7%	12	3.4%	7	7.4%	15	3.8%	13	2.8%	7	14.2%	21	0.0%	0
Nice street furniture / floral displays	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Nice busy feel	1.6%	9	2.1%	4	1.4%	5	2.4%	4	2.2%	4	0.5%	1	2.0%	4	1.4%	5	1.6%	4	3.4%	5	0.0%	0
Not too crowded	4.9%	27	5.7%	11	4.5%	16	5.4%	9	5.0%	9	4.4%	9	5.4%	11	4.6%	16	4.4%	11	6.1%	9	4.6%	7
Character / atmosphere	5.5%	30	6.7%	13	4.8%	17	4.2%	7	4.4%	8	7.4%	15	2.5%	5	7.2%	25	2.4%	6	12.2%	18	4.0%	6
Indoor nature of The Galleries (Washington only)	2.0%	11	2.1%	4	2.0%	7	0.0%	0	2.2%	4	3.4%	7	0.5%	1	2.9%	10	0.0%	0	7.4%	11	0.0%	0
<b>Leisure and Services</b>																						
Good range of places to eat and drink	10.4%	57	9.3%	18	11.0%	39	11.4%	19	11.1%	20	8.8%	18	8.3%	17	11.6%	40	6.4%	16	16.9%	25	10.6%	16
Good range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc)	1.3%	7	1.5%	3	1.1%	4	1.8%	3	1.1%	2	1.0%	2	0.5%	1	1.7%	6	1.6%	4	2.0%	3	0.0%	0
Good range of leisure facilities	2.4%	13	2.1%	4	2.5%	9	4.8%	8	2.2%	4	0.5%	1	2.9%	6	2.0%	7	3.2%	8	2.0%	3	1.3%	2
<b>Retail Offer</b>																						
Good choice / quality of independent shops	9.3%	51	9.3%	18	9.3%	33	13.9%	23	6.7%	12	7.8%	16	9.3%	19	9.2%	32	6.0%	15	16.9%	25	7.3%	11
Good choice / quality of non-food multiple stores (e.g. high street chains: Next, Dorothy Perkins etc.)	5.6%	31	4.6%	9	6.2%	22	7.2%	12	5.0%	9	4.9%	10	5.4%	11	5.8%	20	7.6%	19	8.1%	12	0.0%	0
Good choice / quality of foodstores	3.8%	21	2.1%	4	4.8%	17	3.0%	5	5.0%	9	3.4%	7	2.5%	5	4.6%	16	2.0%	5	4.7%	7	6.0%	9

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland		Washington		Houghton-Le-Spring		
Quality of shops in general	5.1%	28	4.1%	8	5.6%	20	6.0%	10	3.9%	7	5.4%	11	3.9%	8	5.8%	20	3.2%	8	8.1%	12	5.3%	8
Specified shops (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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>Other</b>																						
I like everything about the City / Town / Centre	3.6%	20	4.6%	9	3.1%	11	2.4%	4	2.2%	4	5.9%	12	2.5%	5	4.3%	15	5.2%	13	2.7%	4	2.0%	3
No opinion / Nothing in particular	13.6%	75	13.9%	27	13.5%	48	13.3%	22	11.7%	21	15.7%	32	14.2%	29	13.3%	46	21.1%	53	8.1%	12	6.6%	10
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 & M Bargains	1.6%	9	1.0%	2	2.0%	7	2.4%	4	0.6%	1	2.0%	4	2.0%	4	1.4%	5	0.0%	0	0.0%	0	6.0%	9
Compact	1.5%	8	1.5%	3	1.4%	5	1.8%	3	0.6%	1	2.0%	4	2.0%	4	1.2%	4	2.4%	6	0.7%	1	0.7%	1
Familiarity	1.1%	6	0.5%	1	1.4%	5	1.2%	2	0.0%	0	2.0%	4	0.0%	0	1.7%	6	0.8%	2	0.0%	0	2.6%	4
Friendly people	2.7%	15	1.5%	3	3.4%	12	1.8%	3	2.2%	4	3.9%	8	2.5%	5	2.9%	10	4.0%	10	0.0%	0	3.3%	5
Good market	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Heron Foods	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.0%	0	0.5%	1	0.5%	1	0.3%	1	0.0%	0	0.0%	0	1.3%	2
Marks & Spencer	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.5%	1	0.3%	1	0.4%	1	0.7%	1	0.0%	0
Peppercorn Café	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.3%	2
Sainsbury's	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Subway	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
The Bridges	1.8%	10	1.0%	2	2.2%	8	2.4%	4	1.7%	3	1.5%	3	3.9%	8	0.6%	2	4.0%	10	0.0%	0	0.0%	0
Undercover	0.9%	5	0.5%	1	1.1%	4	1.2%	2	0.6%	1	1.0%	2	0.5%	1	1.2%	4	1.2%	3	1.4%	2	0.0%	0
(Don't know)	0.9%	5	0.5%	1	1.1%	4	1.2%	2	1.7%	3	0.0%	0	1.0%	2	0.9%	3	1.6%	4	0.0%	0	0.7%	1
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>Q05 What do you dislike most about .....(NAME OF CENTRE)? [MR]</b>																						
<b>Access / Transport</b>																						
Pedestrian-vehicular conflict	1.5%	8	1.5%	3	1.4%	5	0.6%	1	1.7%	3	2.0%	4	1.5%	3	1.4%	5	0.4%	1	0.7%	1	4.0%	6
Uneven / poorly maintained pavements	0.7%	4	0.5%	1	0.8%	3	0.6%	1	1.1%	2	0.5%	1	1.5%	3	0.3%	1	1.6%	4	0.0%	0	0.0%	0
Pavement clutter, e.g. A-boards or other obstructions	0.5%	3	1.0%	2	0.3%	1	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.9%	3	0.8%	2	0.0%	0	0.7%	1
Difficulties in parking / busyness of car parks / not car-friendly	4.0%	22	5.2%	10	3.4%	12	4.2%	7	4.4%	8	3.4%	7	5.9%	12	2.9%	10	2.8%	7	6.8%	10	3.3%	5
Location of car parks	1.3%	7	1.5%	3	1.1%	4	1.2%	2	1.1%	2	1.5%	3	2.0%	4	0.9%	3	2.0%	5	0.0%	0	1.3%	2
Expensive parking	1.3%	7	1.0%	2	1.4%	5	1.8%	3	1.7%	3	0.5%	1	2.5%	5	0.6%	2	2.8%	7	0.0%	0	0.0%	0
Poor accessibility by bus	0.5%	3	1.0%	2	0.3%	1	0.6%	1	1.1%	2	0.0%	0	1.0%	2	0.3%	1	1.2%	3	0.0%	0	0.0%	0
Difficulties moving around the centre with pushchairs, wheelchairs, etc	1.6%	9	2.6%	5	1.1%	4	1.2%	2	0.6%	1	2.9%	6	1.5%	3	1.7%	6	0.8%	2	2.0%	3	2.6%	4
<b>Environment</b>																						
Dirty streets / car parks / footpaths	10.4%	57	13.9%	27	8.4%	30	6.6%	11	13.9%	25	10.3%	21	9.3%	19	11.0%	38	14.3%	36	0.7%	1	13.2%	20
Feels unsafe	1.1%	6	2.6%	5	0.3%	1	1.2%	2	0.6%	1	1.5%	3	0.5%	1	1.4%	5	0.8%	2	0.0%	0	2.6%	4
Not family friendly	0.9%	5	1.5%	3	0.6%	2	0.6%	1	0.0%	0	2.0%	4	1.0%	2	0.9%	3	0.8%	2	0.7%	1	1.3%	2
Lack of street furniture / floral displays	2.4%	13	4.1%	8	1.4%	5	0.0%	0	3.3%	6	3.4%	7	3.4%	7	1.7%	6	3.2%	8	0.7%	1	2.6%	4
Not busy enough	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.0%	0	0.5%	1	0.5%	1	0.3%	1	0.8%	2	0.0%	0	0.0%	0
Overcrowded	1.8%	10	0.5%	1	2.5%	9	3.0%	5	2.2%	4	0.5%	1	1.0%	2	2.3%	8	1.6%	4	2.7%	4	1.3%	2
Too inward looking / too many blank facades	1.8%	10	2.1%	4	1.7%	6	1.8%	3	1.1%	2	2.5%	5	0.0%	0	2.9%	10	3.2%	8	0.0%	0	1.3%	2
<b>Leisure and Services</b>																						
Inadequate range of places to eat and drink	1.6%	9	1.0%	2	2.0%	7	3.0%	5	1.7%	3	0.5%	1	1.0%	2	2.0%	7	2.0%	5	0.7%	1	2.0%	3
Inadequate range of financial and personal services	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Inadequate range of leisure facilities	0.9%	5	0.5%	1	1.1%	4	1.2%	2	0.6%	1	1.0%	2	0.5%	1	1.2%	4	2.0%	5	0.0%	0	0.0%	0
Absence of outdoor play areas for children	1.6%	9	0.0%	0	2.5%	9	3.6%	6	1.1%	2	0.5%	1	1.5%	3	1.7%	6	2.8%	7	0.0%	0	1.3%	2
<b>Retail Offer</b>																						
Lack of choice / poor quality of independent shops	12.2%	67	11.3%	22	12.6%	45	13.9%	23	11.1%	20	11.8%	24	9.8%	20	13.6%	47	17.9%	45	6.1%	9	8.6%	13
Lack of choice / poor quality of non-food multiple stores / high street chains like Next	9.1%	50	7.7%	15	9.8%	35	11.4%	19	6.1%	11	9.8%	20	8.3%	17	9.5%	33	11.6%	29	4.1%	6	9.9%	15
Lack of choice / poor quality of supermarkets	4.5%	25	7.2%	14	3.1%	11	4.2%	7	3.9%	7	5.4%	11	4.4%	9	4.6%	16	4.0%	10	3.4%	5	6.6%	10

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland		Washington		Houghton-Le-Spring		
Lack of a larger supermarket	4.4%	24	3.1%	6	5.1%	18	1.8%	3	5.6%	10	5.4%	11	3.4%	7	4.9%	17	0.8%	2	1.4%	2	13.2%	20
Shops too small / small range of goods in stock	1.8%	10	1.5%	3	2.0%	7	1.8%	3	2.8%	5	1.0%	2	2.9%	6	1.2%	4	2.0%	5	0.0%	0	3.3%	5
Choice / quality of shops in general is inadequate	6.0%	33	9.8%	19	3.9%	14	6.6%	11	6.7%	12	4.9%	10	10.3%	21	3.5%	12	4.4%	11	2.0%	3	12.6%	19
Specified shops absent (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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>Other</b>																						
I dislike everything about the City / Town / Centre	1.8%	10	4.1%	8	0.6%	2	1.2%	2	2.2%	4	2.0%	4	1.0%	2	2.3%	8	3.2%	8	0.0%	0	1.3%	2
No opinion / Nothing in particular	38.9%	214	36.1%	70	40.4%	144	41.0%	68	36.7%	66	39.2%	80	35.8%	73	40.8%	141	33.1%	83	58.1%	86	29.8%	45
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 public toilets	2.0%	11	1.5%	3	2.2%	8	0.6%	1	1.7%	3	3.4%	7	2.0%	4	2.0%	7	0.4%	1	3.4%	5	3.3%	5
Lack of seating	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Lifts / escalators often out of order	0.9%	5	0.5%	1	1.1%	4	0.6%	1	0.6%	1	1.5%	3	0.5%	1	1.2%	4	0.0%	0	3.4%	5	0.0%	0
Marks & Spencer	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.4%	1	0.7%	1	0.0%	0
Not undercover	0.5%	3	0.5%	1	0.6%	2	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.9%	3	0.4%	1	0.0%	0	1.3%	2
Poor market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0
The Galleries	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.5%	1	0.3%	1	0.0%	0	1.4%	2	0.0%	0
The tip	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.1%	2	1.0%	2	0.5%	1	0.9%	3	0.0%	0	0.0%	0	2.6%	4
Too hot	0.5%	3	0.5%	1	0.6%	2	0.6%	1	0.6%	1	0.5%	1	0.5%	1	0.6%	2	0.0%	0	2.0%	3	0.0%	0
Too many charity shops	2.7%	15	1.5%	3	3.4%	12	1.8%	3	2.8%	5	3.4%	7	2.9%	6	2.6%	9	4.4%	11	0.7%	1	2.0%	3
Too many fast food shops	1.3%	7	0.0%	0	2.0%	7	2.4%	4	1.7%	3	0.0%	0	1.0%	2	1.4%	5	1.2%	3	0.7%	1	2.0%	3
Too many vacant shops	4.9%	27	4.1%	8	5.3%	19	4.8%	8	3.9%	7	5.9%	12	5.9%	12	4.3%	15	9.6%	24	0.0%	0	2.0%	3
Unappealing / rundown	2.5%	14	3.1%	6	2.2%	8	2.4%	4	3.9%	7	1.5%	3	3.9%	8	1.7%	6	4.4%	11	1.4%	2	0.7%	1
Undersireables	2.9%	16	3.1%	6	2.8%	10	3.6%	6	2.2%	4	2.9%	6	3.4%	7	2.6%	9	2.4%	6	4.1%	6	2.6%	4
WHSmith	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>Q06 How could .....(NAME OF CENTRE) best be improved? [MR]</b>																						
<b>Access / Transport</b>																						
More parking / make more car-friendly	5.6%	31	7.7%	15	4.5%	16	4.8%	8	5.6%	10	6.4%	13	6.4%	13	5.2%	18	4.8%	12	7.4%	11	5.3%	8
More disabled parking	1.3%	7	2.1%	4	0.8%	3	1.8%	3	0.6%	1	1.5%	3	2.0%	4	0.9%	3	1.6%	4	2.0%	3	0.0%	0
Cheaper parking	1.5%	8	1.0%	2	1.7%	6	1.8%	3	1.7%	3	1.0%	2	2.0%	4	1.2%	4	2.8%	7	0.0%	0	0.7%	1
Better bus services to / from and within the Centre	0.9%	5	0.5%	1	1.1%	4	1.8%	3	0.6%	1	0.5%	1	0.5%	1	1.2%	4	2.0%	5	0.0%	0	0.0%	0
Make more pedestrian-friendly	3.6%	20	5.2%	10	2.8%	10	3.0%	5	1.1%	2	6.4%	13	4.4%	9	3.2%	11	2.8%	7	0.0%	0	8.6%	13
More dropped pavements to ease access for wheelchairs / pushchairs, etc	1.1%	6	1.0%	2	1.1%	4	0.6%	1	0.6%	1	2.0%	4	2.0%	4	0.6%	2	0.8%	2	0.7%	1	2.0%	3
Better maintenance of pavements / footpaths	2.2%	12	2.6%	5	2.0%	7	1.8%	3	2.2%	4	2.5%	5	0.5%	1	3.2%	11	2.8%	7	0.7%	1	2.6%	4
<b>Environment</b>																						
Improve appearance of the buildings and landscaping	11.8%	65	14.9%	29	10.1%	36	10.2%	17	11.7%	21	13.2%	27	12.7%	26	11.3%	39	16.7%	42	1.4%	2	13.9%	21
Remove litter / clean streets more often	8.9%	49	10.3%	20	8.1%	29	5.4%	9	11.7%	21	9.3%	19	7.4%	15	9.8%	34	13.1%	33	0.7%	1	9.9%	15
Improve street furniture / floral displays	1.8%	10	2.6%	5	1.4%	5	0.6%	1	1.7%	3	2.9%	6	2.0%	4	1.7%	6	2.0%	5	0.7%	1	2.6%	4
Improve security measures / policing	1.3%	7	2.6%	5	0.6%	2	1.2%	2	1.7%	3	1.0%	2	1.0%	2	1.4%	5	1.2%	3	0.7%	1	2.0%	3
More shelter from wind / rain	1.3%	7	1.0%	2	1.4%	5	1.2%	2	0.6%	1	2.0%	4	0.5%	1	1.7%	6	1.2%	3	2.7%	4	0.0%	0
<b>Leisure and Services</b>																						
Improve range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc)	1.3%	7	2.1%	4	0.8%	3	1.2%	2	1.7%	3	1.0%	2	0.0%	0	2.0%	7	1.6%	4	1.4%	2	0.7%	1
Improve range of health services, e.g. doctors / dentists, chiropody, etc	0.5%	3	1.5%	3	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.9%	3	1.2%	3	0.0%	0	0.0%	0
More outdoor play areas for children	2.9%	16	2.1%	4	3.4%	12	4.8%	8	2.8%	5	1.5%	3	2.0%	4	3.5%	12	4.8%	12	0.7%	1	2.0%	3
More / better eating and drinking facilities	3.5%	19	4.1%	8	3.1%	11	6.6%	11	2.8%	5	1.5%	3	3.9%	8	3.2%	11	6.0%	15	2.0%	3	0.7%	1
More / better leisure facilities	2.5%	14	1.0%	2	3.4%	12	3.0%	5	3.3%	6	1.5%	3	1.0%	2	3.5%	12	4.8%	12	0.7%	1	0.7%	1
Specific leisure facility (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice / quality of independent shops	18.2%	100	17.5%	34	18.5%	66	21.7%	36	19.4%	35	14.2%	29	19.1%	39	17.6%	61	26.3%	66	10.1%	15	12.6%	19
More non-food multiple	11.1%	61	10.8%	21	11.2%	40	12.7%	21	10.0%	18	10.8%	22	11.3%	23	11.0%	38	16.7%	42	6.8%	10	6.0%	9



## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
stores / high street chains like Next, etc																						
Bigger / better supermarket Retail Offer	9.1%	50	6.2%	12	10.7%	38	6.6%	11	10.6%	19	9.8%	20	8.3%	17	9.5%	33	1.6%	4	2.0%	3	28.5%	43
Better choice / quality of shops in general	13.1%	72	16.0%	31	11.5%	41	12.7%	21	12.8%	23	13.7%	28	14.2%	29	12.4%	43	12.4%	31	7.4%	11	19.9%	30
Specified shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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>Other</b>																						
Don't know / None mentioned	30.4%	167	30.4%	59	30.3%	108	28.9%	48	29.4%	53	32.4%	66	28.9%	59	31.2%	108	24.3%	61	48.6%	72	22.5%	34
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 decent market	0.7%	4	1.0%	2	0.6%	2	0.6%	1	0.6%	1	1.0%	2	0.5%	1	0.9%	3	1.6%	4	0.0%	0	0.0%	0
Adapt the Vaux site	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.8%	2	0.0%	0	0.0%	0
Aldi	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Christmas markets	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Fill the vacant shops	3.1%	17	2.1%	4	3.7%	13	1.8%	3	3.3%	6	3.9%	8	3.9%	8	2.6%	9	5.6%	14	0.7%	1	1.3%	2
Improve the condition of the roads	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.6%	2	0.4%	1	0.0%	0	0.7%	1
Lidl	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Lifts / escalators working all of the time	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.6%	2	0.0%	0	1.4%	2	0.0%	0
Make undercover	1.1%	6	0.5%	1	1.4%	5	0.6%	1	0.6%	1	2.0%	4	0.5%	1	1.4%	5	1.6%	4	0.7%	1	0.7%	1
More public toilets	3.5%	19	2.1%	4	4.2%	15	2.4%	4	1.1%	2	6.4%	13	2.9%	6	3.8%	13	1.2%	3	4.7%	7	6.0%	9
More seating	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
New Look	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Next	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Primark	1.1%	6	0.0%	0	1.7%	6	2.4%	4	0.6%	1	0.5%	1	1.0%	2	1.2%	4	0.0%	0	2.7%	4	1.3%	2
Regenerate more areas	2.5%	14	4.1%	8	1.7%	6	3.6%	6	2.2%	4	2.0%	4	3.4%	7	2.0%	7	5.6%	14	0.0%	0	0.0%	0
Remove the tip	1.5%	8	1.0%	2	1.7%	6	0.6%	1	2.2%	4	1.5%	3	0.5%	1	2.0%	7	0.8%	2	0.0%	0	4.0%	6
Remove the undesirable people	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.6%	1	0.0%	0	0.5%	1	0.3%	1	0.4%	1	0.0%	0	0.7%	1
Turn the heating down	0.5%	3	0.5%	1	0.6%	2	0.6%	1	0.6%	1	0.5%	1	0.5%	1	0.6%	2	0.0%	0	2.0%	3	0.0%	0
WHSmith	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Zara	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Base:		550		194		356		166		180		204		204		346		251		148		151

### Q07 Are there any types of food shops that you feel .....(NAME OF CENTRE) is lacking in?

Yes	34.2%	188	30.9%	60	36.0%	128	30.7%	51	38.9%	70	32.8%	67	34.8%	71	33.8%	117	26.7%	67	21.6%	32	58.9%	89
No	55.3%	304	57.7%	112	53.9%	192	55.4%	92	52.2%	94	57.8%	118	50.5%	103	58.1%	201	58.2%	146	71.6%	106	34.4%	52
(Don't know)	10.5%	58	11.3%	22	10.1%	36	13.9%	23	8.9%	16	9.3%	19	14.7%	30	8.1%	28	15.1%	38	6.8%	10	6.6%	10
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring
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**Q08 What type of food shop/s do you think .....(NAME OF CENTRE) is lacking in, e.g. butchers, or is there a specific foodstore you would like to see in .....(NAME OF CENTRE)?**

*Those who said yes at Q07*

A food market	4.3%	8	6.7%	4	3.1%	4	3.9%	2	4.3%	3	4.5%	3	4.2%	3	4.3%	5	10.4%	7	0.0%	0	1.1%	1
Aldi	12.8%	24	13.3%	8	12.5%	16	5.9%	3	17.1%	12	13.4%	9	5.6%	4	17.1%	20	4.5%	3	18.8%	6	16.9%	15
Asda	19.7%	37	20.0%	12	19.5%	25	17.6%	9	11.4%	8	29.9%	20	12.7%	9	23.9%	28	19.4%	13	0.0%	0	27.0%	24
Butchers	2.7%	5	1.7%	1	3.1%	4	5.9%	3	1.4%	1	1.5%	1	5.6%	4	0.9%	1	7.5%	5	0.0%	0	0.0%	0
Co-op	3.7%	7	0.0%	0	5.5%	7	0.0%	0	5.7%	4	4.5%	3	2.8%	2	4.3%	5	0.0%	0	0.0%	0	7.9%	7
Delicatessen	4.3%	8	5.0%	3	3.9%	5	3.9%	2	5.7%	4	3.0%	2	5.6%	4	3.4%	4	7.5%	5	0.0%	0	3.4%	3
Fresh food shops	1.1%	2	0.0%	0	1.6%	2	3.9%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	2.2%	2
Greengrocers	3.7%	7	3.3%	2	3.9%	5	3.9%	2	7.1%	5	0.0%	0	5.6%	4	2.6%	3	6.0%	4	6.3%	2	1.1%	1
Jacket potato shop	1.1%	2	0.0%	0	1.6%	2	0.0%	0	1.4%	1	1.5%	1	1.4%	1	0.9%	1	0.0%	0	6.3%	2	0.0%	0
Lidl	5.9%	11	8.3%	5	4.7%	6	5.9%	3	2.9%	2	9.0%	6	4.2%	3	6.8%	8	1.5%	1	12.5%	4	6.7%	6
Local produce stores	2.1%	4	5.0%	3	0.8%	1	2.0%	1	4.3%	3	0.0%	0	1.4%	1	2.6%	3	6.0%	4	0.0%	0	0.0%	0
Marks and Spencer	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	1	0.0%	0	3.1%	1	0.0%	0
More choice of supermarket	20.7%	39	21.7%	13	20.3%	26	19.6%	10	22.9%	16	19.4%	13	29.6%	21	15.4%	18	13.4%	9	0.0%	0	33.7%	30
More takeaway / fast food shops	6.4%	12	6.7%	4	6.3%	8	15.7%	8	4.3%	3	1.5%	1	7.0%	5	6.0%	7	13.4%	9	6.3%	2	1.1%	1
Morrisons	15.4%	29	11.7%	7	17.2%	22	13.7%	7	11.4%	8	20.9%	14	9.9%	7	18.8%	22	10.4%	7	25.0%	8	15.7%	14
Restaurants	4.3%	8	3.3%	2	4.7%	6	7.8%	4	2.9%	2	3.0%	2	4.2%	3	4.3%	5	6.0%	4	12.5%	4	0.0%	0
Sainsbury's	1.1%	2	0.0%	0	1.6%	2	2.0%	1	0.0%	0	1.5%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Specialised food shops eg Chinese, Mexican	3.7%	7	6.7%	4	2.3%	3	7.8%	4	2.9%	2	1.5%	1	7.0%	5	1.7%	2	7.5%	5	6.3%	2	0.0%	0
Tesco	6.9%	13	3.3%	2	8.6%	11	3.9%	2	7.1%	5	9.0%	6	4.2%	3	8.5%	10	6.0%	4	12.5%	4	5.6%	5
Waitrose	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Base:		188		60		128		51		70		67		71		117		67		32		89

**Q09 Are there any types of non-food shops that you feel .....(NAME OF CENTRE) is lacking in?**

Yes	44.9%	247	41.2%	80	46.9%	167	48.8%	81	45.6%	82	41.2%	84	45.1%	92	44.8%	155	42.6%	107	45.9%	68	47.7%	72
No	46.7%	257	50.0%	97	44.9%	160	42.8%	71	47.2%	85	49.5%	101	44.1%	90	48.3%	167	46.6%	117	50.7%	75	43.0%	65
(Don't know)	8.4%	46	8.8%	17	8.1%	29	8.4%	14	7.2%	13	9.3%	19	10.8%	22	6.9%	24	10.8%	27	3.4%	5	9.3%	14
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland	Washington	Houghton-Le-Spring				
<b>Q10 What type of non-food shop/s do you think .....(NAME OF CENTRE) is lacking in, e.g. women's fashion, or is there a specific non-food shop that you would like to see in .....(NAME OF CENTRE)?</b> <i>Those who said yes at Q09</i>																						
B&M Bargains	2.4%	6	2.5%	2	2.4%	4	4.9%	4	2.4%	2	0.0%	0	1.1%	1	3.2%	5	1.9%	2	5.9%	4	0.0%	0
BHS	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	1.5%	1	0.0%	0
Bon Marche	0.8%	2	0.0%	0	1.2%	2	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.8%	2
Childrens clothes shops	5.3%	13	1.3%	1	7.2%	12	6.2%	5	7.3%	6	2.4%	2	4.3%	4	5.8%	9	10.3%	11	1.5%	1	1.4%	1
Clothing shops in general	10.1%	25	10.0%	8	10.2%	17	11.1%	9	11.0%	9	8.3%	7	13.0%	12	8.4%	13	11.2%	12	11.8%	8	6.9%	5
Craft shops	2.4%	6	2.5%	2	2.4%	4	1.2%	1	2.4%	2	3.6%	3	2.2%	2	2.6%	4	2.8%	3	1.5%	1	2.8%	2
Debenhams	2.4%	6	0.0%	0	3.6%	6	0.0%	0	2.4%	2	4.8%	4	1.1%	1	3.2%	5	0.0%	0	8.8%	6	0.0%	0
Department store	9.7%	24	10.0%	8	9.6%	16	3.7%	3	11.0%	9	14.3%	12	12.0%	11	8.4%	13	21.5%	23	1.5%	1	0.0%	0
Designer clothes shops	2.0%	5	2.5%	2	1.8%	3	0.0%	0	6.1%	5	0.0%	0	1.1%	1	2.6%	4	3.7%	4	0.0%	0	1.4%	1
Dorothy Perkins	0.4%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1
Electrical shop	5.7%	14	12.5%	10	2.4%	4	3.7%	3	7.3%	6	6.0%	5	5.4%	5	5.8%	9	5.6%	6	0.0%	0	11.1%	8
Ethnic shops	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0
Furniture shop	0.4%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Gift shops	3.6%	9	5.0%	4	3.0%	5	7.4%	6	1.2%	1	2.4%	2	2.2%	2	4.5%	7	2.8%	3	5.9%	4	2.8%	2
Hardware shop	6.1%	15	11.3%	9	3.6%	6	2.5%	2	6.1%	5	9.5%	8	5.4%	5	6.5%	10	0.9%	1	1.5%	1	18.1%	13
Health food shop	0.8%	2	0.0%	0	1.2%	2	1.2%	1	1.2%	1	0.0%	0	1.1%	1	0.6%	1	0.9%	1	0.0%	0	1.4%	1
HMV	0.8%	2	1.3%	1	0.6%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	2.8%	2
Independent retailers	4.9%	12	5.0%	4	4.8%	8	1.2%	1	4.9%	4	8.3%	7	5.4%	5	4.5%	7	10.3%	11	1.5%	1	0.0%	0
Jewellers	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1
Ladies clothes shops	9.7%	24	2.5%	2	13.2%	22	8.6%	7	9.8%	8	10.7%	9	13.0%	12	7.7%	12	12.2%	13	0.0%	0	15.3%	11
Laura Ashley	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Market	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.9%	1	0.0%	0	0.0%	0
Marks & Spencer	2.4%	6	0.0%	0	3.6%	6	1.2%	1	1.2%	1	4.8%	4	2.2%	2	2.6%	4	0.0%	0	7.4%	5	1.4%	1
Matalan	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1	0.0%	0	1.5%	1	0.0%	0
Mens clothes shops	9.3%	23	20.0%	16	4.2%	7	9.9%	8	8.5%	7	9.5%	8	12.0%	11	7.7%	12	4.7%	5	10.3%	7	15.3%	11
Music shop	1.6%	4	3.8%	3	0.6%	1	1.2%	1	1.2%	1	2.4%	2	2.2%	2	1.3%	2	0.9%	1	0.0%	0	4.2%	3
Newsagent	0.8%	2	2.5%	2	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.1%	1	0.6%	1	0.9%	1	1.5%	1	0.0%	0
Next	1.2%	3	2.5%	2	0.6%	1	1.2%	1	2.4%	2	0.0%	0	2.2%	2	0.6%	1	0.0%	0	1.5%	1	2.8%	2
Primark	14.2%	35	8.8%	7	16.8%	28	17.3%	14	19.5%	16	6.0%	5	6.5%	6	18.7%	29	0.0%	0	39.7%	27	11.1%	8
River Island	3.6%	9	0.0%	0	5.4%	9	7.4%	6	3.7%	3	0.0%	0	3.3%	3	3.9%	6	0.0%	0	8.8%	6	4.2%	3
Shoe shop	11.7%	29	8.8%	7	13.2%	22	6.2%	5	9.8%	8	19.0%	16	12.0%	11	11.6%	18	5.6%	6	4.4%	3	27.8%	20
Sports shop	0.8%	2	2.5%	2	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.1%	1	0.6%	1	0.0%	0	0.0%	0	2.8%	2
Top Shop	1.2%	3	1.3%	1	1.2%	2	2.5%	2	1.2%	1	0.0%	0	2.2%	2	0.6%	1	0.9%	1	1.5%	1	1.4%	1
Toy shop	1.2%	3	0.0%	0	1.8%	3	1.2%	1	2.4%	2	0.0%	0	2.2%	2	0.6%	1	1.9%	2	1.5%	1	0.0%	0
WHSmith	2.0%	5	2.5%	2	1.8%	3	1.2%	1	1.2%	1	3.6%	3	2.2%	2	1.9%	3	3.7%	4	1.5%	1	0.0%	0
Wilko	0.4%	1	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1
Zara	2.8%	7	0.0%	0	4.2%	7	7.4%	6	1.2%	1	0.0%	0	5.4%	5	1.3%	2	6.5%	7	0.0%	0	0.0%	0
Base:		247		80		167		81		82		84		92		155		107		68		72

# Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>Q11 Are there any leisure facilities that you feel .....(NAME OF CENTRE) is lacking in?</b>																						
Yes	22.9%	126	22.7%	44	23.0%	82	33.1%	55	22.2%	40	15.2%	31	21.1%	43	24.0%	83	37.8%	95	9.5%	14	11.3%	17
No	59.1%	325	60.3%	117	58.4%	208	50.6%	84	58.3%	105	66.7%	136	59.3%	121	59.0%	204	44.6%	112	82.4%	122	60.3%	91
(Don't know)	18.0%	99	17.0%	33	18.5%	66	16.3%	27	19.4%	35	18.1%	37	19.6%	40	17.1%	59	17.5%	44	8.1%	12	28.5%	43
Base:		550		194		356		166		180		204		204		346		251		148		151

## Q12 What type of leisure facilities do you think .....(NAME OF CENTRE) is lacking in?

*Those who said yes at Q11*

A leisure centre	43.7%	55	61.4%	27	34.1%	28	32.7%	18	47.5%	19	58.1%	18	30.2%	13	50.6%	42	56.8%	54	0.0%	0	5.9%	1
Activities for elderly	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Cafes / restaurants	3.2%	4	4.5%	2	2.4%	2	3.6%	2	2.5%	1	3.2%	1	4.7%	2	2.4%	2	0.0%	0	21.4%	3	5.9%	1
Childrens activities / youth club	9.5%	12	4.5%	2	12.2%	10	14.5%	8	5.0%	2	6.5%	2	9.3%	4	9.6%	8	7.4%	7	14.3%	2	17.6%	3
Cinema	5.6%	7	0.0%	0	8.5%	7	3.6%	2	7.5%	3	6.5%	2	4.7%	2	6.0%	5	0.0%	0	50.0%	7	0.0%	0
Gym	2.4%	3	0.0%	0	3.7%	3	3.6%	2	2.5%	1	0.0%	0	4.7%	2	1.2%	1	3.2%	3	0.0%	0	0.0%	0
Ice rink	8.7%	11	6.8%	3	9.8%	8	5.5%	3	12.5%	5	9.7%	3	7.0%	3	9.6%	8	11.6%	11	0.0%	0	0.0%	0
Music venues	2.4%	3	4.5%	2	1.2%	1	3.6%	2	0.0%	0	3.2%	1	2.3%	1	2.4%	2	3.2%	3	0.0%	0	0.0%	0
Nicer pubs	1.6%	2	2.3%	1	1.2%	1	0.0%	0	2.5%	1	3.2%	1	0.0%	0	2.4%	2	0.0%	0	7.1%	1	5.9%	1
Snooker club	0.8%	1	2.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Soft play area	6.3%	8	0.0%	0	9.8%	8	10.9%	6	2.5%	1	3.2%	1	9.3%	4	4.8%	4	7.4%	7	0.0%	0	5.9%	1
Squash court	0.8%	1	2.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Swimming pool	23.8%	30	20.5%	9	25.6%	21	23.6%	13	30.0%	12	16.1%	5	32.6%	14	19.3%	16	20.0%	19	7.1%	1	58.8%	10
Base:		126		44		82		55		40		31		43		83		95		14		17

Mean score [Very dissatisfied=1|Quite dissatisfied=2|Neither=3|Quite satisfied=4|Very satisfied=5|(Don't know / N/A=-99)]

## Q13 Please could you let me know how satisfied or dissatisfied you are using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, in relation to the following characteristics of .....(NAME OF CENTRE)

### Range and quality of shops

Very dissatisfied	7.6%	42	7.7%	15	7.6%	27	5.4%	9	8.9%	16	8.3%	17	8.8%	18	6.9%	24	8.8%	22	2.0%	3	11.3%	17
Quite dissatisfied	19.5%	107	19.6%	38	19.4%	69	23.5%	39	17.2%	31	18.1%	37	18.1%	37	20.2%	70	23.1%	58	6.8%	10	25.8%	39
Neither	13.5%	74	11.3%	22	14.6%	52	16.3%	27	16.1%	29	8.8%	18	16.7%	34	11.6%	40	17.9%	45	8.1%	12	11.3%	17
Quite satisfied	46.5%	256	47.4%	92	46.1%	164	46.4%	77	47.8%	86	45.6%	93	46.6%	95	46.5%	161	43.0%	108	51.4%	76	47.7%	72
Very satisfied	11.1%	61	11.9%	23	10.7%	38	7.2%	12	8.9%	16	16.2%	33	8.8%	18	12.4%	43	5.6%	14	29.7%	44	2.0%	3
(Don't know / N/A)	1.8%	10	2.1%	4	1.7%	6	1.2%	2	1.1%	2	2.9%	6	1.0%	2	2.3%	8	1.6%	4	2.0%	3	2.0%	3
Mean:		3.35		3.37		3.33		3.27		3.31		3.44		3.29		3.38		3.14		4.02		3.03
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland	Washington	Houghton-Le-Spring				
<b>Supermarket offer</b>																						
Very dissatisfied	9.8%	54	8.8%	17	10.4%	37	6.0%	10	8.9%	16	13.7%	28	8.8%	18	10.4%	36	7.6%	19	0.7%	1	22.5%	34
Quite dissatisfied	21.6%	119	20.1%	39	22.5%	80	24.7%	41	23.3%	42	17.6%	36	24.0%	49	20.2%	70	23.1%	58	5.4%	8	35.1%	53
Neither	10.7%	59	14.9%	29	8.4%	30	14.5%	24	11.7%	21	6.9%	14	12.3%	25	9.8%	34	15.9%	40	6.1%	9	6.6%	10
Quite satisfied	37.8%	208	36.1%	70	38.8%	138	39.2%	65	36.7%	66	37.7%	77	35.8%	73	39.0%	135	41.4%	104	43.9%	65	25.8%	39
Very satisfied	12.7%	70	9.3%	18	14.6%	52	7.2%	12	14.4%	26	15.7%	32	10.3%	21	14.2%	49	3.2%	8	40.5%	60	1.3%	2
(Don't know / N/A)	7.3%	40	10.8%	21	5.3%	19	8.4%	14	5.0%	9	8.3%	17	8.8%	18	6.4%	22	8.8%	22	3.4%	5	8.6%	13
Mean:		3.24		3.19		3.26		3.18		3.26		3.26		3.16		3.28		3.10		4.22		2.43
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Family entertainment facilities (i.e. cinema / bowling / bingo)</b>																						
Very dissatisfied	4.5%	25	4.6%	9	4.5%	16	4.2%	7	5.0%	9	4.4%	9	3.9%	8	4.9%	17	3.2%	8	0.0%	0	11.3%	17
Quite dissatisfied	10.0%	55	10.3%	20	9.8%	35	15.1%	25	10.0%	18	5.9%	12	9.8%	20	10.1%	35	12.0%	30	4.7%	7	11.9%	18
Neither	13.8%	76	12.9%	25	14.3%	51	12.7%	21	16.1%	29	12.7%	26	13.7%	28	13.9%	48	16.7%	42	15.5%	23	7.3%	11
Quite satisfied	39.6%	218	40.7%	79	39.0%	139	47.0%	78	35.6%	64	37.3%	76	41.2%	84	38.7%	134	47.8%	120	35.8%	53	29.8%	45
Very satisfied	17.6%	97	13.4%	26	19.9%	71	13.9%	23	18.9%	34	19.6%	40	11.8%	24	21.1%	73	11.2%	28	32.4%	48	13.9%	21
(Don't know / N/A)	14.4%	79	18.0%	35	12.4%	44	7.2%	12	14.4%	26	20.1%	41	19.6%	40	11.3%	39	9.2%	23	11.5%	17	25.8%	39
Mean:		3.65		3.58		3.69		3.55		3.62		3.77		3.59		3.69		3.57		4.08		3.31
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Food and drink offer</b>																						
Very dissatisfied	2.4%	13	1.0%	2	3.1%	11	1.8%	3	2.2%	4	2.9%	6	2.0%	4	2.6%	9	2.4%	6	0.0%	0	4.6%	7
Quite dissatisfied	8.7%	48	6.7%	13	9.8%	35	10.8%	18	8.9%	16	6.9%	14	13.2%	27	6.1%	21	10.8%	27	5.4%	8	8.6%	13
Neither	10.0%	55	11.9%	23	9.0%	32	10.2%	17	12.8%	23	7.4%	15	10.8%	22	9.5%	33	8.8%	22	12.2%	18	9.9%	15
Quite satisfied	54.7%	301	62.9%	122	50.3%	179	60.2%	100	55.0%	99	50.0%	102	52.5%	107	56.1%	194	65.3%	164	33.1%	49	58.3%	88
Very satisfied	20.4%	112	13.9%	27	23.9%	85	15.7%	26	17.8%	32	26.5%	54	15.2%	31	23.4%	81	10.8%	27	45.3%	67	11.9%	18
(Don't know / N/A)	3.8%	21	3.6%	7	3.9%	14	1.2%	2	3.3%	6	6.4%	13	6.4%	13	2.3%	8	2.0%	5	4.1%	6	6.6%	10
Mean:		3.85		3.85		3.85		3.78		3.80		3.96		3.70		3.94		3.73		4.23		3.69
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Range of financial, legal and personal services (e.g. banks, solicitors, hairdressers, beauty parlours, etc)</b>																						
Very dissatisfied	0.5%	3	0.5%	1	0.6%	2	0.0%	0	1.1%	2	0.5%	1	0.5%	1	0.6%	2	0.0%	0	0.0%	0	2.0%	3
Quite dissatisfied	3.6%	20	5.2%	10	2.8%	10	3.6%	6	3.9%	7	3.4%	7	4.9%	10	2.9%	10	4.4%	11	0.0%	0	6.0%	9
Neither	12.0%	66	11.9%	23	12.1%	43	14.5%	24	15.6%	28	6.9%	14	13.2%	27	11.3%	39	13.1%	33	13.5%	20	8.6%	13
Quite satisfied	49.6%	273	52.1%	101	48.3%	172	54.8%	91	47.2%	85	47.5%	97	53.4%	109	47.4%	164	62.2%	156	23.6%	35	54.3%	82
Very satisfied	28.7%	158	24.7%	48	30.9%	110	22.9%	38	27.8%	50	34.3%	70	20.1%	41	33.8%	117	14.3%	36	56.1%	83	25.8%	39
(Don't know / N/A)	5.5%	30	5.7%	11	5.3%	19	4.2%	7	4.4%	8	7.4%	15	7.8%	16	4.0%	14	6.0%	15	6.8%	10	3.3%	5
Mean:		4.08		4.01		4.12		4.01		4.01		4.21		3.95		4.16		3.92		4.46		3.99
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland	Washington	Houghton-Le-Spring				
<b>Cleanliness of shopping streets / centre</b>																						
Very dissatisfied	7.3%	40	7.2%	14	7.3%	26	3.6%	6	12.8%	23	5.4%	11	9.3%	19	6.1%	21	11.2%	28	0.0%	0	7.9%	12
Quite dissatisfied	19.8%	109	23.7%	46	17.7%	63	20.5%	34	17.2%	31	21.6%	44	23.0%	47	17.9%	62	30.7%	77	0.7%	1	20.5%	31
Neither	8.9%	49	9.3%	18	8.7%	31	11.4%	19	10.0%	18	5.9%	12	8.8%	18	9.0%	31	12.0%	30	2.7%	4	9.9%	15
Quite satisfied	39.3%	216	38.1%	74	39.9%	142	49.4%	82	33.9%	61	35.8%	73	37.7%	77	40.2%	139	36.7%	92	27.0%	40	55.6%	84
Very satisfied	23.3%	128	19.6%	38	25.3%	90	15.1%	25	25.0%	45	28.4%	58	20.1%	41	25.1%	87	8.8%	22	67.6%	100	4.0%	6
(Don't know / N/A)	1.5%	8	2.1%	4	1.1%	4	0.0%	0	1.1%	2	2.9%	6	1.0%	2	1.7%	6	0.8%	2	2.0%	3	2.0%	3
Mean:		3.52		3.40		3.59		3.52		3.42		3.62		3.37		3.61		3.01		4.65		3.28
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Personal safety / policing</b>																						
Very dissatisfied	2.0%	11	2.1%	4	2.0%	7	1.8%	3	3.9%	7	0.5%	1	2.0%	4	2.0%	7	2.4%	6	0.0%	0	3.3%	5
Quite dissatisfied	14.2%	78	14.9%	29	13.8%	49	13.3%	22	14.4%	26	14.7%	30	14.7%	30	13.9%	48	21.9%	55	0.0%	0	15.2%	23
Neither	11.8%	65	11.3%	22	12.1%	43	15.7%	26	12.8%	23	7.8%	16	11.8%	24	11.9%	41	18.3%	46	6.8%	10	6.0%	9
Quite satisfied	45.8%	252	48.5%	94	44.4%	158	49.4%	82	47.2%	85	41.7%	85	48.0%	98	44.5%	154	43.8%	110	28.4%	42	66.2%	100
Very satisfied	23.5%	129	21.1%	41	24.7%	88	18.1%	30	19.4%	35	31.4%	64	20.6%	42	25.1%	87	11.2%	28	60.1%	89	7.9%	12
(Don't know / N/A)	2.7%	15	2.1%	4	3.1%	11	1.8%	3	2.2%	4	3.9%	8	2.9%	6	2.6%	9	2.4%	6	4.7%	7	1.3%	2
Mean:		3.77		3.73		3.79		3.70		3.65		3.92		3.73		3.79		3.40		4.56		3.61
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Quality and overall appearance of buildings and landscaping</b>																						
Very dissatisfied	9.6%	53	10.8%	21	9.0%	32	5.4%	9	10.0%	18	12.7%	26	14.7%	30	6.6%	23	14.3%	36	0.7%	1	10.6%	16
Quite dissatisfied	21.5%	118	26.3%	51	18.8%	67	22.3%	37	20.0%	36	22.1%	45	23.5%	48	20.2%	70	29.9%	75	1.4%	2	27.2%	41
Neither	13.8%	76	10.3%	20	15.7%	56	18.7%	31	16.1%	29	7.8%	16	17.6%	36	11.6%	40	18.7%	47	8.1%	12	11.3%	17
Quite satisfied	36.4%	200	37.6%	73	35.7%	127	41.6%	69	36.7%	66	31.9%	65	29.4%	60	40.5%	140	30.3%	76	36.5%	54	46.4%	70
Very satisfied	16.5%	91	12.4%	24	18.8%	67	10.8%	18	15.6%	28	22.1%	45	12.7%	26	18.8%	65	5.6%	14	48.6%	72	3.3%	5
(Don't know / N/A)	2.2%	12	2.6%	5	2.0%	7	1.2%	2	1.7%	3	3.4%	7	2.0%	4	2.3%	8	1.2%	3	4.7%	7	1.3%	2
Mean:		3.29		3.15		3.37		3.30		3.28		3.29		3.02		3.46		2.83		4.38		3.05
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Shelter from weather</b>																						
Very dissatisfied	13.8%	76	12.9%	25	14.3%	51	7.2%	12	10.6%	19	22.1%	45	16.7%	34	12.1%	42	7.6%	19	2.7%	4	35.1%	53
Quite dissatisfied	22.0%	121	23.2%	45	21.3%	76	26.5%	44	21.7%	39	18.6%	38	21.6%	44	22.3%	77	29.1%	73	4.1%	6	27.8%	42
Neither	12.9%	71	12.4%	24	13.2%	47	16.3%	27	13.9%	25	9.3%	19	11.8%	24	13.6%	47	21.1%	53	2.0%	3	9.9%	15
Quite satisfied	30.7%	169	34.5%	67	28.7%	102	34.9%	58	35.0%	63	23.5%	48	32.8%	67	29.5%	102	35.1%	88	31.1%	46	23.2%	35
Very satisfied	18.7%	103	14.4%	28	21.1%	75	13.9%	23	18.3%	33	23.0%	47	16.2%	33	20.2%	70	5.2%	13	58.8%	87	2.0%	3
(Don't know / N/A)	1.8%	10	2.6%	5	1.4%	5	1.2%	2	0.6%	1	3.4%	7	1.0%	2	2.3%	8	2.0%	5	1.4%	2	2.0%	3
Mean:		3.19		3.15		3.21		3.22		3.29		3.07		3.10		3.24		3.01		4.41		2.28
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland		Washington		Houghton-Le-Spring		
<b>Pedestrian safety</b>																						
Very dissatisfied	4.5%	25	4.1%	8	4.8%	17	4.8%	8	3.3%	6	5.4%	11	4.4%	9	4.6%	16	2.0%	5	0.7%	1	12.6%	19
Quite dissatisfied	9.6%	53	10.3%	20	9.3%	33	9.6%	16	7.8%	14	11.3%	23	10.8%	22	9.0%	31	12.4%	31	2.7%	4	11.9%	18
Neither	8.9%	49	10.8%	21	7.9%	28	8.4%	14	12.2%	22	6.4%	13	7.4%	15	9.8%	34	13.5%	34	4.1%	6	6.0%	9
Quite satisfied	54.5%	300	54.1%	105	54.8%	195	59.0%	98	56.1%	101	49.5%	101	57.4%	117	52.9%	183	62.9%	158	34.5%	51	60.3%	91
Very satisfied	19.8%	109	17.5%	34	21.1%	75	16.3%	27	17.8%	32	24.5%	50	18.6%	38	20.5%	71	7.6%	19	54.7%	81	6.0%	9
(Don't know / N/A)	2.5%	14	3.1%	6	2.2%	8	1.8%	3	2.8%	5	2.9%	6	1.5%	3	3.2%	11	1.6%	4	3.4%	5	3.3%	5
Mean:		3.77		3.73		3.80		3.74		3.79		3.79		3.76		3.78		3.63		4.45		3.36
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Amount of car parking</b>																						
Very dissatisfied	4.2%	23	4.6%	9	3.9%	14	3.6%	6	6.1%	11	2.9%	6	6.4%	13	2.9%	10	4.4%	11	2.7%	4	5.3%	8
Quite dissatisfied	8.0%	44	10.3%	20	6.7%	24	8.4%	14	9.4%	17	6.4%	13	10.3%	21	6.6%	23	8.8%	22	2.7%	4	11.9%	18
Neither	10.0%	55	12.4%	24	8.7%	31	14.5%	24	11.1%	20	5.4%	11	8.3%	17	11.0%	38	13.9%	35	7.4%	11	6.0%	9
Quite satisfied	35.6%	196	37.6%	73	34.6%	123	30.1%	50	42.8%	77	33.8%	69	40.2%	82	32.9%	114	41.0%	103	30.4%	45	31.8%	48
Very satisfied	21.1%	116	16.5%	32	23.6%	84	15.7%	26	16.1%	29	29.9%	61	16.2%	33	24.0%	83	6.0%	15	45.9%	68	21.9%	33
(Don't know / N/A)	21.1%	116	18.6%	36	22.5%	80	27.7%	46	14.4%	26	21.6%	44	18.6%	38	22.5%	78	25.9%	65	10.8%	16	23.2%	35
Mean:		3.78		3.63		3.87		3.63		3.62		4.04		3.61		3.88		3.48		4.28		3.69
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Cost of car parking</b>																						
Very dissatisfied	3.8%	21	2.6%	5	4.5%	16	3.0%	5	6.1%	11	2.5%	5	7.8%	16	1.4%	5	8.0%	20	0.0%	0	0.7%	1
Quite dissatisfied	6.2%	34	7.2%	14	5.6%	20	7.2%	12	5.0%	9	6.4%	13	7.4%	15	5.5%	19	12.7%	32	0.0%	0	1.3%	2
Neither	10.9%	60	13.9%	27	9.3%	33	11.4%	19	11.1%	20	10.3%	21	12.7%	26	9.8%	34	18.3%	46	4.1%	6	5.3%	8
Quite satisfied	24.7%	136	24.2%	47	25.0%	89	24.1%	40	32.2%	58	18.6%	38	23.0%	47	25.7%	89	27.9%	70	20.9%	31	23.2%	35
Very satisfied	24.5%	135	20.1%	39	27.0%	96	18.1%	30	22.2%	40	31.9%	65	23.0%	47	25.4%	88	2.0%	5	62.2%	92	25.2%	38
(Don't know / N/A)	29.8%	164	32.0%	62	28.7%	102	36.1%	60	23.3%	42	30.4%	62	26.0%	53	32.1%	111	31.1%	78	12.8%	19	44.4%	67
Mean:		3.85		3.77		3.90		3.74		3.78		4.02		3.62		4.00		3.05		4.67		4.27
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Accessibility by bus</b>																						
Very dissatisfied	0.5%	3	0.0%	0	0.8%	3	0.0%	0	1.1%	2	0.5%	1	0.5%	1	0.6%	2	0.8%	2	0.0%	0	0.7%	1
Quite dissatisfied	2.9%	16	2.1%	4	3.4%	12	3.0%	5	3.9%	7	2.0%	4	4.4%	9	2.0%	7	5.6%	14	0.0%	0	1.3%	2
Neither	10.5%	58	12.9%	25	9.3%	33	12.0%	20	13.3%	24	6.9%	14	13.2%	27	9.0%	31	15.1%	38	6.1%	9	7.3%	11
Quite satisfied	35.3%	194	38.1%	74	33.7%	120	36.7%	61	40.6%	73	29.4%	60	32.4%	66	37.0%	128	47.4%	119	20.9%	31	29.1%	44
Very satisfied	38.9%	214	35.1%	68	41.0%	146	36.7%	61	28.9%	52	49.5%	101	34.3%	70	41.6%	144	21.5%	54	58.8%	87	48.3%	73
(Don't know / N/A)	11.8%	65	11.9%	23	11.8%	42	11.4%	19	12.2%	22	11.8%	24	15.2%	31	9.8%	34	9.6%	24	14.2%	21	13.2%	20
Mean:		4.24		4.20		4.25		4.21		4.05		4.42		4.13		4.30		3.92		4.61		4.42
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland	Washington	Houghton-Le-Spring				
<b>Cycle access / cycle parking</b>																						
Very dissatisfied	0.5%	3	0.0%	0	0.8%	3	0.6%	1	0.6%	1	0.5%	1	0.5%	1	0.6%	2	0.4%	1	0.7%	1	0.7%	1
Quite dissatisfied	3.8%	21	3.6%	7	3.9%	14	5.4%	9	5.0%	9	1.5%	3	4.4%	9	3.5%	12	6.0%	15	2.0%	3	2.0%	3
Neither	14.7%	81	17.0%	33	13.5%	48	14.5%	24	18.3%	33	11.8%	24	15.7%	32	14.2%	49	23.5%	59	6.1%	9	8.6%	13
Quite satisfied	18.5%	102	18.6%	36	18.5%	66	20.5%	34	21.7%	39	14.2%	29	17.6%	36	19.1%	66	18.3%	46	20.3%	30	17.2%	26
Very satisfied	11.5%	63	11.9%	23	11.2%	40	8.4%	14	11.1%	20	14.2%	29	10.3%	21	12.1%	42	0.8%	2	29.1%	43	11.9%	18
(Don't know / N/A)	50.9%	280	49.0%	95	52.0%	185	50.6%	84	43.3%	78	57.8%	118	51.5%	105	50.6%	175	51.0%	128	41.9%	62	59.6%	90
Mean:		3.74		3.76		3.74		3.62		3.67		3.95		3.68		3.78		3.27		4.29		3.93
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Ease of movement around the centre on foot</b>																						
Very dissatisfied	0.9%	5	0.5%	1	1.1%	4	1.8%	3	0.6%	1	0.5%	1	1.0%	2	0.9%	3	1.2%	3	0.7%	1	0.7%	1
Quite dissatisfied	5.3%	29	5.2%	10	5.3%	19	6.6%	11	3.9%	7	5.4%	11	5.9%	12	4.9%	17	5.6%	14	1.4%	2	8.6%	13
Neither	11.6%	64	12.4%	24	11.2%	40	10.2%	17	15.0%	27	9.8%	20	13.7%	28	10.4%	36	16.7%	42	3.4%	5	11.3%	17
Quite satisfied	45.5%	250	46.4%	90	44.9%	160	42.2%	70	53.3%	96	41.2%	84	46.6%	95	44.8%	155	51.4%	129	25.0%	37	55.6%	84
Very satisfied	33.5%	184	32.5%	63	34.0%	121	37.3%	62	24.4%	44	38.2%	78	30.9%	63	35.0%	121	21.9%	55	64.2%	95	22.5%	34
(Don't know / N/A)	3.3%	18	3.1%	6	3.4%	12	1.8%	3	2.8%	5	4.9%	10	2.0%	4	4.0%	14	3.2%	8	5.4%	8	1.3%	2
Mean:		4.09		4.09		4.09		4.09		4.00		4.17		4.03		4.13		3.90		4.59		3.92
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Access for people with mobility / hearing / sight difficulties</b>																						
Very dissatisfied	2.5%	14	1.5%	3	3.1%	11	1.8%	3	3.3%	6	2.5%	5	4.4%	9	1.4%	5	2.0%	5	1.4%	2	4.6%	7
Quite dissatisfied	7.3%	40	6.2%	12	7.9%	28	7.2%	12	5.0%	9	9.3%	19	9.3%	19	6.1%	21	7.2%	18	3.4%	5	11.3%	17
Neither	12.0%	66	12.9%	25	11.5%	41	14.5%	24	13.9%	25	8.3%	17	11.3%	23	12.4%	43	18.7%	47	5.4%	8	7.3%	11
Quite satisfied	33.1%	182	34.0%	66	32.6%	116	28.9%	48	36.7%	66	33.3%	68	30.4%	62	34.7%	120	37.8%	95	22.3%	33	35.8%	54
Very satisfied	20.9%	115	14.4%	28	24.4%	87	16.3%	27	20.0%	36	25.5%	52	15.7%	32	24.0%	83	6.0%	15	54.7%	81	12.6%	19
(Don't know / N/A)	24.2%	133	30.9%	60	20.5%	73	31.3%	52	21.1%	38	21.1%	43	28.9%	59	21.4%	74	28.3%	71	12.8%	19	28.5%	43
Mean:		3.82		3.78		3.85		3.74		3.82		3.89		3.61		3.94		3.54		4.44		3.56
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>Location of car parks</b>																						
Very dissatisfied	1.6%	9	1.5%	3	1.7%	6	1.8%	3	2.8%	5	0.5%	1	2.5%	5	1.2%	4	1.6%	4	0.0%	0	3.3%	5
Quite dissatisfied	4.9%	27	5.2%	10	4.8%	17	5.4%	9	5.0%	9	4.4%	9	6.4%	13	4.0%	14	6.4%	16	0.0%	0	7.3%	11
Neither	8.9%	49	9.8%	19	8.4%	30	10.2%	17	11.1%	20	5.9%	12	8.8%	18	9.0%	31	16.3%	41	0.0%	0	5.3%	8
Quite satisfied	33.6%	185	37.1%	72	31.7%	113	31.9%	53	33.3%	60	35.3%	72	34.3%	70	33.2%	115	49.4%	124	0.0%	0	40.4%	61
Very satisfied	6.9%	38	9.8%	19	5.3%	19	7.2%	12	5.0%	9	8.3%	17	7.8%	16	6.4%	22	5.2%	13	0.0%	0	16.6%	25
(Don't know / N/A)	44.0%	242	36.6%	71	48.0%	171	43.4%	72	42.8%	77	45.6%	93	40.2%	82	46.2%	160	21.1%	53	100.0%	148	27.2%	41
Mean:		3.70		3.76		3.66		3.66		3.57		3.86		3.65		3.74		3.64		0.00		3.82
Base:		550		194		356		166		180		204		204		346		251		148		151



## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>The Transport Interchange</b>																						
Very dissatisfied	0.5%	3	0.5%	1	0.6%	2	0.0%	0	1.7%	3	0.0%	0	1.0%	2	0.3%	1	1.2%	3	0.0%	0	0.0%	0
Quite dissatisfied	2.2%	12	1.0%	2	2.8%	10	2.4%	4	1.7%	3	2.5%	5	2.0%	4	2.3%	8	4.8%	12	0.0%	0	0.0%	0
Neither	6.4%	35	4.1%	8	7.6%	27	9.6%	16	6.7%	12	3.4%	7	7.4%	15	5.8%	20	13.9%	35	0.0%	0	0.0%	0
Quite satisfied	24.2%	133	28.4%	55	21.9%	78	31.3%	52	21.7%	39	20.6%	42	27.5%	56	22.3%	77	53.0%	133	0.0%	0	0.0%	0
Very satisfied	7.5%	41	11.9%	23	5.1%	18	10.2%	17	5.0%	9	7.4%	15	5.4%	11	8.7%	30	16.3%	41	0.0%	0	0.0%	0
(Don't know / N/A)	59.3%	326	54.1%	105	62.1%	221	46.4%	77	63.3%	114	66.2%	135	56.9%	116	60.7%	210	10.8%	27	100.0%	148	100.0%	151
Mean:	3.88		4.09	3.74	3.92	3.73	3.97	3.80	3.93	3.88	0.00	0.00										
Base:	550	194	356	166	180	204	204	346	251	148	151											

**Q14 When visiting .....(NAME OF CENTRE) how often do you combine shopping with visits to services (for financial, legal, personal or health purposes), or with visits to eating and drinking outlets, or other leisure facilities?**

Almost always	36.0%	198	28.9%	56	39.9%	142	30.1%	50	30.0%	54	46.1%	94	29.4%	60	39.9%	138	29.1%	73	46.6%	69	37.1%	56
Quite often	24.0%	132	24.7%	48	23.6%	84	23.5%	39	27.8%	50	21.1%	43	25.0%	51	23.4%	81	25.9%	65	21.6%	32	23.2%	35
Sometimes	25.6%	141	27.8%	54	24.4%	87	27.1%	45	30.0%	54	20.6%	42	27.5%	56	24.6%	85	28.7%	72	21.6%	32	24.5%	37
Rarely	9.1%	50	11.9%	23	7.6%	27	11.4%	19	8.3%	15	7.8%	16	12.7%	26	6.9%	24	10.8%	27	6.1%	9	9.3%	14
Never	4.9%	27	6.2%	12	4.2%	15	7.2%	12	3.3%	6	4.4%	9	4.9%	10	4.9%	17	5.2%	13	3.4%	5	6.0%	9
(Don't know / couldn't say)	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.6%	1	0.0%	0	0.5%	1	0.3%	1	0.4%	1	0.7%	1	0.0%	0
Base:	550	194	356	166	180	204	204	346	251	148	151											

**Q15 Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months (including problems related to old age)?**

Yes, limited a little	6.7%	37	8.8%	17	5.6%	20	2.4%	4	4.4%	8	12.3%	25	3.9%	8	8.4%	29	6.8%	17	4.7%	7	8.6%	13
Yes, limited a lot	4.4%	24	4.6%	9	4.2%	15	1.2%	2	5.0%	9	6.4%	13	2.5%	5	5.5%	19	5.6%	14	4.7%	7	2.0%	3
No	87.3%	480	84.0%	163	89.0%	317	94.0%	156	89.4%	161	79.9%	163	93.1%	190	83.8%	290	85.3%	214	89.2%	132	88.7%	134
Rather not say	1.6%	9	2.6%	5	1.1%	4	2.4%	4	1.1%	2	1.5%	3	0.5%	1	2.3%	8	2.4%	6	1.4%	2	0.7%	1
Base:	550	194	356	166	180	204	204	346	251	148	151											

**Q16 Does / do the health problem/s or disability/ies relate to:**

*Those who said yes at Q15*

Mobility	64.9%	24	70.6%	12	60.0%	12	50.0%	2	50.0%	4	72.0%	18	50.0%	4	69.0%	20	47.1%	8	71.4%	5	84.6%	11
Sight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hearing	5.4%	2	5.9%	1	5.0%	1	0.0%	0	0.0%	0	8.0%	2	12.5%	1	3.4%	1	5.9%	1	0.0%	0	7.7%	1
Old age generally	5.4%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2	12.5%	1	3.4%	1	11.8%	2	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mental health	2.7%	1	5.9%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	5.9%	1	0.0%	0	0.0%	0
Panic disorder	2.7%	1	0.0%	0	5.0%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	14.3%	1	0.0%	0
Vertigo	2.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	4.0%	1	12.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Rather not say	16.2%	6	5.9%	1	25.0%	5	25.0%	1	37.5%	3	8.0%	2	12.5%	1	17.2%	5	23.5%	4	14.3%	1	7.7%	1
Base:	37	17	20	4	8	25	8	29	17	7	13											

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>Q17 Could you please describe any difficulties you have when visiting .....(NAME OF CENTRE) in relation to access to shops and services, movement around the centre, access to transport facilities, or any other issue that you may wish to highlight?</b>																						
<i>Those who said yes at Q15</i>																						
Difficulty walking around centre due to uneven pavements	5.4%	2	5.9%	1	5.0%	1	25.0%	1	0.0%	0	4.0%	1	0.0%	0	6.9%	2	5.9%	1	0.0%	0	7.7%	1
Difficulty walking around centre, lack of seats	2.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1	0.0%	0	14.3%	1	0.0%	0
I get too hot, lack of seats	2.7%	1	0.0%	0	5.0%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	14.3%	1	0.0%	0
Lack of disabled parking	2.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.4%	1	5.9%	1	0.0%	0	0.0%	0
None	78.4%	29	76.5%	13	80.0%	16	75.0%	3	75.0%	6	80.0%	20	100.0%	8	72.4%	21	76.5%	13	71.4%	5	84.6%	11
Walking around is difficult	8.1%	3	11.8%	2	5.0%	1	0.0%	0	12.5%	1	8.0%	2	0.0%	0	10.3%	3	11.8%	2	0.0%	0	7.7%	1
Base:		37		17		20		4		8		25		8		29		17		7		13
<b>Q18 What improvements would you like to see in .....(NAME OF CENTRE) that you would most welcome that would help the problems you have just described? [MR]</b>																						
<i>Those who mentioned a difficulty at Q17</i>																						
Reduce amount of pavement clutter, such as A-boards or other obstructions	12.5%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	12.5%	1	25.0%	1	0.0%	0	0.0%	0
Provide more pedestrian crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance of pavements	37.5%	3	50.0%	2	25.0%	1	100.0%	1	50.0%	1	20.0%	1	0.0%	0	37.5%	3	50.0%	2	0.0%	0	50.0%	1
Better signage within the 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
More disabled 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
More dropped pavements to aid access by wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider pavements / footpaths / walkways	12.5%	1	25.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	25.0%	1	0.0%	0	0.0%	0
More lifts within shops / shopping 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
Ramped access within and at the entrance of 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
More street / shop seating / seating in general	50.0%	4	50.0%	2	50.0%	2	0.0%	0	50.0%	1	60.0%	3	0.0%	0	50.0%	4	25.0%	1	100.0%	2	50.0%	1
More circulation space in shops	12.5%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	50.0%	1
More public / customer toilets, including disabled toilets and babychanging 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
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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:		8		4		4		1		2		5		0		8		4		2		2

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring											
<b>GEN Gender:</b>																						
Male	35.3%	194	100.0%	194	0.0%	0	34.3%	57	33.3%	60	37.7%	77	37.7%	77	33.8%	117	39.0%	98	27.0%	40	37.1%	56
Female	64.7%	356	0.0%	0	100.0%	356	65.7%	109	66.7%	120	62.3%	127	62.3%	127	66.2%	229	61.0%	153	73.0%	108	62.9%	95
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>AGE Age Group:</b>																						
18 - 24 years	13.1%	72	17.0%	33	11.0%	39	43.4%	72	0.0%	0	0.0%	0	16.7%	34	11.0%	38	19.5%	49	4.7%	7	10.6%	16
25 - 34 years	17.1%	94	12.4%	24	19.7%	70	56.6%	94	0.0%	0	0.0%	0	14.7%	30	18.5%	64	17.9%	45	17.6%	26	15.2%	23
35 - 44 years	16.4%	90	13.4%	26	18.0%	64	0.0%	0	50.0%	90	0.0%	0	19.1%	39	14.7%	51	15.9%	40	18.9%	28	14.6%	22
45 - 54 years	16.4%	90	17.5%	34	15.7%	56	0.0%	0	50.0%	90	0.0%	0	18.6%	38	15.0%	52	13.9%	35	16.2%	24	20.5%	31
55 - 64 years	16.9%	93	16.5%	32	17.1%	61	0.0%	0	0.0%	0	45.6%	93	18.1%	37	16.2%	56	17.9%	45	16.9%	25	15.2%	23
65+ years	20.2%	111	23.2%	45	18.5%	66	0.0%	0	0.0%	0	54.4%	111	12.7%	26	24.6%	85	14.7%	37	25.7%	38	23.8%	36
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>EMP Employment status</b>																						
Working full time	36.2%	199	47.4%	92	30.1%	107	44.6%	74	53.9%	97	13.7%	28	55.9%	114	24.6%	85	34.7%	87	35.8%	53	39.1%	59
Working part time	15.1%	83	5.2%	10	20.5%	73	19.9%	33	17.8%	32	8.8%	18	9.3%	19	18.5%	64	15.1%	38	18.2%	27	11.9%	18
Unemployed	10.0%	55	12.9%	25	8.4%	30	10.8%	18	12.8%	23	6.9%	14	1.0%	2	15.3%	53	13.9%	35	6.8%	10	6.6%	10
Retired	24.7%	136	29.9%	58	21.9%	78	0.6%	1	1.7%	3	64.7%	132	21.1%	43	26.9%	93	20.3%	51	28.4%	42	28.5%	43
A housewife	8.7%	48	0.0%	0	13.5%	48	10.8%	18	10.0%	18	5.9%	12	3.4%	7	11.9%	41	7.2%	18	9.5%	14	10.6%	16
A student	3.8%	21	3.6%	7	3.9%	14	12.7%	21	0.0%	0	0.0%	0	7.8%	16	1.4%	5	6.8%	17	0.7%	1	2.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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)	1.5%	8	1.0%	2	1.7%	6	0.6%	1	3.9%	7	0.0%	0	1.5%	3	1.4%	5	2.0%	5	0.7%	1	1.3%	2
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>SEG Occupation of Chief Wage Earner:</b>																						
AB	10.9%	60	14.4%	28	9.0%	32	9.0%	15	13.9%	25	9.8%	20	29.4%	60	0.0%	0	10.4%	26	10.1%	15	12.6%	19
C1	26.2%	144	25.3%	49	26.7%	95	29.5%	49	28.9%	52	21.1%	43	70.6%	144	0.0%	0	29.5%	74	22.3%	33	24.5%	37
C2	24.9%	137	26.8%	52	23.9%	85	24.7%	41	23.9%	43	26.0%	53	0.0%	0	39.6%	137	23.1%	58	28.4%	42	24.5%	37
DE	38.0%	209	33.5%	65	40.4%	144	36.7%	61	33.3%	60	43.1%	88	0.0%	0	60.4%	209	37.1%	93	39.2%	58	38.4%	58
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>TIME Time of interview:</b>																						
10.00 – 12.00	33.6%	185	32.0%	62	34.6%	123	24.1%	40	36.7%	66	38.7%	79	36.3%	74	32.1%	111	34.3%	86	34.5%	51	31.8%	48
12.01 – 14.00	39.6%	218	45.9%	89	36.2%	129	45.8%	76	37.2%	67	36.8%	75	35.8%	73	41.9%	145	39.8%	100	33.1%	49	45.7%	69
14.01 – 16.00	26.7%	147	22.2%	43	29.2%	104	30.1%	50	26.1%	47	24.5%	50	27.9%	57	26.0%	90	25.9%	65	32.4%	48	22.5%	34
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland	Washington	Houghton-Le-Spring				
<b>ADU Number of adults incl Resp:</b>																						
1 adult in Hhold	29.3%	161	26.3%	51	30.9%	110	22.3%	37	25.6%	46	38.2%	78	26.5%	54	30.9%	107	25.5%	64	27.7%	41	37.1%	56
2 adults in Hhold	53.1%	292	52.1%	101	53.7%	191	46.4%	77	56.1%	101	55.9%	114	51.0%	104	54.3%	188	51.4%	129	62.8%	93	46.4%	70
3 or more adults in Hhold	17.6%	97	21.6%	42	15.4%	55	31.3%	52	18.3%	33	5.9%	12	22.5%	46	14.7%	51	23.1%	58	9.5%	14	16.6%	25
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>CHI No. of children 15 years and under:</b>																						
1 child in Hhold	26.7%	147	23.7%	46	28.4%	101	34.3%	57	37.2%	67	11.3%	23	27.5%	56	26.3%	91	26.3%	66	24.3%	36	29.8%	45
2 children in Hhold	12.2%	67	9.8%	19	13.5%	48	18.7%	31	16.1%	29	3.4%	7	12.3%	25	12.1%	42	13.5%	34	12.2%	18	9.9%	15
3 or more children in Hhold	1.5%	8	0.5%	1	2.0%	7	2.4%	4	2.2%	4	0.0%	0	1.5%	3	1.4%	5	1.6%	4	1.4%	2	1.3%	2
No children in Hhold	59.6%	328	66.0%	128	56.2%	200	44.6%	74	44.4%	80	85.3%	174	58.8%	120	60.1%	208	58.6%	147	62.2%	92	58.9%	89
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>CAR Number of cars in household:</b>																						
1 car in Hhold	41.6%	229	42.8%	83	41.0%	146	36.1%	60	41.7%	75	46.1%	94	42.2%	86	41.3%	143	43.0%	108	42.6%	63	38.4%	58
2 cars in Hhold	18.4%	101	20.1%	39	17.4%	62	20.5%	34	25.0%	45	10.8%	22	25.0%	51	14.5%	50	14.3%	36	26.4%	39	17.2%	26
3 or more cars in Hhold	5.5%	30	5.2%	10	5.6%	20	5.4%	9	7.2%	13	3.9%	8	6.9%	14	4.6%	16	2.8%	7	3.4%	5	11.9%	18
No cars in Hhold	34.5%	190	32.0%	62	36.0%	128	38.0%	63	26.1%	47	39.2%	80	26.0%	53	39.6%	137	39.8%	100	27.7%	41	32.5%	49
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>DAY Day of Interview:</b>																						
Monday	13.6%	75	14.9%	29	12.9%	46	13.9%	23	10.6%	19	16.2%	33	10.8%	22	15.3%	53	10.0%	25	16.2%	24	17.2%	26
Tuesday	13.6%	75	12.4%	24	14.3%	51	9.6%	16	10.0%	18	20.1%	41	8.8%	18	16.5%	57	10.0%	25	16.9%	25	16.6%	25
Wednesday	13.5%	74	14.9%	29	12.6%	45	15.1%	25	14.4%	26	11.3%	23	12.3%	25	14.2%	49	19.9%	50	16.2%	24	0.0%	0
Thursday	18.2%	100	14.4%	28	20.2%	72	16.3%	27	18.3%	33	19.6%	40	18.6%	38	17.9%	62	19.9%	50	16.9%	25	16.6%	25
Friday	18.4%	101	20.1%	39	17.4%	62	21.7%	36	21.1%	38	13.2%	27	17.2%	35	19.1%	66	20.3%	51	16.9%	25	16.6%	25
Saturday	22.7%	125	23.2%	45	22.5%	80	23.5%	39	25.6%	46	19.6%	40	32.4%	66	17.1%	59	19.9%	50	16.9%	25	33.1%	50
Base:		550		194		356		166		180		204		204		346		251		148		151
<b>CENTRE Centre:</b>																						
Sunderland	45.6%	251	50.5%	98	43.0%	153	56.6%	94	41.7%	75	40.2%	82	49.0%	100	43.6%	151	100.0%	251	0.0%	0	0.0%	0
Washington	26.9%	148	20.6%	40	30.3%	108	19.9%	33	28.9%	52	30.9%	63	23.5%	48	28.9%	100	0.0%	0	100.0%	148	0.0%	0
Houghton-le-Spring	27.5%	151	28.9%	56	26.7%	95	23.5%	39	29.4%	53	28.9%	59	27.5%	56	27.5%	95	0.0%	0	0.0%	0	100.0%	151
Base:		550		194		356		166		180		204		204		346		251		148		151

## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Sunderland		Washington		Houghton-Le-Spring		
<b>LOC1 Sunderland</b>																						
Sunderland - High Street West	18.3%	46	17.3%	17	19.0%	29	14.9%	14	18.7%	14	22.0%	18	18.0%	18	18.5%	28	18.3%	46	0.0%	0	0.0%	0
Sunderland - Athenaeum Street	10.4%	26	14.3%	14	7.8%	12	10.6%	10	9.3%	7	11.0%	9	11.0%	11	9.9%	15	10.4%	26	0.0%	0	0.0%	0
Sunderland - The Bridges Entrance near to HSBC	21.5%	54	20.4%	20	22.2%	34	24.5%	23	21.3%	16	18.3%	15	26.0%	26	18.5%	28	21.5%	54	0.0%	0	0.0%	0
Sunderland - In the centre of The Bridges Shopping Centre	21.9%	55	17.3%	17	24.8%	38	22.3%	21	25.3%	19	18.3%	15	26.0%	26	19.2%	29	21.9%	55	0.0%	0	0.0%	0
Sunderland - The Bridges Entrance near to New Look	9.2%	23	10.2%	10	8.5%	13	8.5%	8	9.3%	7	9.8%	8	5.0%	5	11.9%	18	9.2%	23	0.0%	0	0.0%	0
Sunderland - Junction of Blandford Street	9.6%	24	11.2%	11	8.5%	13	11.7%	11	9.3%	7	7.3%	6	10.0%	10	9.3%	14	9.6%	24	0.0%	0	0.0%	0
Sunderland - Near the Entrance to The Market	9.2%	23	9.2%	9	9.2%	14	7.4%	7	6.7%	5	13.4%	11	4.0%	4	12.6%	19	9.2%	23	0.0%	0	0.0%	0
Base:		251		98		153		94		75		82		100		151		251		0		0
<b>LOC2 Washington</b>																						
Washington - The Galleries Retail Park	29.7%	44	25.0%	10	31.5%	34	33.3%	11	34.6%	18	23.8%	15	43.8%	21	23.0%	23	0.0%	0	29.7%	44	0.0%	0
Washington - The Galleries Entrance near the car park	30.4%	45	37.5%	15	27.8%	30	36.4%	12	30.8%	16	27.0%	17	25.0%	12	33.0%	33	0.0%	0	30.4%	45	0.0%	0
Washington - The Galleries Entrance near the Taxi rank	24.3%	36	25.0%	10	24.1%	26	18.2%	6	13.5%	7	36.5%	23	16.7%	8	28.0%	28	0.0%	0	24.3%	36	0.0%	0
Washington - In the Centre of the Galleries shopping Centre	15.5%	23	12.5%	5	16.7%	18	12.1%	4	21.2%	11	12.7%	8	14.6%	7	16.0%	16	0.0%	0	15.5%	23	0.0%	0
Base:		148		40		108		33		52		63		48		100		0		148		0
<b>LOC3 Houghton Le Spring</b>																						
Houghton-Le-Spring - Newbottle Street (near Peppercorn Coffee Shop)	34.4%	52	39.3%	22	31.6%	30	33.3%	13	32.1%	17	37.3%	22	37.5%	21	32.6%	31	0.0%	0	0.0%	0	34.4%	52
Houghton-Le-Spring - Mautland Street	37.1%	56	37.5%	21	36.8%	35	38.5%	15	39.6%	21	33.9%	20	33.9%	19	38.9%	37	0.0%	0	0.0%	0	37.1%	56
Houghton-Le-Spring - Newbottle Street (near Martin Retail Group)	28.5%	43	23.2%	13	31.6%	30	28.2%	11	28.3%	15	28.8%	17	28.6%	16	28.4%	27	0.0%	0	0.0%	0	28.5%	43
Base:		151		56		95		39		53		59		56		95		0		0		151

# Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring									
<b>PC</b>																				
CA12 5	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0		
DH1 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
DH17 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0
DH2 1	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0
DH2 2	0.4%	2	0.0%	0	0.6%	2	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	2	0.0%	0	1.4%	2
DH2 3	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
DH3 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.7%	1
DH3 2	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0
DH3 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1
DH4	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.5%	1	0.3%	1	0.0%	0	0.7%	1
DH4 4	4.9%	27	4.6%	9	5.1%	18	5.4%	9	3.3%	6	5.9%	12	4.4%	9	5.2%	18	0.8%	2	1.4%	2
DH4 5	4.9%	27	5.7%	11	4.5%	16	3.6%	6	3.3%	6	7.4%	15	5.4%	11	4.6%	16	0.0%	0	0.7%	1
DH4 6	3.5%	19	2.1%	4	4.2%	15	4.2%	7	5.0%	9	1.5%	3	2.9%	6	3.8%	13	0.8%	2	0.0%	0
DH4 7	2.5%	14	3.1%	6	2.2%	8	1.2%	2	3.9%	7	2.5%	5	2.5%	5	2.6%	9	1.2%	3	2.7%	4
DH42 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
DH45 5	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
DH5	0.5%	3	1.5%	3	0.0%	0	0.6%	1	1.1%	2	0.0%	0	1.0%	2	0.3%	1	0.0%	0	0.0%	0
DH5 0	1.6%	9	2.1%	4	1.4%	5	1.8%	3	1.7%	3	1.5%	3	2.0%	4	1.4%	5	0.8%	2	0.0%	0
DH5 5	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
DH5 6	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
DH5 8	5.8%	32	6.2%	12	5.6%	20	6.6%	11	4.4%	8	6.4%	13	4.9%	10	6.4%	22	0.8%	2	0.0%	0
DH5 9	2.7%	15	3.1%	6	2.5%	9	3.6%	6	2.2%	4	2.5%	5	2.9%	6	2.6%	9	0.4%	1	1.4%	2
DH6 1	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.3%	1	0.4%	1	0.0%	0
DH7 7	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.6%	2	0.0%	0	1.4%	2
DH8 6	0.5%	3	0.0%	0	0.8%	3	0.0%	0	0.6%	1	1.0%	2	0.5%	1	0.6%	2	0.0%	0	2.0%	3
DH9 7	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0
DL15 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1
DL4 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0
KY11 8	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0
NE1 2	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1
NE10 0	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0
NE10 8	0.5%	3	0.0%	0	0.8%	3	0.6%	1	0.6%	1	0.5%	1	1.5%	3	0.0%	0	0.0%	0	2.0%	3
NE11 0	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.6%	2	0.0%	0	1.4%	2
NE12 6	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0
NE15 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1
NE15 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1
NE16	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
NE16 6	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0
NE2 2	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0
NE20 9	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0
NE21	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
NE25 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	1	0.0%	0
NE3 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	1	0.0%	0
NE31 1	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1
NE32 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0

# Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring	
NE33 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
NE33 5	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0
NE34 0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
NE34 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
NE34 8	0.4%	2	0.0%	0	0.6%	2	0.6%	1	0.0%	0	0.5%	1
NE36 0	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1
NE37 0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1
NE37 1	2.2%	12	2.1%	4	2.2%	8	0.6%	1	2.8%	5	2.9%	6
NE37 2	2.4%	13	2.1%	4	2.5%	9	2.4%	4	3.3%	6	1.5%	3
NE37 3	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.6%	1	0.5%	1
NE37 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0
NE38	0.5%	3	1.0%	2	0.3%	1	0.0%	0	0.6%	1	1.0%	2
NE38 0	3.8%	21	1.5%	3	5.1%	18	5.4%	9	3.3%	6	2.9%	6
NE38 7	4.7%	26	2.1%	4	6.2%	22	2.4%	4	6.1%	11	5.4%	11
NE38 8	2.5%	14	1.0%	2	3.4%	12	0.0%	0	1.7%	3	5.4%	11
NE38 9	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.1%	2	1.0%	2
NE4 5	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0
NE6 3	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
NE8 1	0.4%	2	0.0%	0	0.6%	2	1.2%	2	0.0%	0	0.0%	0
NE8 3	0.4%	2	0.0%	0	0.6%	2	1.2%	2	0.0%	0	0.0%	0
NE9	0.4%	2	0.0%	0	0.6%	2	0.6%	1	0.6%	1	0.0%	0
NE9 5	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.0%	0	0.5%	1
NE9 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0
NE9 7	0.5%	3	0.0%	0	0.8%	3	1.2%	2	0.6%	1	0.0%	0
SR1 1	0.4%	2	0.5%	1	0.3%	1	1.2%	2	0.0%	0	0.0%	0
SR1 2	1.1%	6	2.1%	4	0.6%	2	0.6%	1	1.1%	2	1.5%	3
SR1 3	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
SR15 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
SR2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0
SR2 0	1.5%	8	1.0%	2	1.7%	6	2.4%	4	0.6%	1	1.5%	3
SR2 7	1.6%	9	2.1%	4	1.4%	5	1.8%	3	1.1%	2	2.0%	4
SR2 8	2.2%	12	3.1%	6	1.7%	6	3.6%	6	0.6%	1	2.5%	5
SR2 9	1.5%	8	2.1%	4	1.1%	4	1.8%	3	2.2%	4	0.5%	1
SR2. 7	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
SR3 1	2.7%	15	3.6%	7	2.2%	8	3.6%	6	2.2%	4	2.5%	5
SR3 2	1.3%	7	1.0%	2	1.4%	5	1.2%	2	1.1%	2	1.5%	3
SR3 3	2.4%	13	3.1%	6	2.0%	7	2.4%	4	2.2%	4	2.5%	5
SR3 4	1.6%	9	1.0%	2	2.0%	7	1.8%	3	2.2%	4	1.0%	2
SR4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0
SR4 0	1.5%	8	1.0%	2	1.7%	6	2.4%	4	0.6%	1	1.5%	3
SR4 6	2.2%	12	2.6%	5	2.0%	7	3.6%	6	2.2%	4	1.0%	2
SR4 7	2.4%	13	3.6%	7	1.7%	6	2.4%	4	2.8%	5	2.0%	4
SR4 8	1.1%	6	1.5%	3	0.8%	3	0.6%	1	1.7%	3	1.0%	2
SR4 9	1.3%	7	2.1%	4	0.8%	3	2.4%	4	1.1%	2	0.5%	1
SR5	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.6%	1	0.0%	0
SR5 1	1.3%	7	1.0%	2	1.4%	5	0.0%	0	1.1%	2	2.5%	5
SR5 2	1.1%	6	1.5%	3	0.8%	3	1.8%	3	0.6%	1	1.0%	2

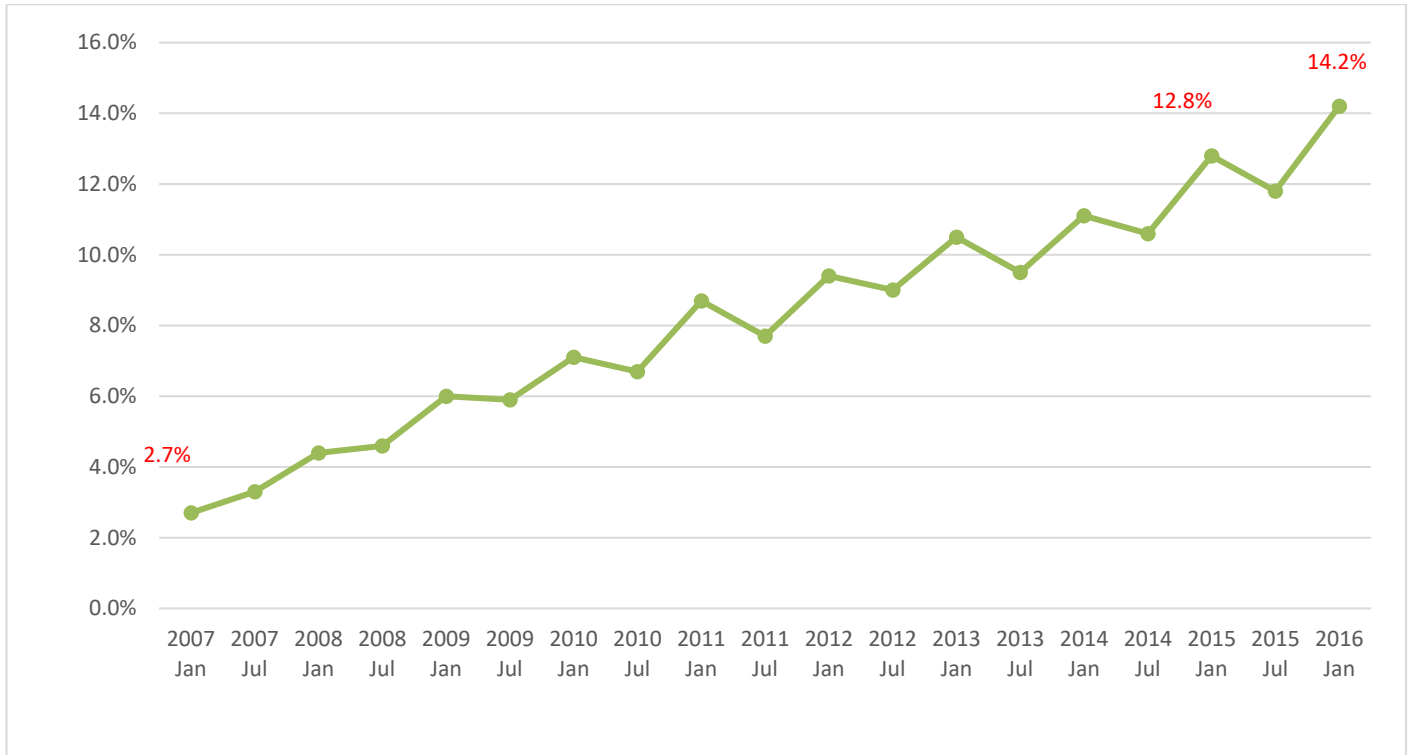
## Sunderland, Washington, Houghton Le Spring In Centre Survey for Holliss Vincent

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1	C2DE	Sunderland	Washington	Houghton-Le-Spring						
SR5 3	1.6%	9	1.5%	3	1.7%	6	4.2%	7	1.1%	2	0.0%	0	1.5%	3	1.7%	6	3.6%	9	0.0%	0	0.0%	0
SR5 4	1.3%	7	0.0%	0	2.0%	7	1.8%	3	1.7%	3	0.5%	1	0.5%	1	1.7%	6	2.4%	6	0.7%	1	0.0%	0
SR5 5	1.8%	10	1.5%	3	2.0%	7	1.2%	2	3.3%	6	1.0%	2	0.5%	1	2.6%	9	4.0%	10	0.0%	0	0.0%	0
SR5 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
SR6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
SR6 0	1.5%	8	2.1%	4	1.1%	4	0.6%	1	1.1%	2	2.5%	5	2.0%	4	1.2%	4	3.2%	8	0.0%	0	0.0%	0
SR6 7	0.4%	2	0.5%	1	0.3%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	2	0.8%	2	0.0%	0	0.0%	0
SR6 8	1.5%	8	2.6%	5	0.8%	3	1.2%	2	0.6%	1	2.5%	5	2.0%	4	1.2%	4	2.8%	7	0.0%	0	0.7%	1
SR6 9	2.4%	13	3.6%	7	1.7%	6	0.6%	1	2.8%	5	3.4%	7	2.0%	4	2.6%	9	5.2%	13	0.0%	0	0.0%	0
SR6 A	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
SR7 0	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
SR7 7	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0
SR7 8	0.5%	3	0.0%	0	0.8%	3	0.6%	1	1.1%	2	0.0%	0	1.5%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0
SR7 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1
SR8 4	0.2%	1	0.0%	0	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
SR8 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0
TS27 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Refused	2.7%	15	3.1%	6	2.5%	9	1.8%	3	3.9%	7	2.5%	5	3.9%	8	2.0%	7	1.2%	3	6.1%	9	2.0%	3
Base:		550		194		356		166		180		204		204		346		251		148		151



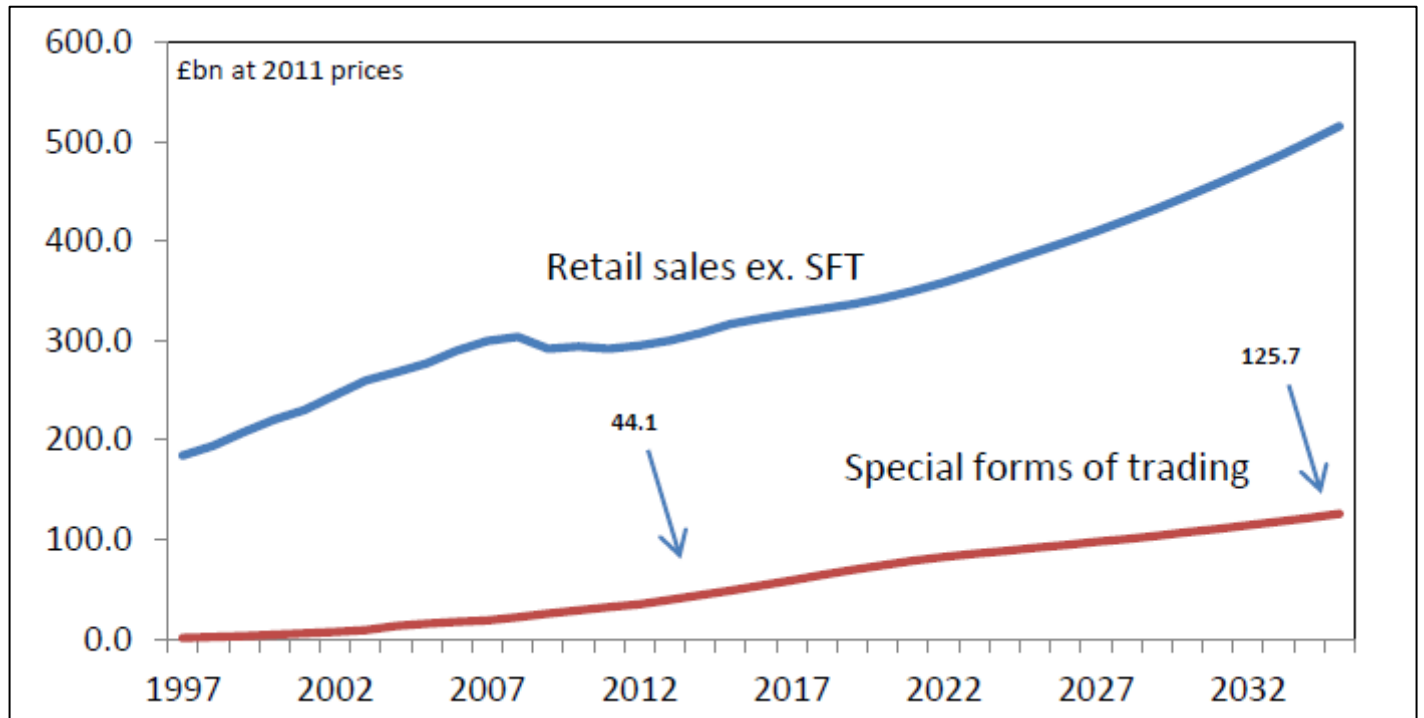
## FIGURES

**Figure 3.1: Online Sales as a Proportion of All Retailing**



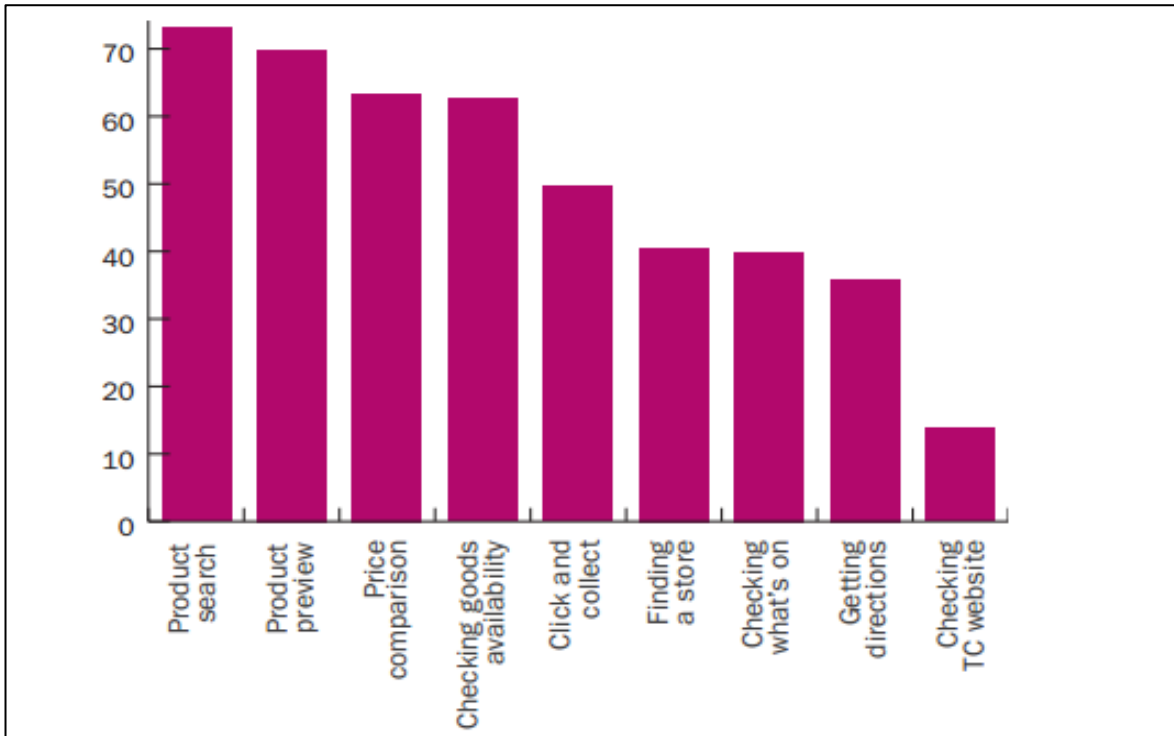
Source: Office for National Statistics Statistical Bulletin - Retail Sales, March 2016

**Figure 3.2: Retail Sales Volume in £bn 1997 to 2035**



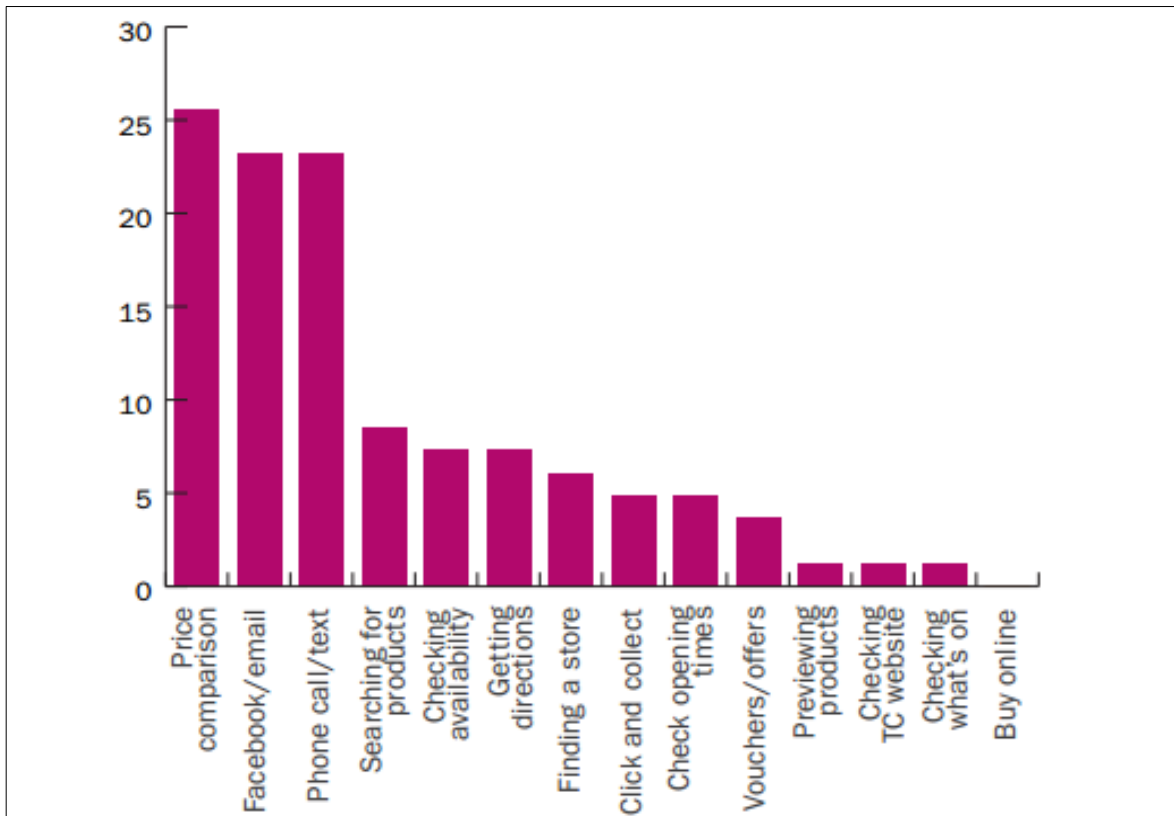
Source: Experian Retail Planner Briefing Note 13, October 2015

**Figure 3.3: Internet Usage before a Town Centre Visit (% of respondents)**



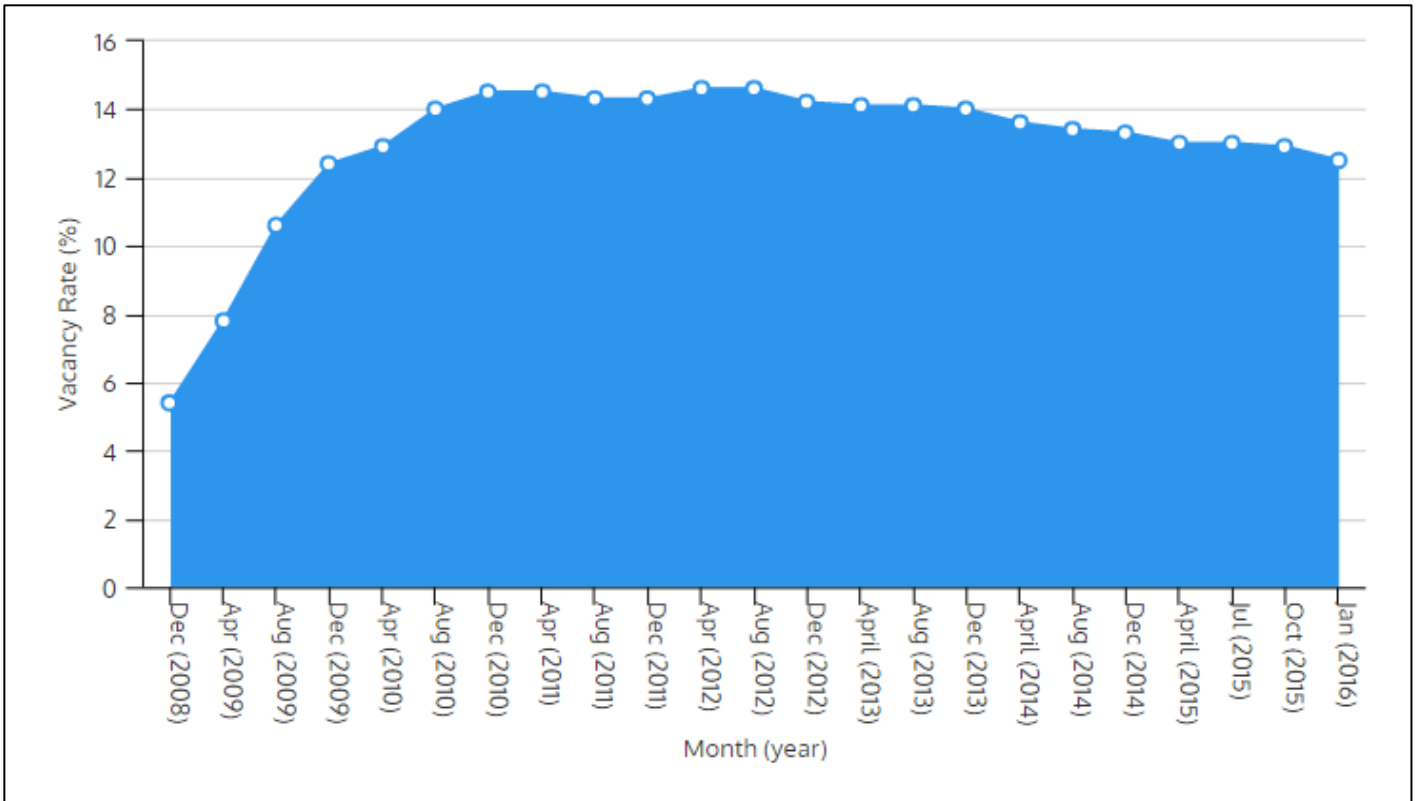
Source: Hart C, Shadow G, Rafiq M and Laing A: The Customer Experience of Town Centres – Project Report Loughborough University, 2014

**Figure 3.4: Internet Usage during a Town Centre Visit (% of respondents)**



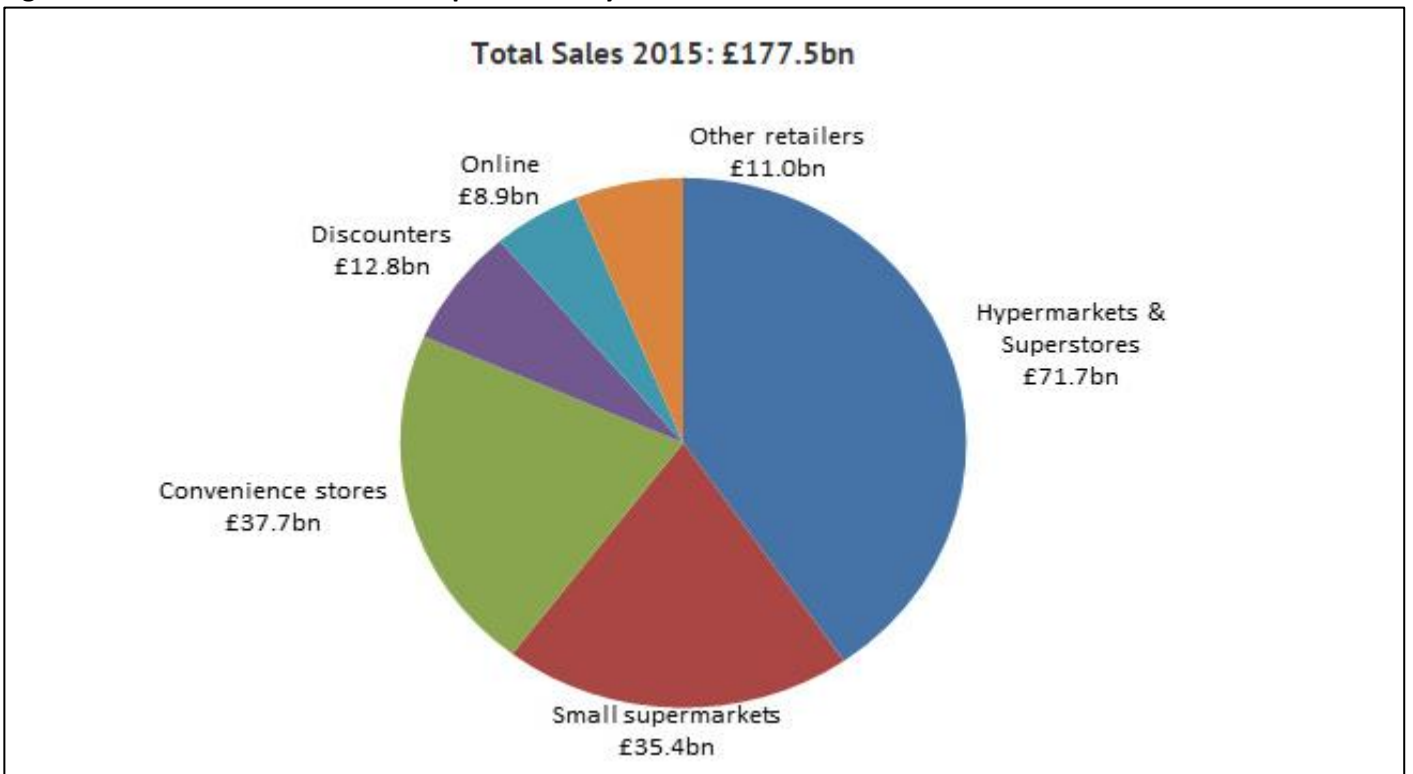
Source: Hart C, Shadow G, Rafiq M and Laing A: The Customer Experience of Town Centres – Project Report Loughborough University, 2014

**Figure 3.5: Shop Vacancy Rates in Great Britain**



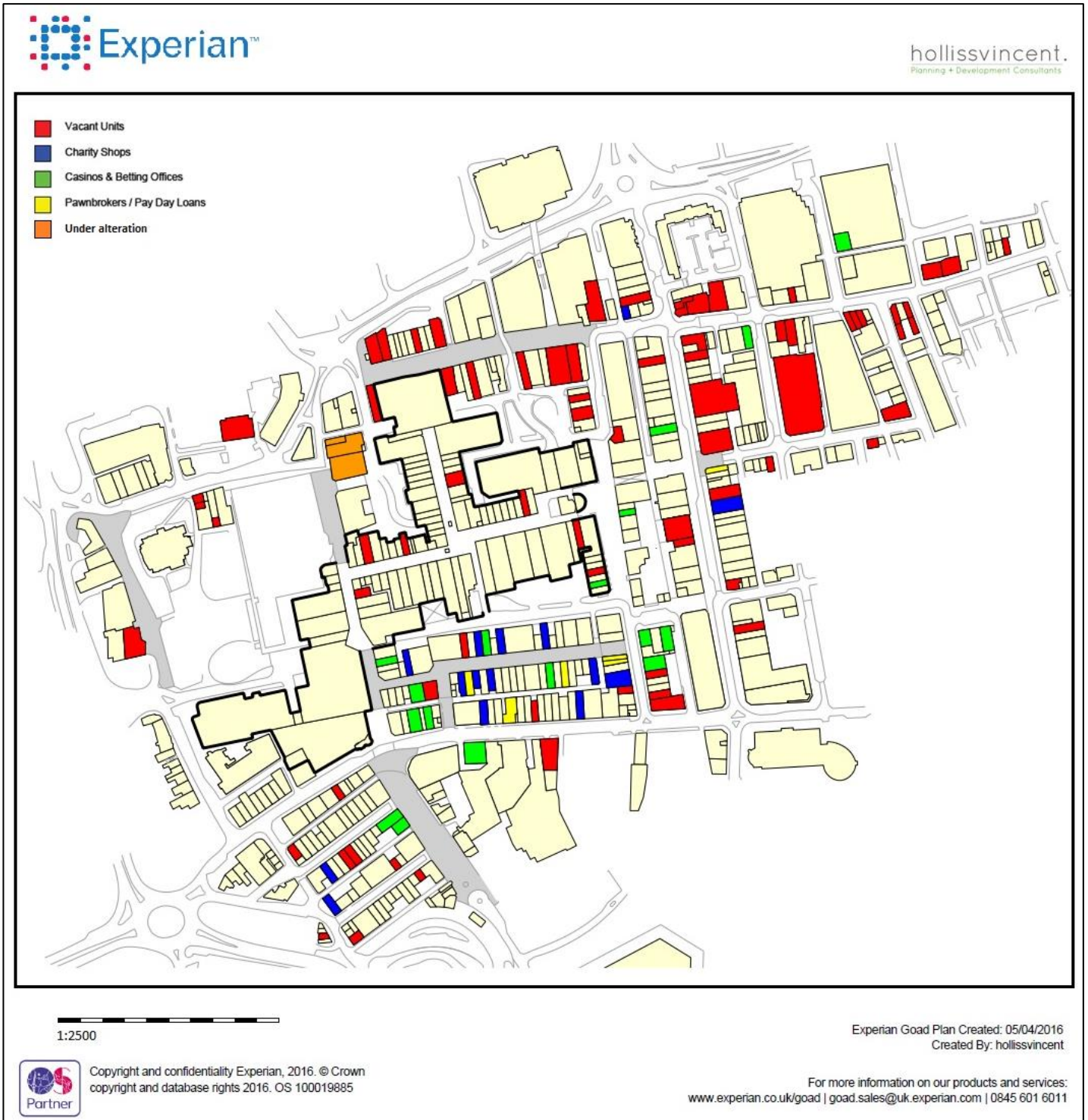
Source: The Local Data Company – February 2016

**Figure 3.6: The Channels that make up the Grocery Market**

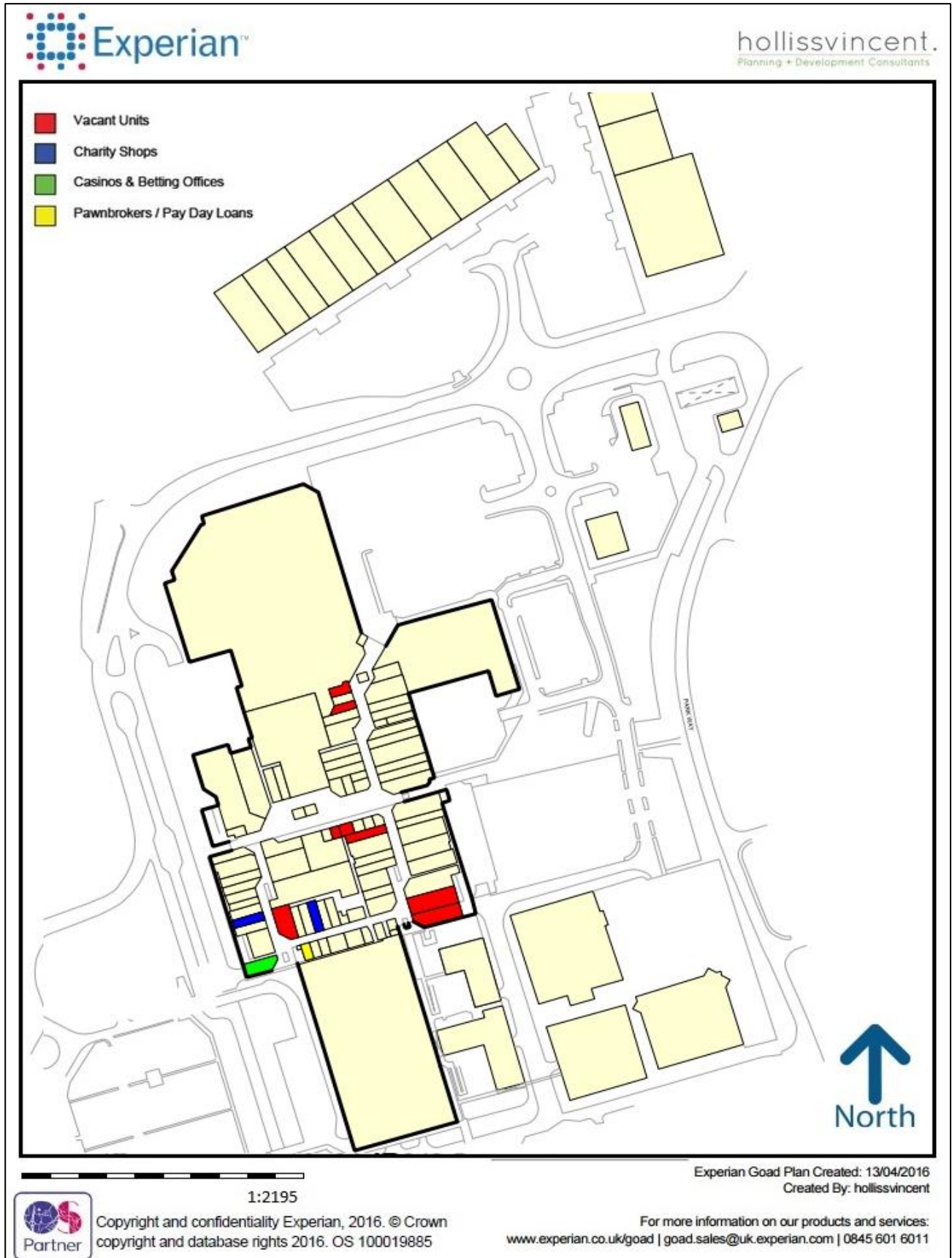


Source: Institute of Grocery Distribution - June 2015

Figure 4.1: Annotated Goad Plan showing Vacancies & other 'Recession Indicators' in Sunderland City Centre, September 2015

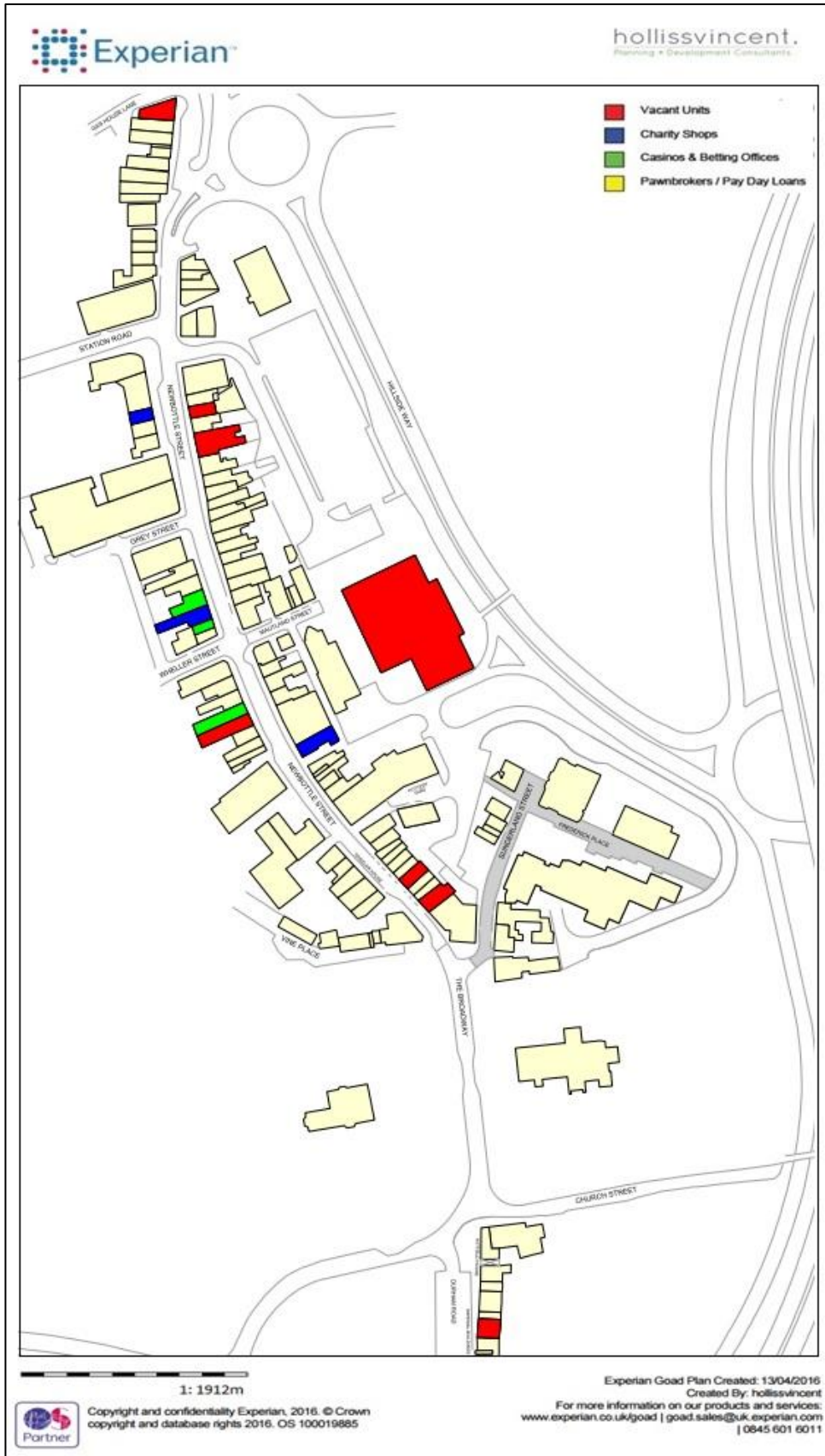


**Figure 5.1: Annotated Goad Plan showing Vacancies & other 'Recession Indicators' at the Ground Floor Level of Retail and Service Units in Washington Town Centre, September 2015**



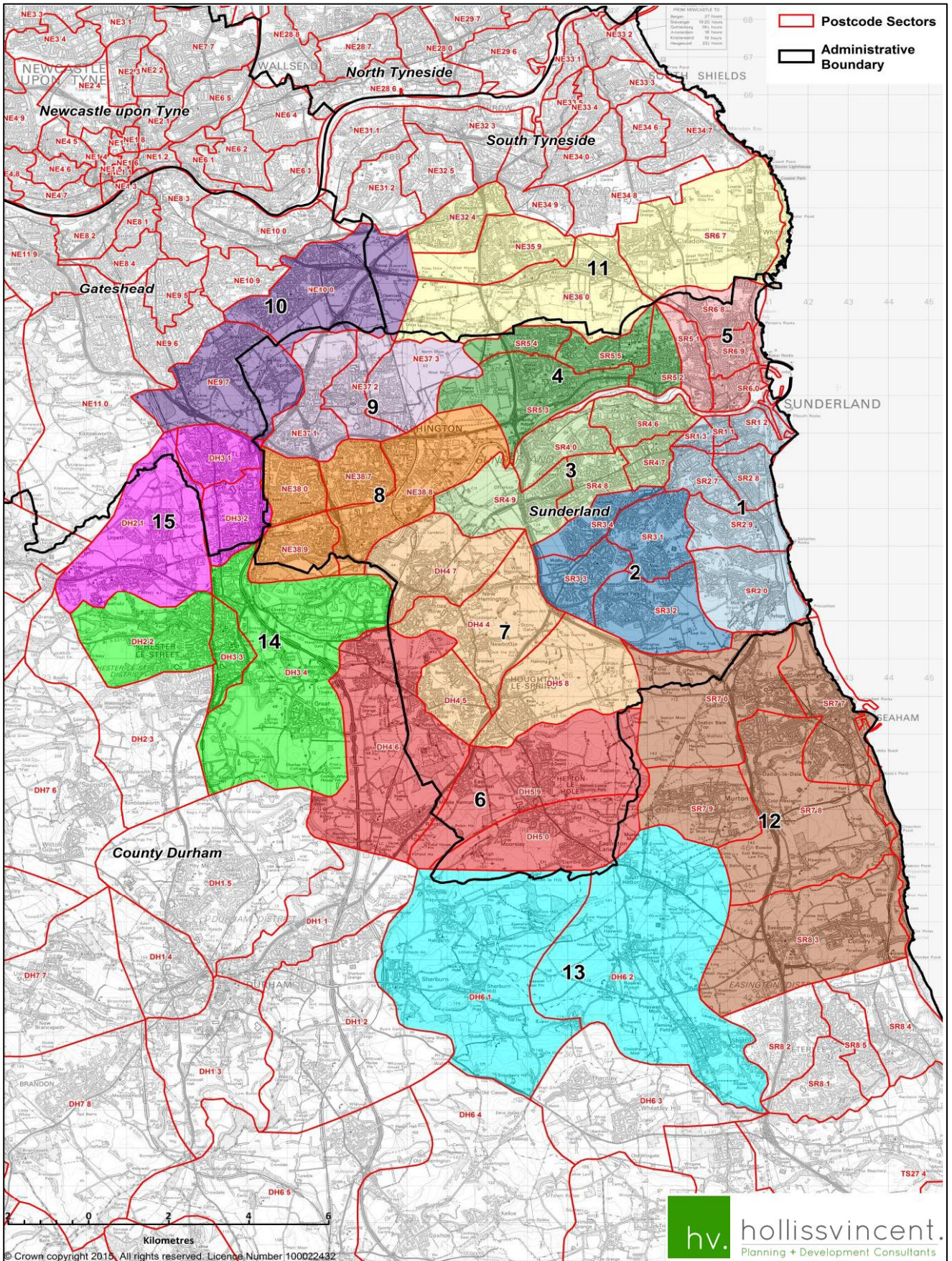


**Image 5.3: Annotated Goad Plan showing Vacancies & other 'Recession Indicators' in Houghton-le-Spring, September 2015**

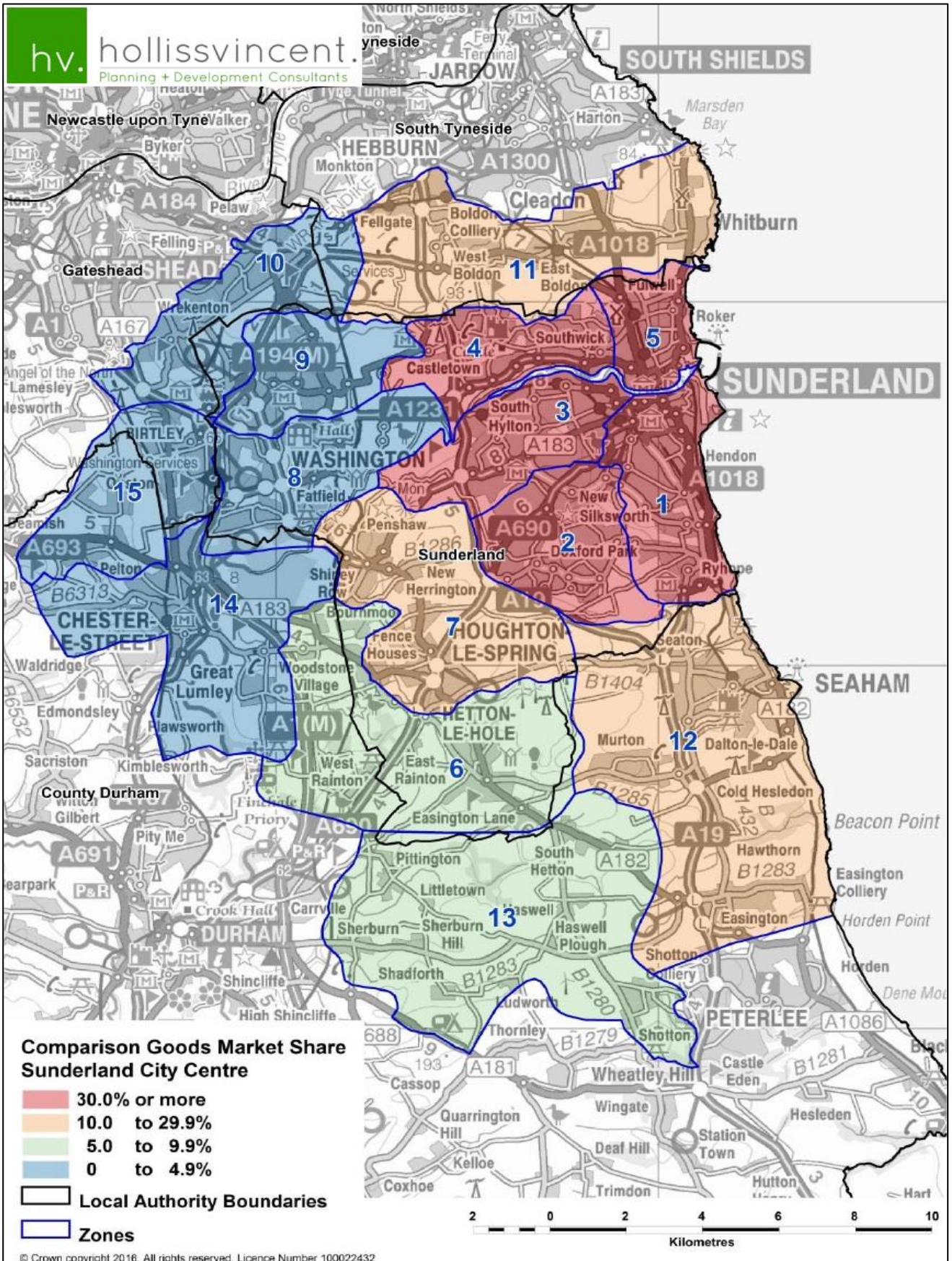




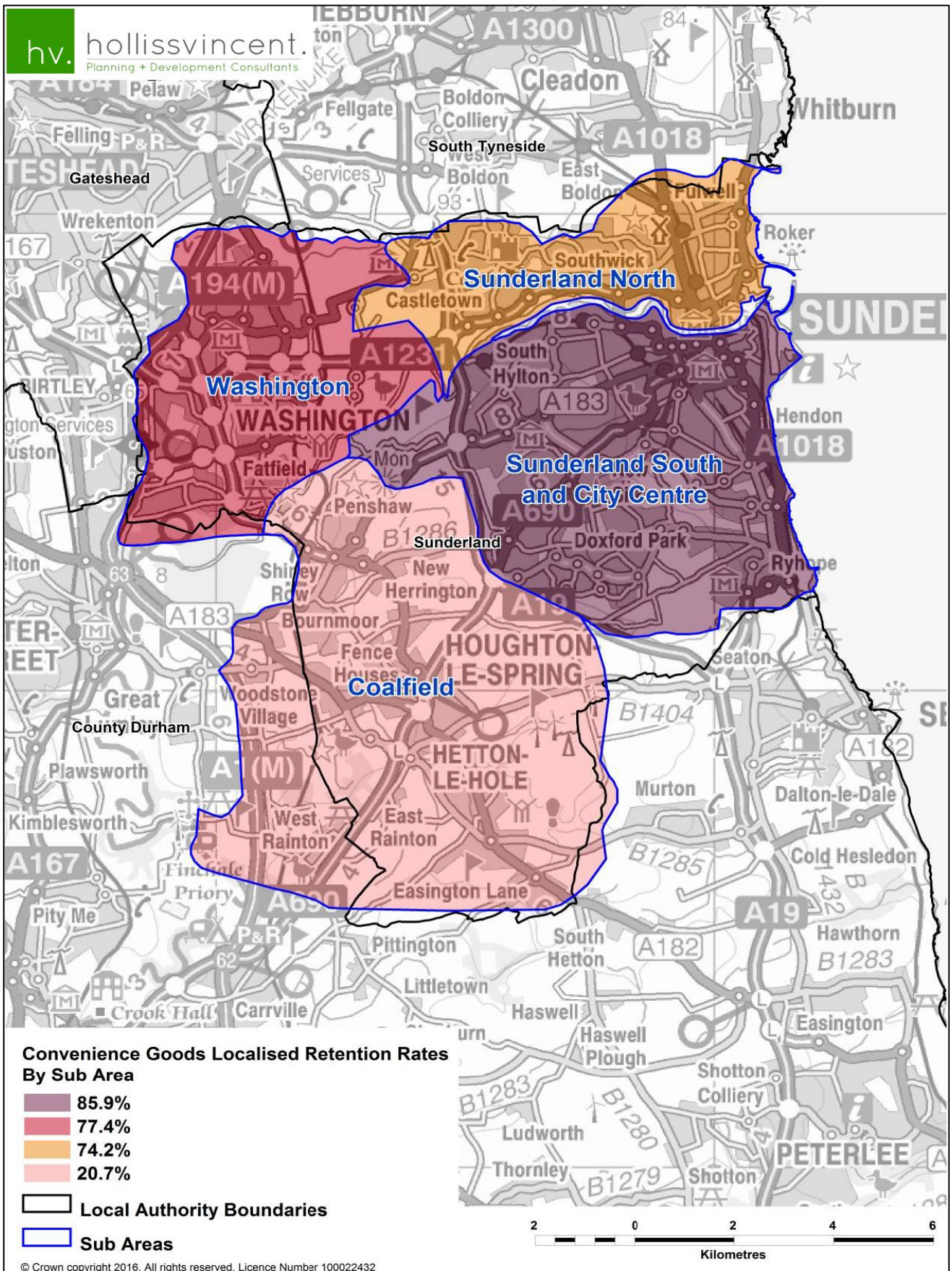
**Figure 6.1 Overall Telephone Survey Area Used by NEMS Market Research in February 2015**



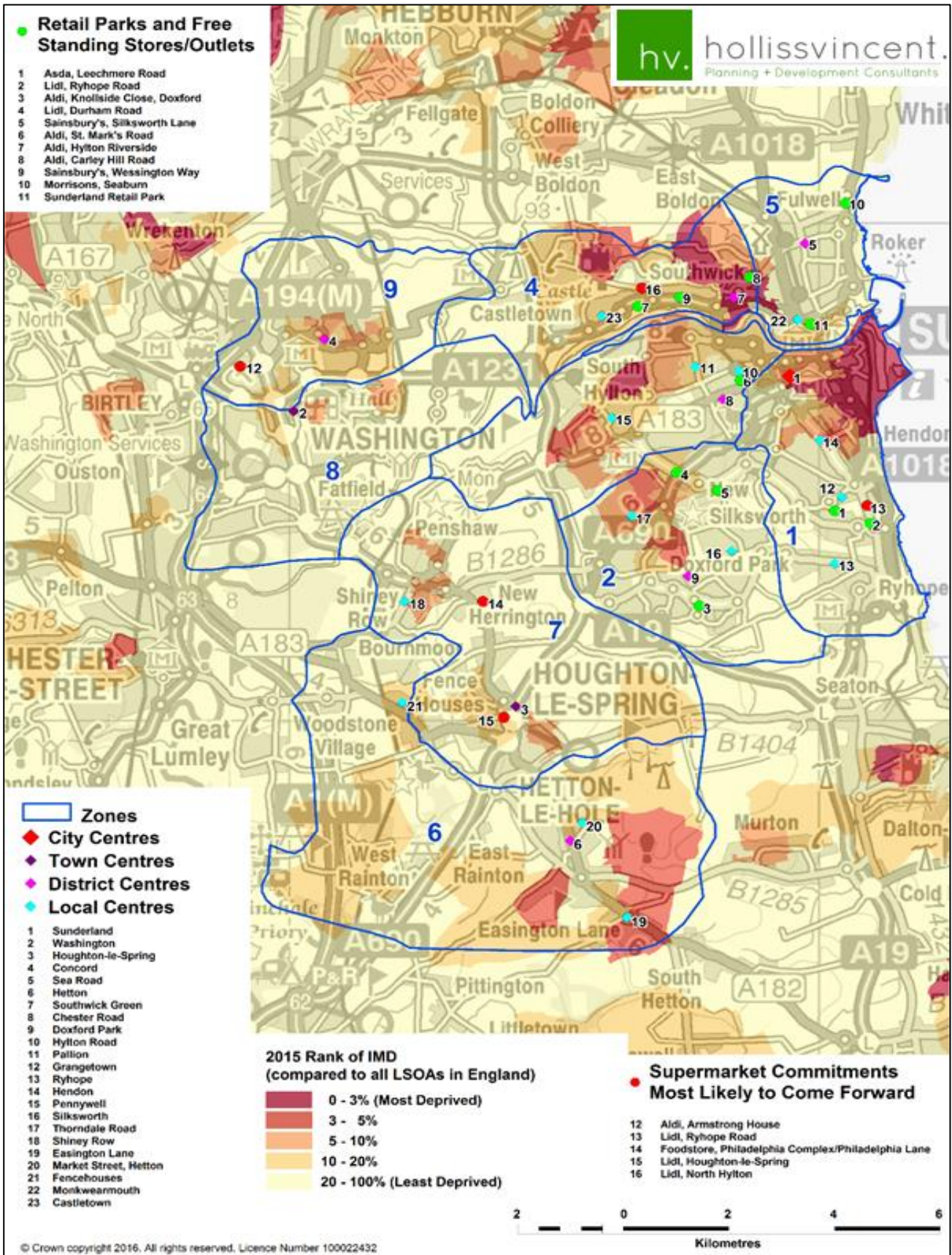
**Figure 6.2 Sunderland City Centre's Percentage Market Shares for Comparison Goods**



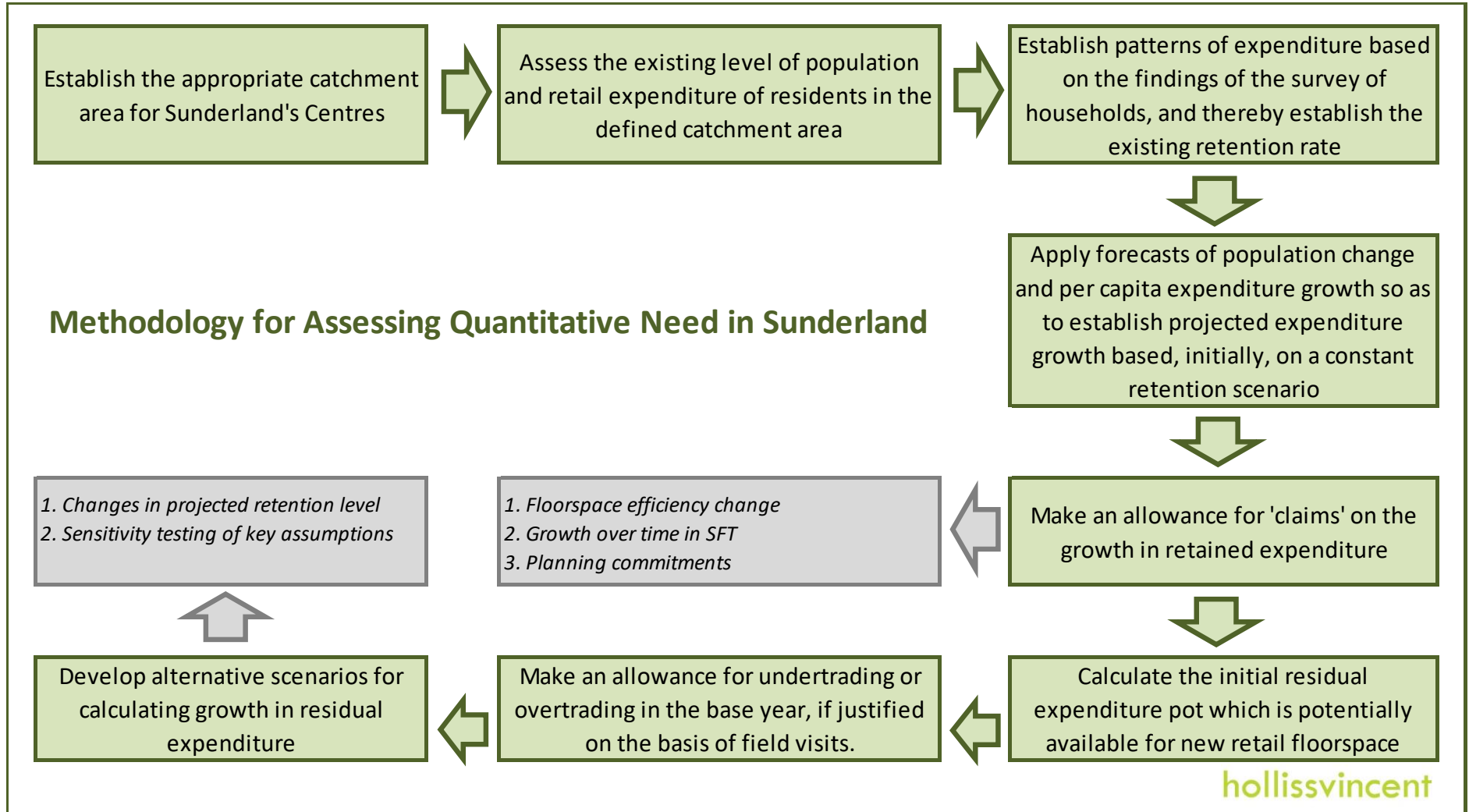
**Figure 6.3 Localised Convenience Goods Retention Levels by Core Strategy Sub-Areas**



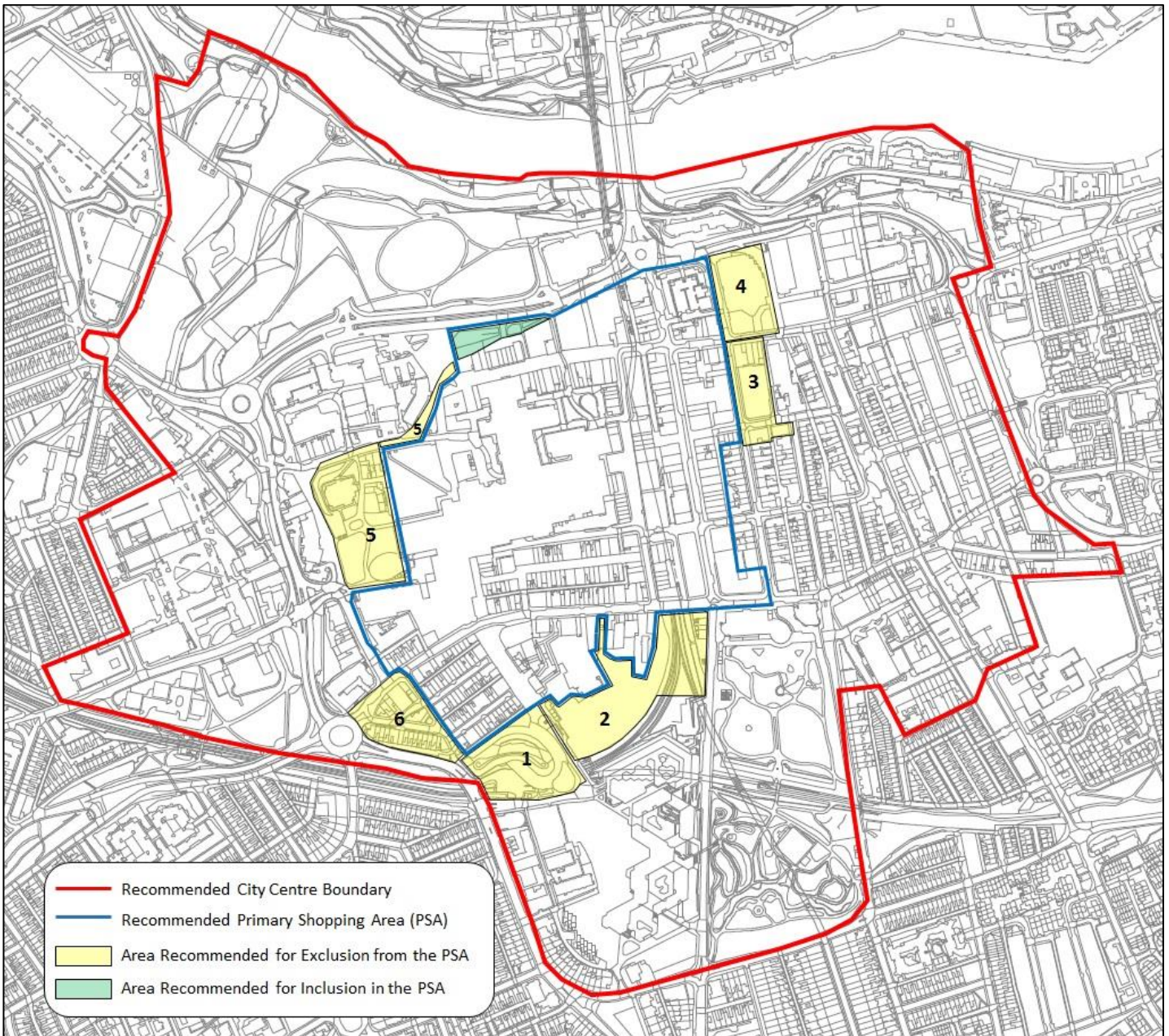
**Figure 6.4 Mapping of the Index of Multiple Deprivation and the Location of Town and District Centres, Existing Food Supermarkets, and Food Supermarket Commitments**



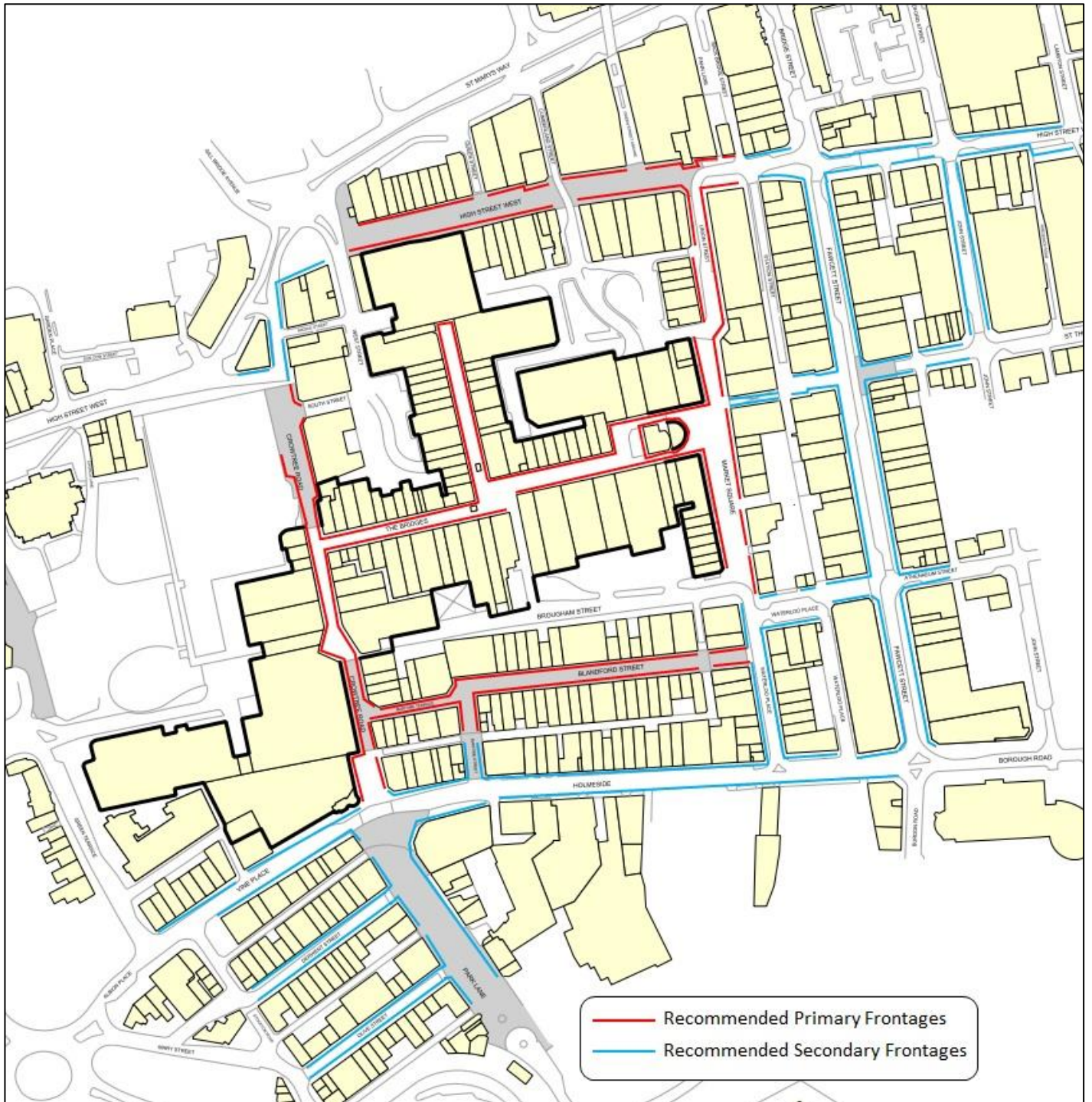
**Figure 7.1 Methodology for Assessing Surplus Expenditure Capacity, or Quantitative Need**



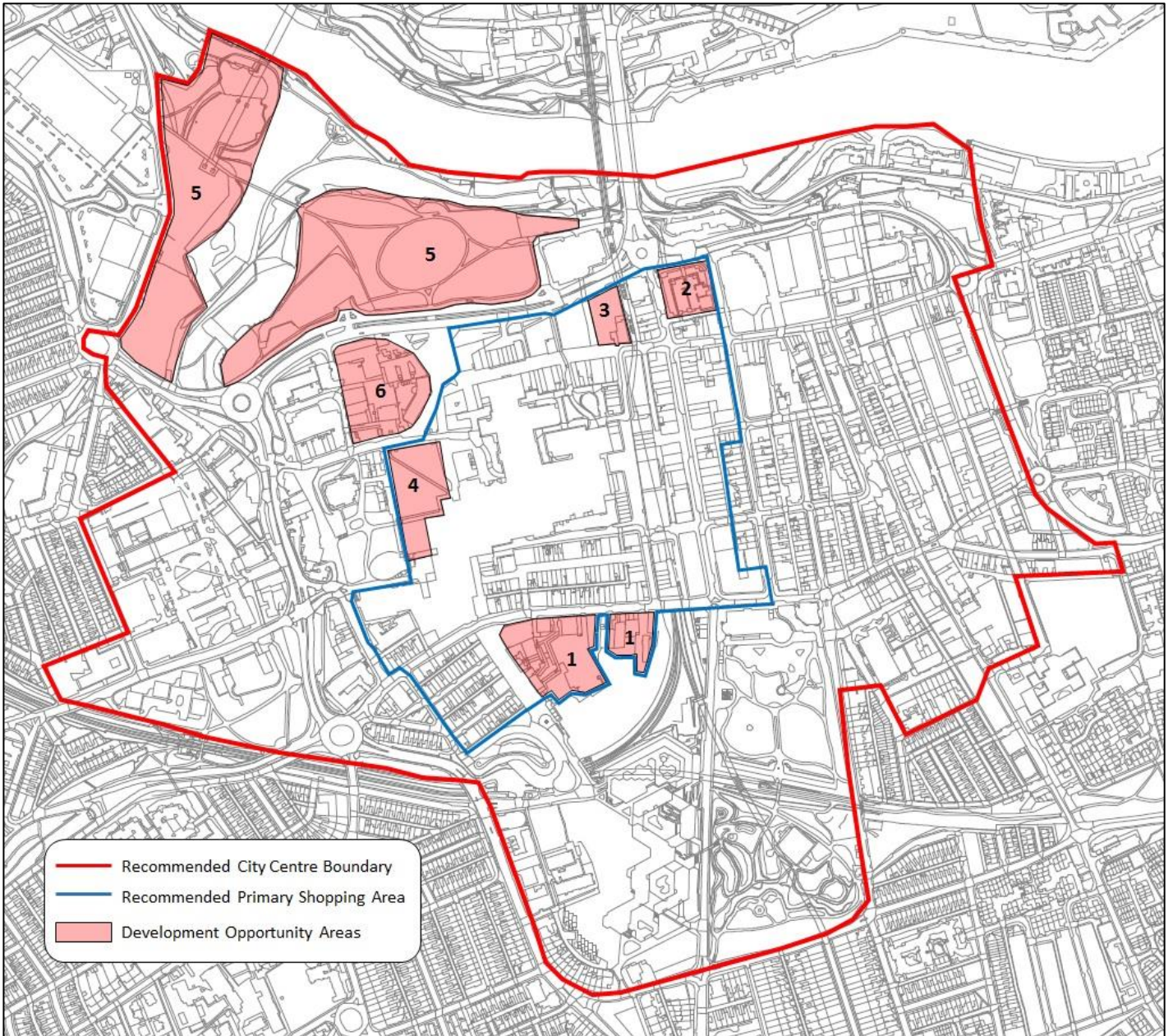
**Figure 8.1: Recommended Definition of Sunderland City Centre's Primary Shopping Area and the Overall Extent of the City Centre Boundary**



**Figure 8.2: Recommended Primary and Secondary Frontages within Sunderland City Centre**

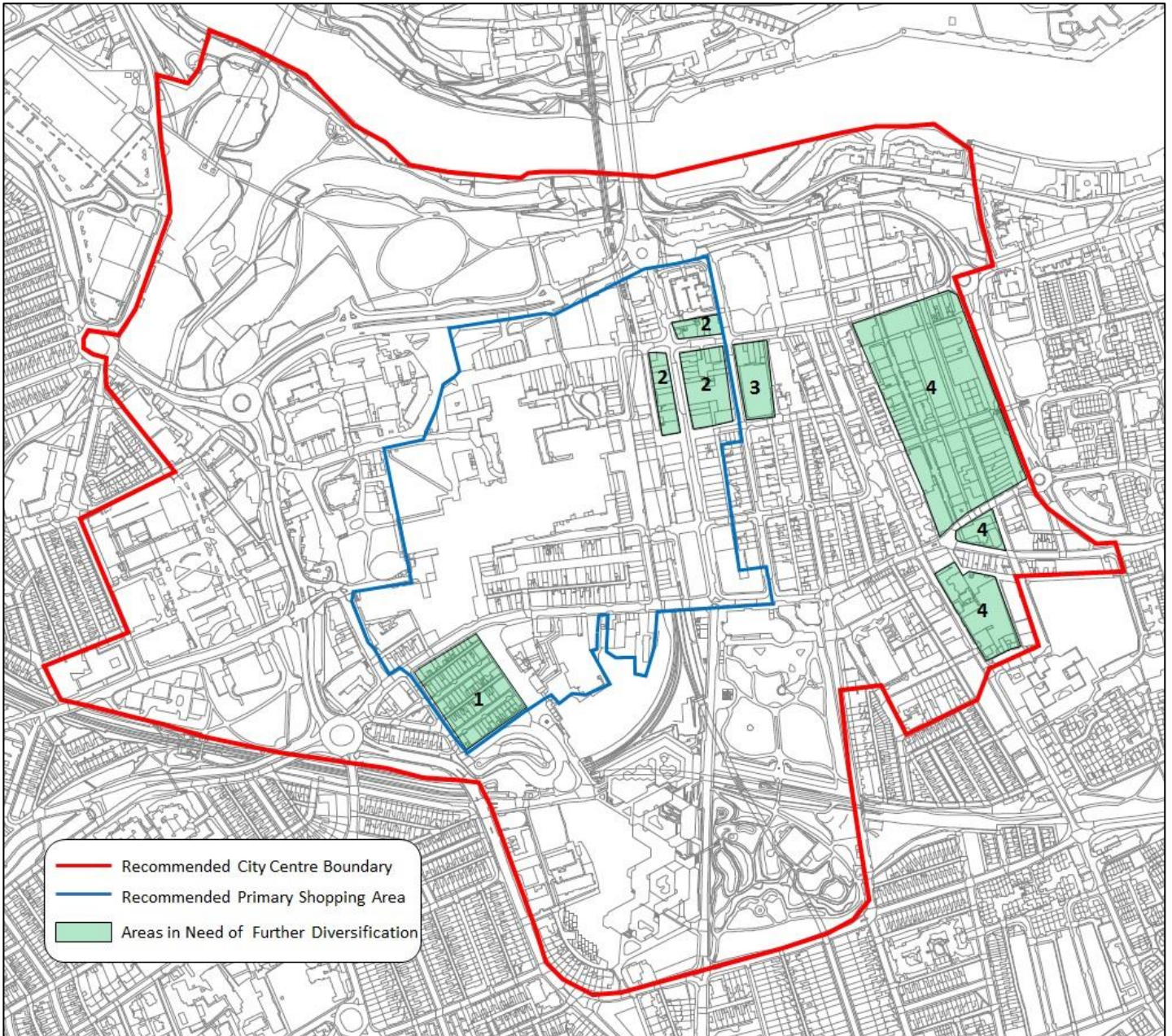


**Figure 8.3: The Main Development Opportunity Areas within Sunderland City Centre**

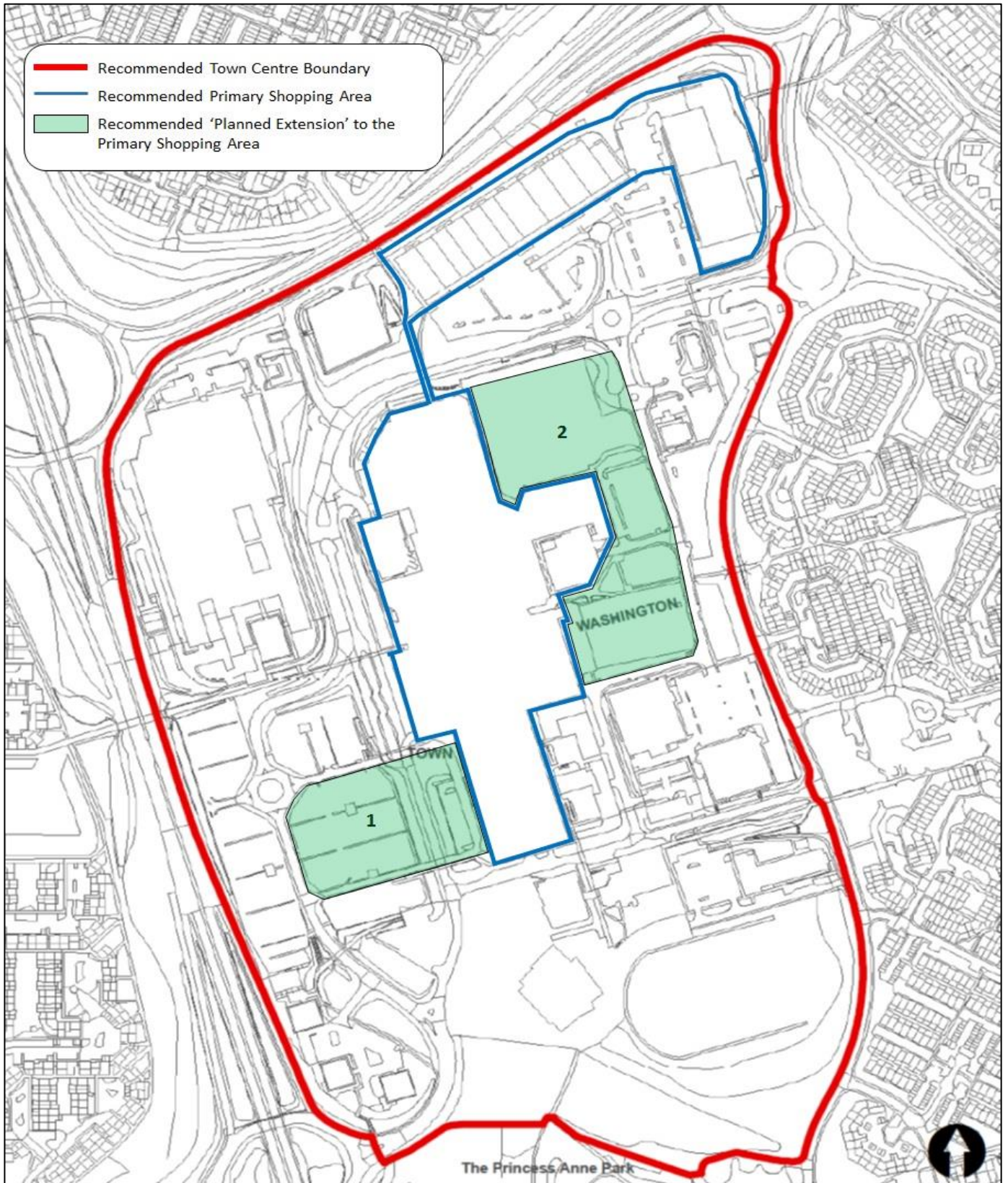




**Figure 8.4: The Main Areas in Need of Diversification and Improvement within Sunderland City Centre**



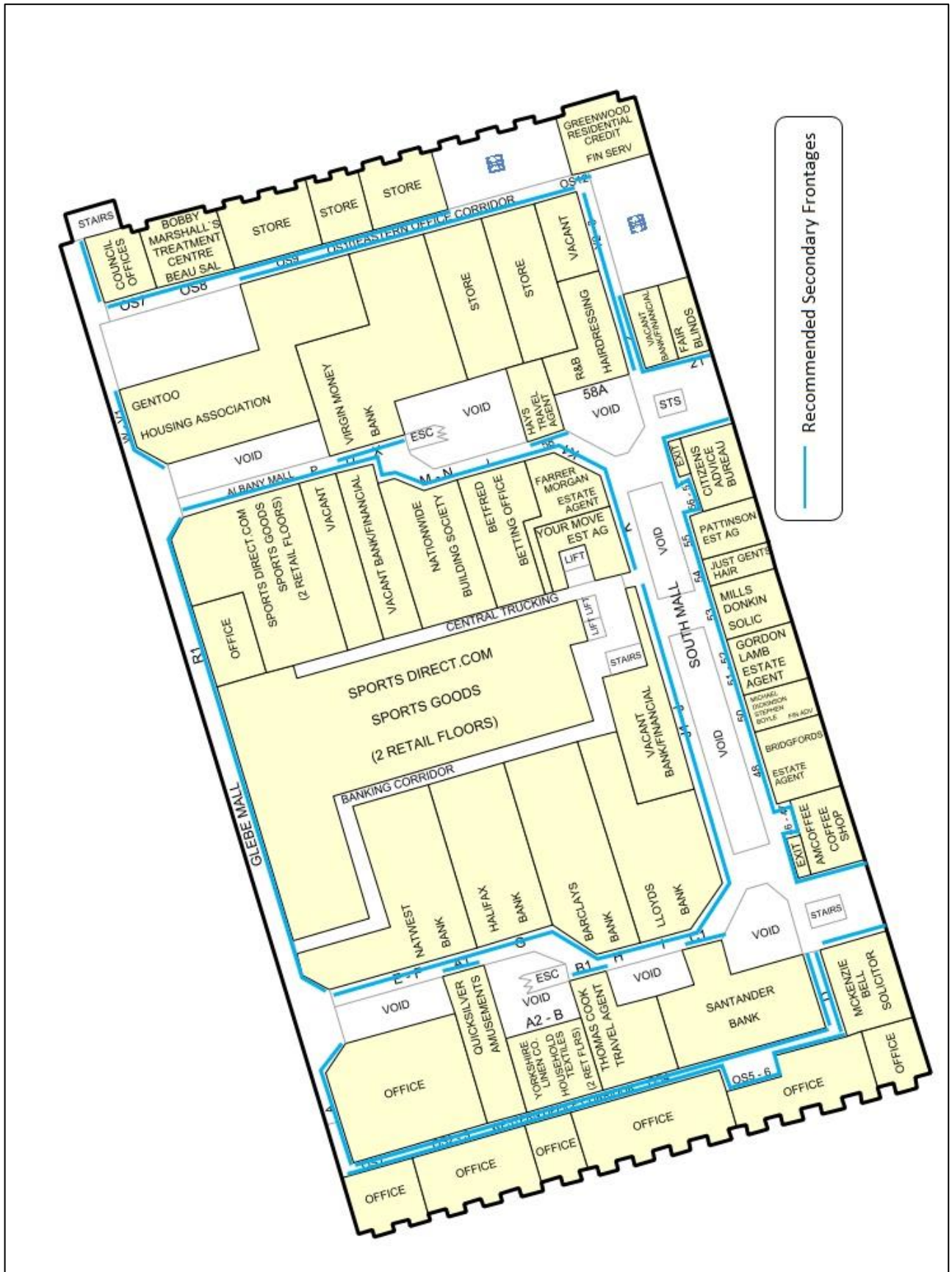
**Figure 8.5: Recommended Definition of Washington Town Centre's Primary Shopping Area, Recommended 'Planned Extension' to the Primary Shopping Area and the Overall Extent of the Town Centre Boundary**



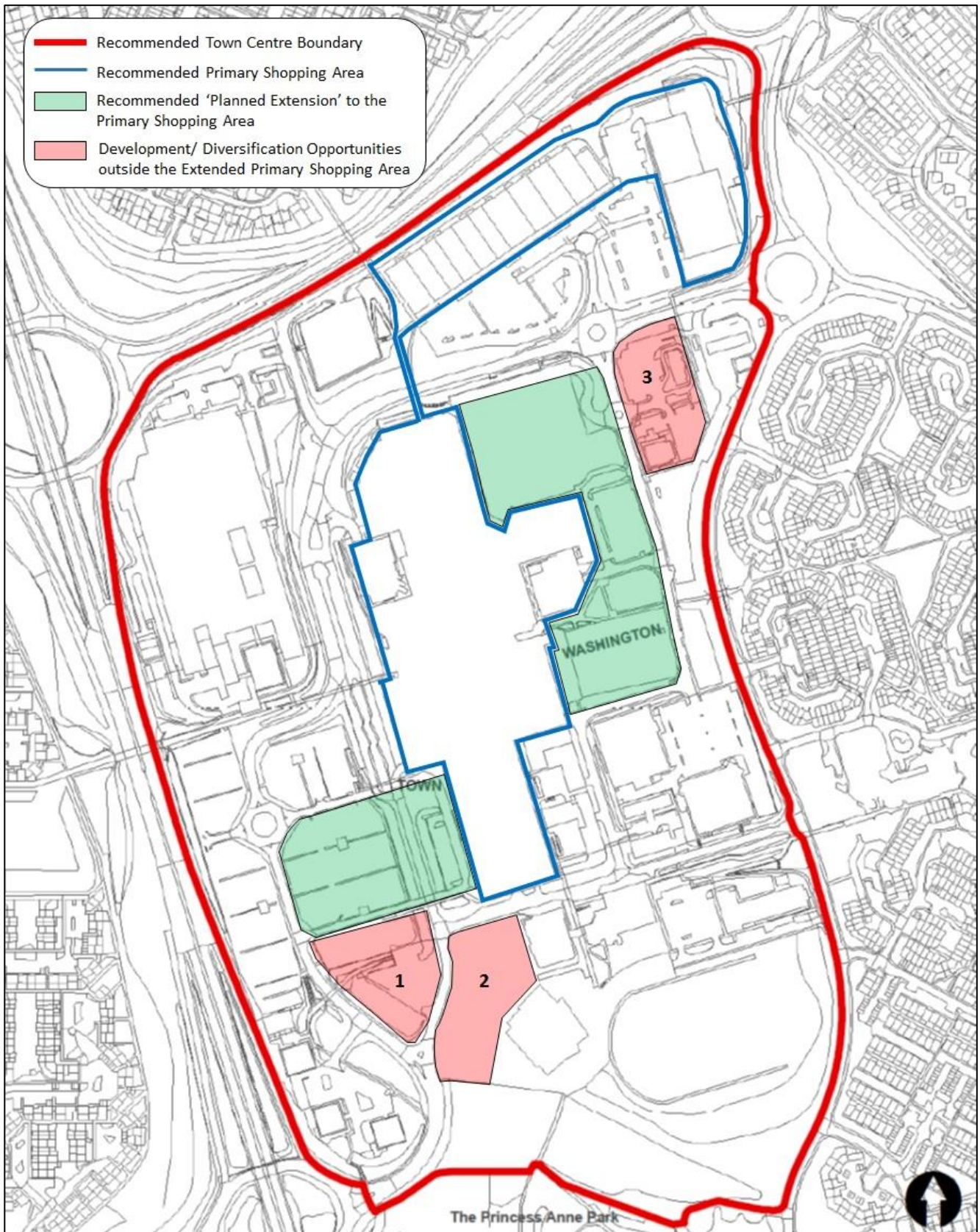
**Figure 8.6: Recommended Primary Frontages within Washington Town Centre**



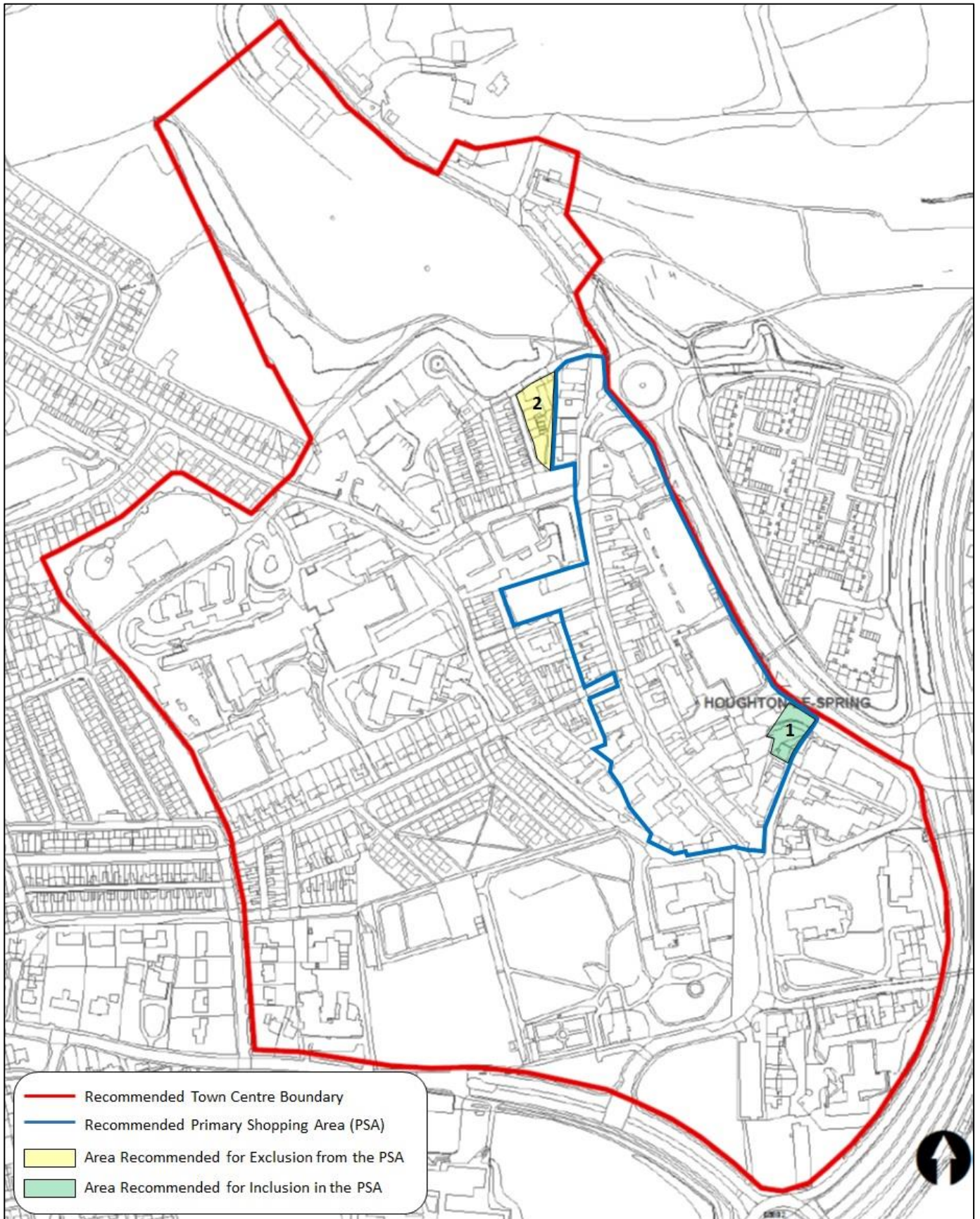
**Figure 8.7: Recommended Secondary Frontages within Washington Town Centre**



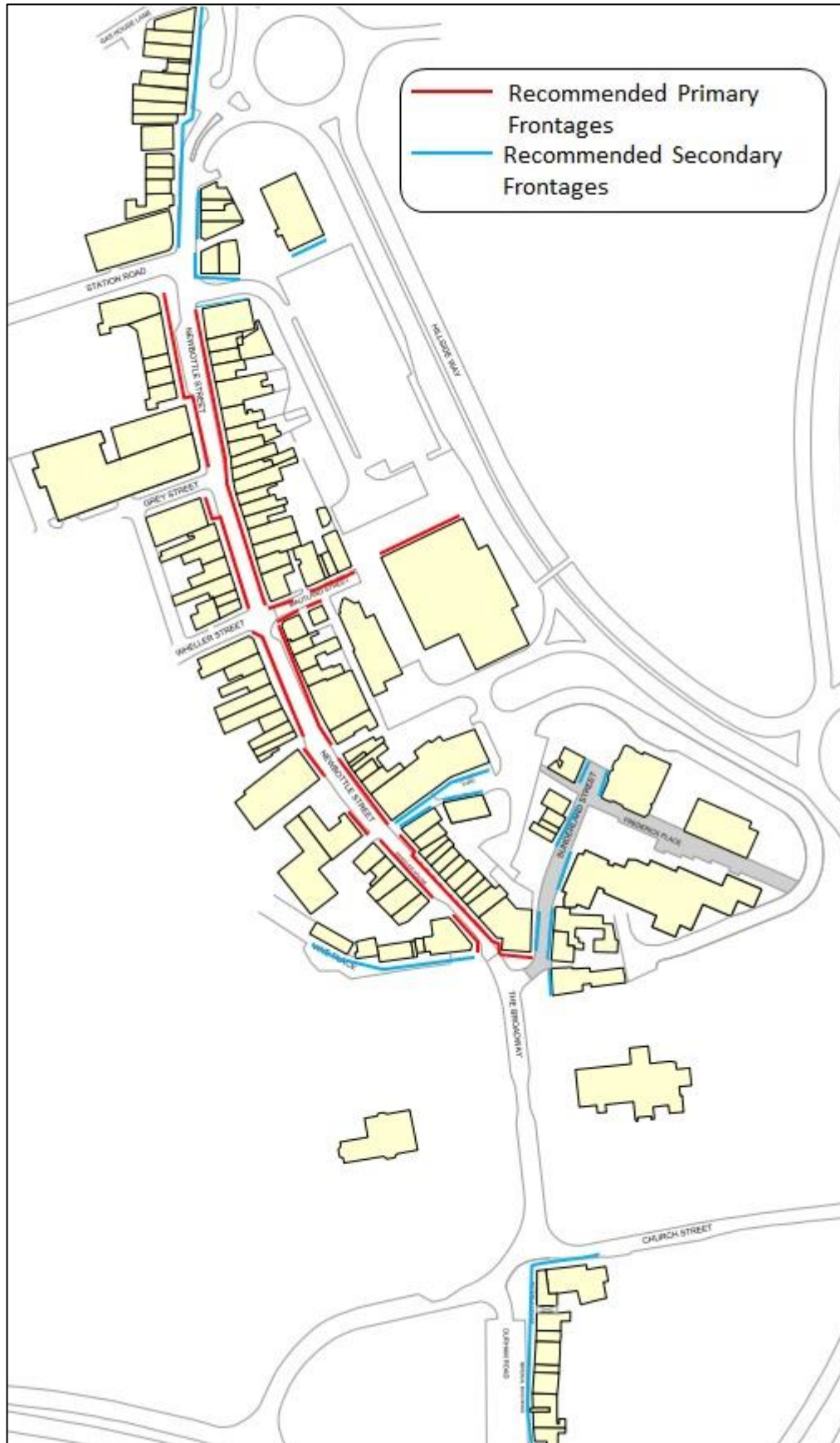
**Figure 8.8: The Main Development/Diversification Opportunity Areas located outside of Washington Town Centre's Extended Primary Shopping Area**



**Figure 8.9: Recommended Definition of Houghton-le-Spring Town Centre's Primary Shopping Area and the Overall Extent of the Town Centre Boundary**



**Figure 8.10: Recommended Primary and Secondary Frontages within Houghton-le-Spring Town Centre**



**Figure 8.11: The Main Development/Diversification Opportunity Areas within Houghton-le-Spring Town Centre**

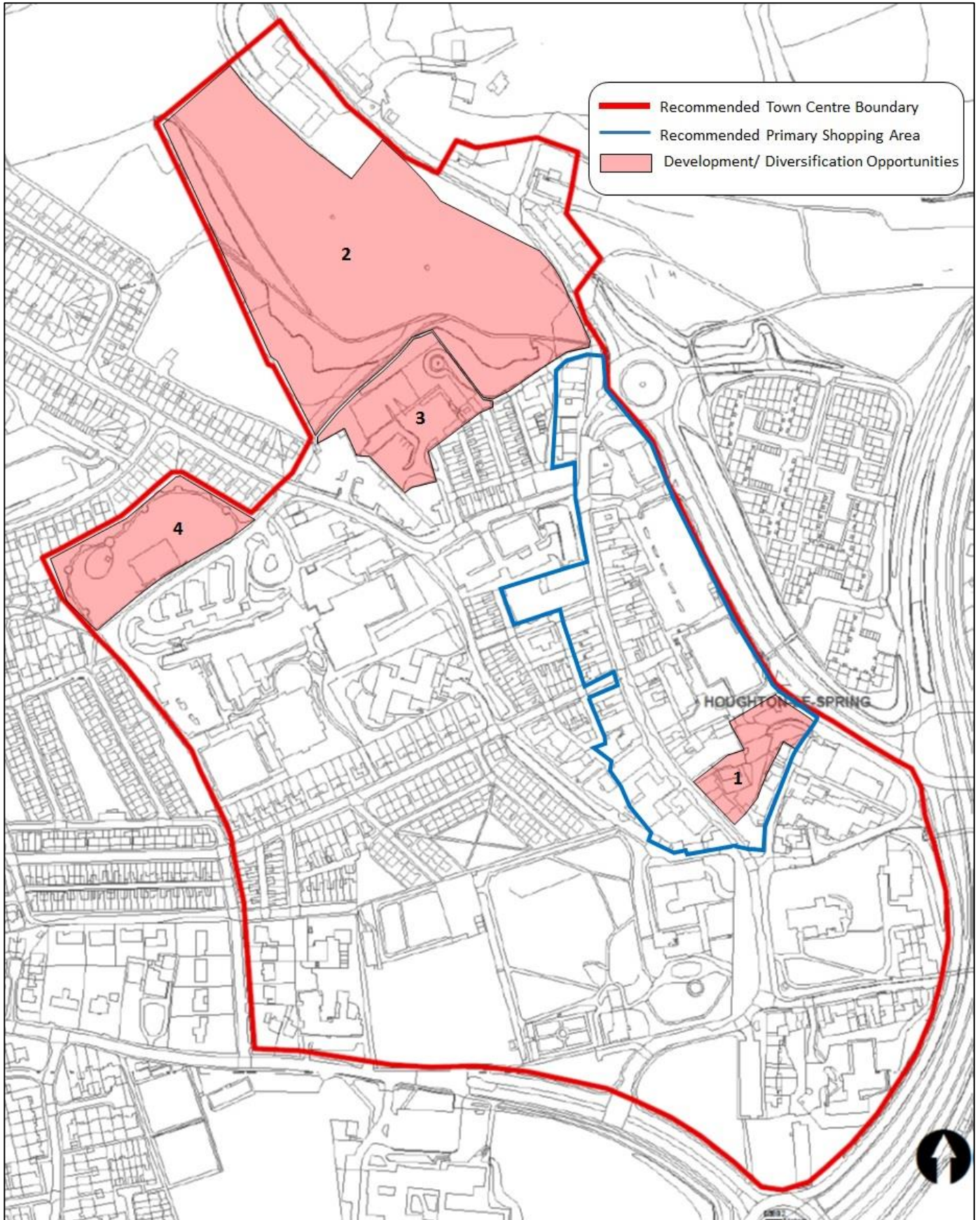
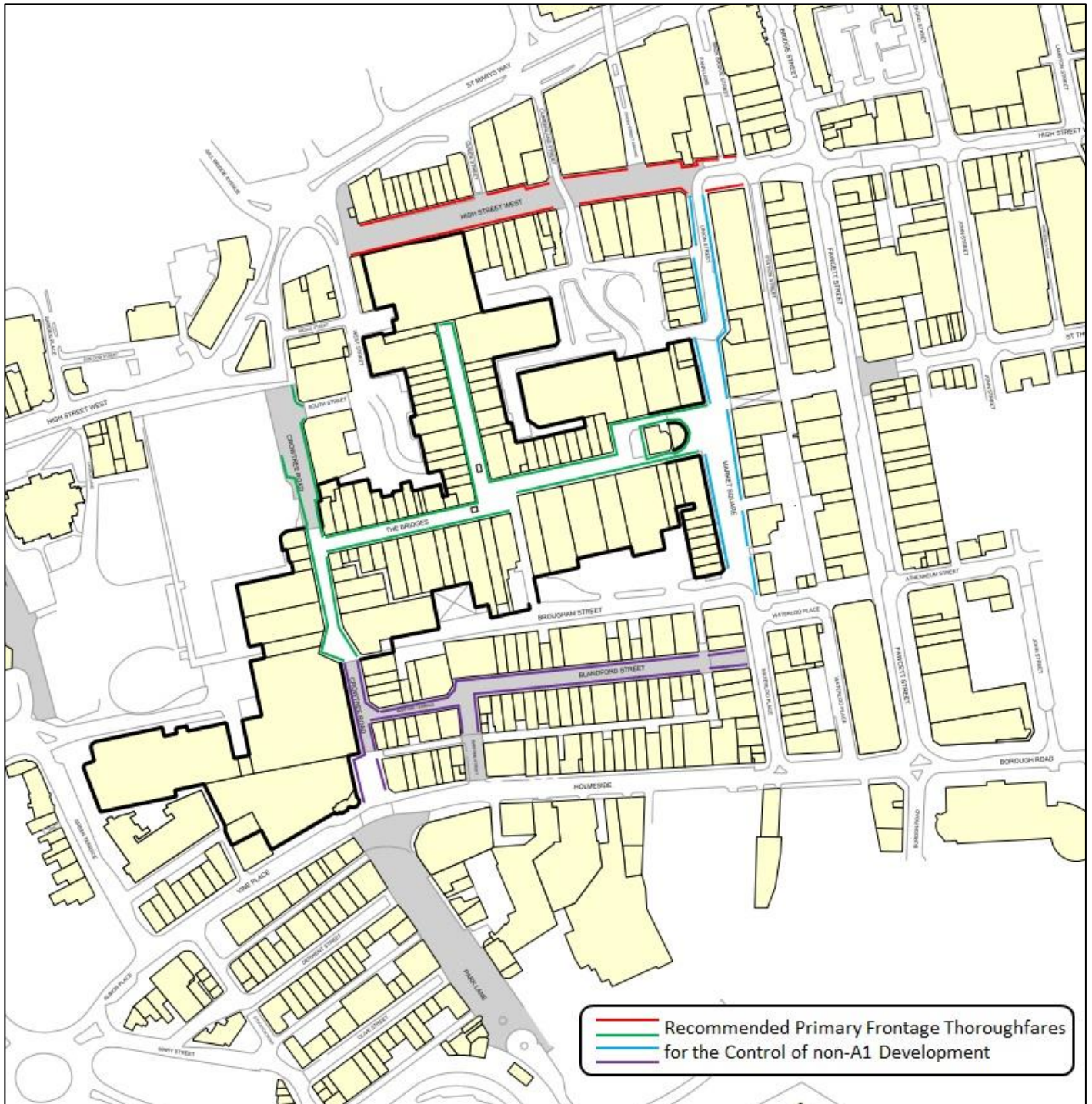
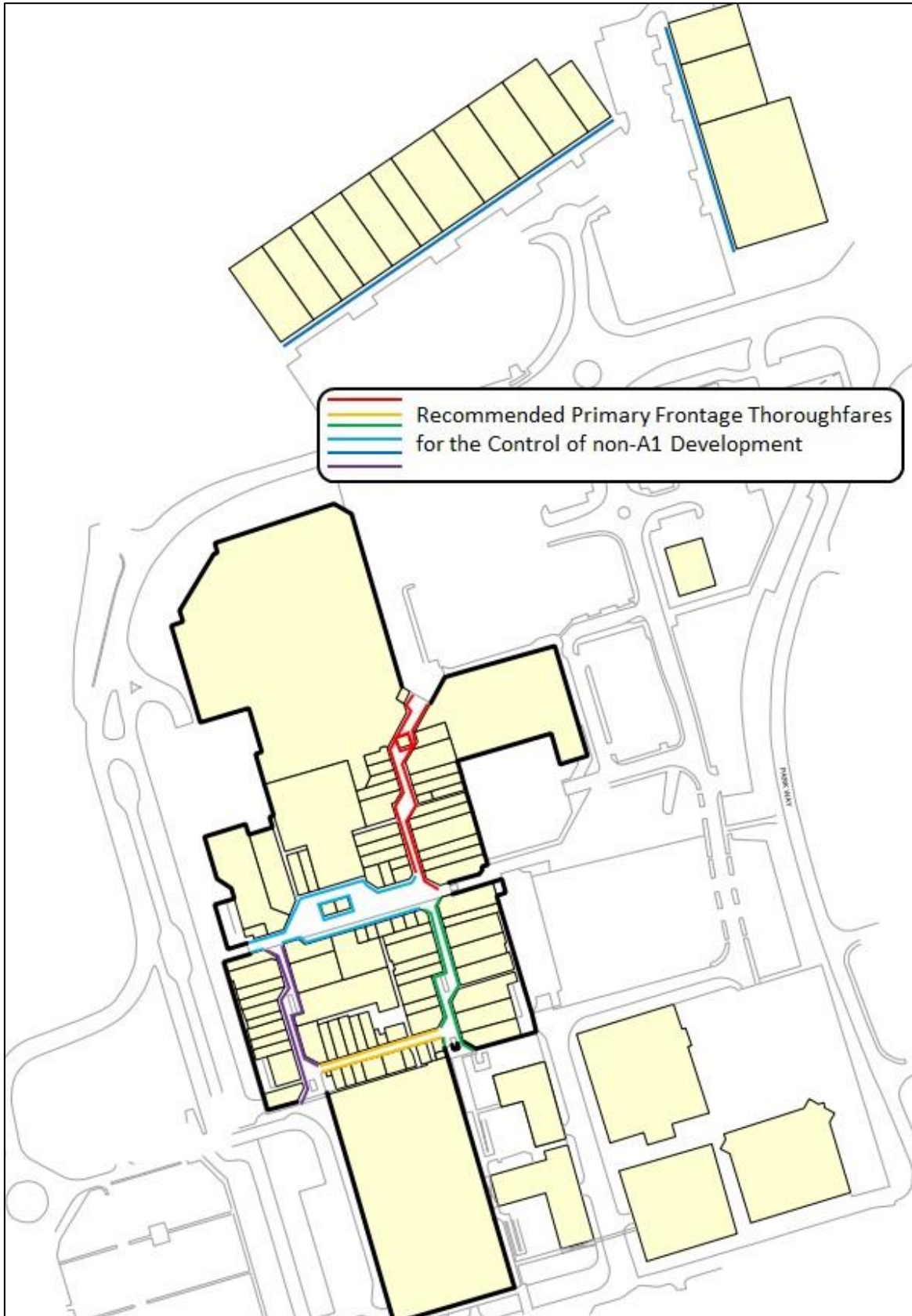




Figure 9.1: Recommended Primary Frontage Thoroughfares in Sunderland City Centre for the Control of Non-A1 Development



**Figure 9.2: Recommended Primary Frontage Thoroughfares in Washington Town Centre for the Control of Non-A1 Development**

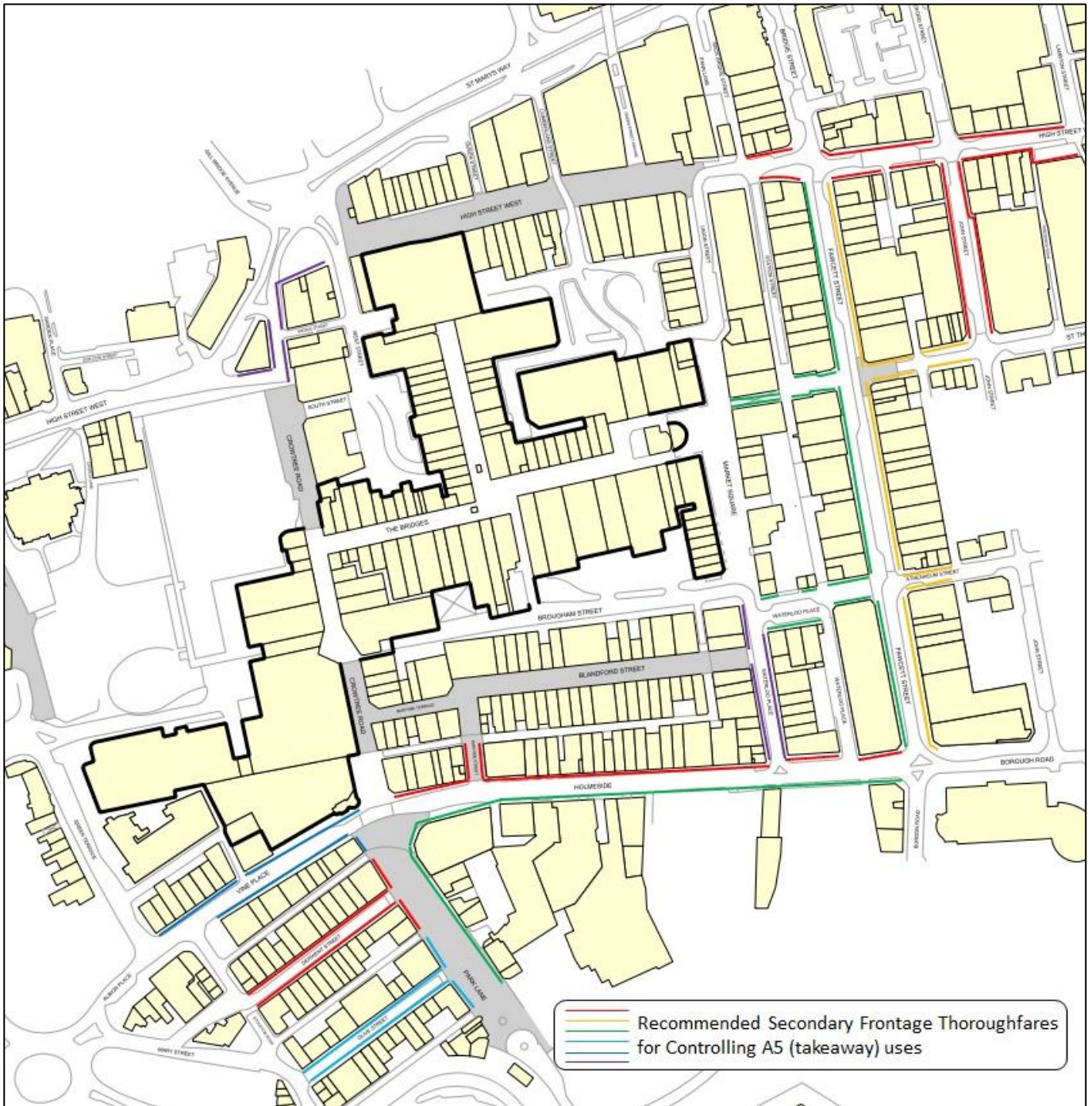


**Figure 9.3: Recommended Primary Frontage Thoroughfares in Houghton-le-Spring Town Centre for the Control of Non-A1 Development**

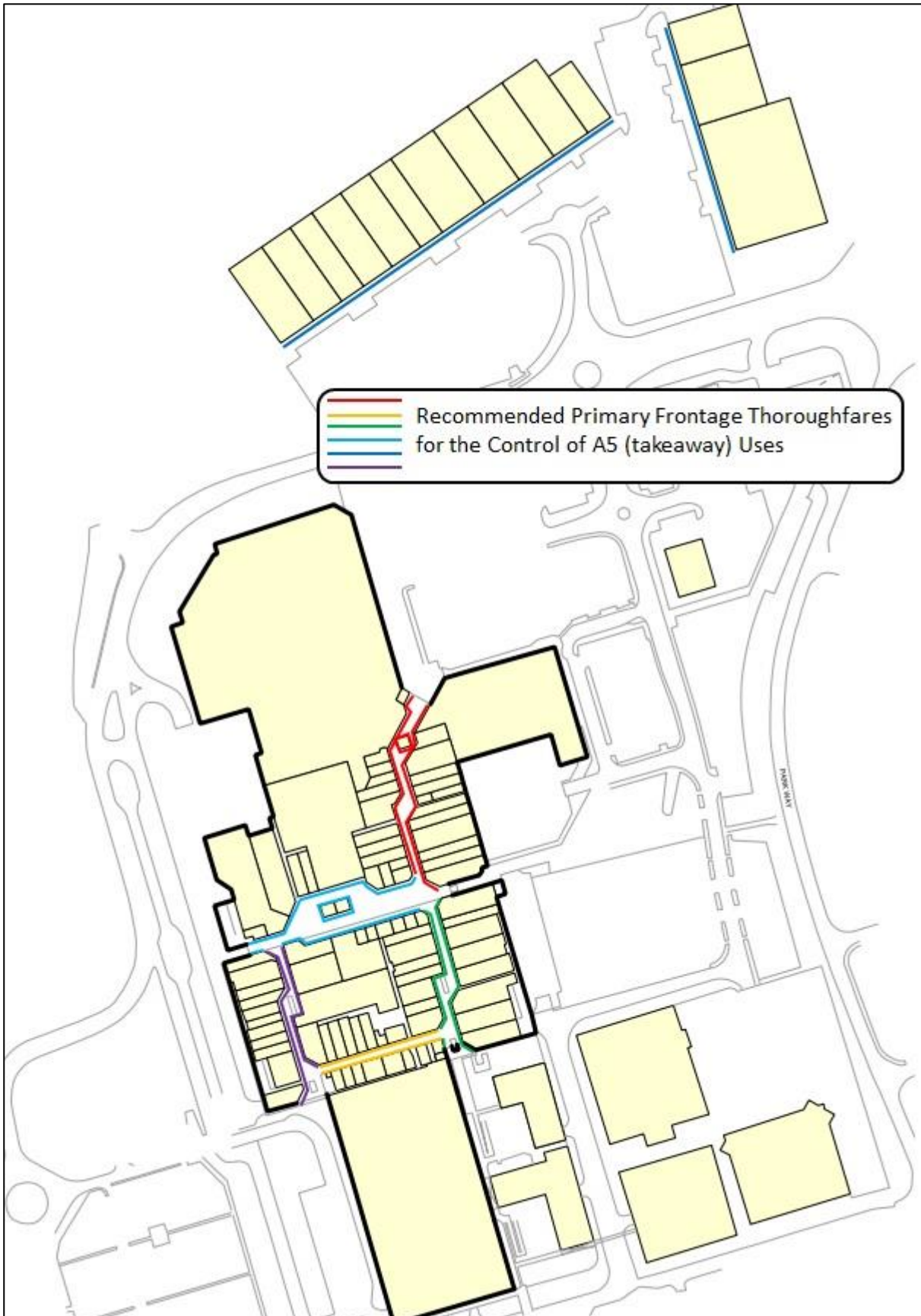




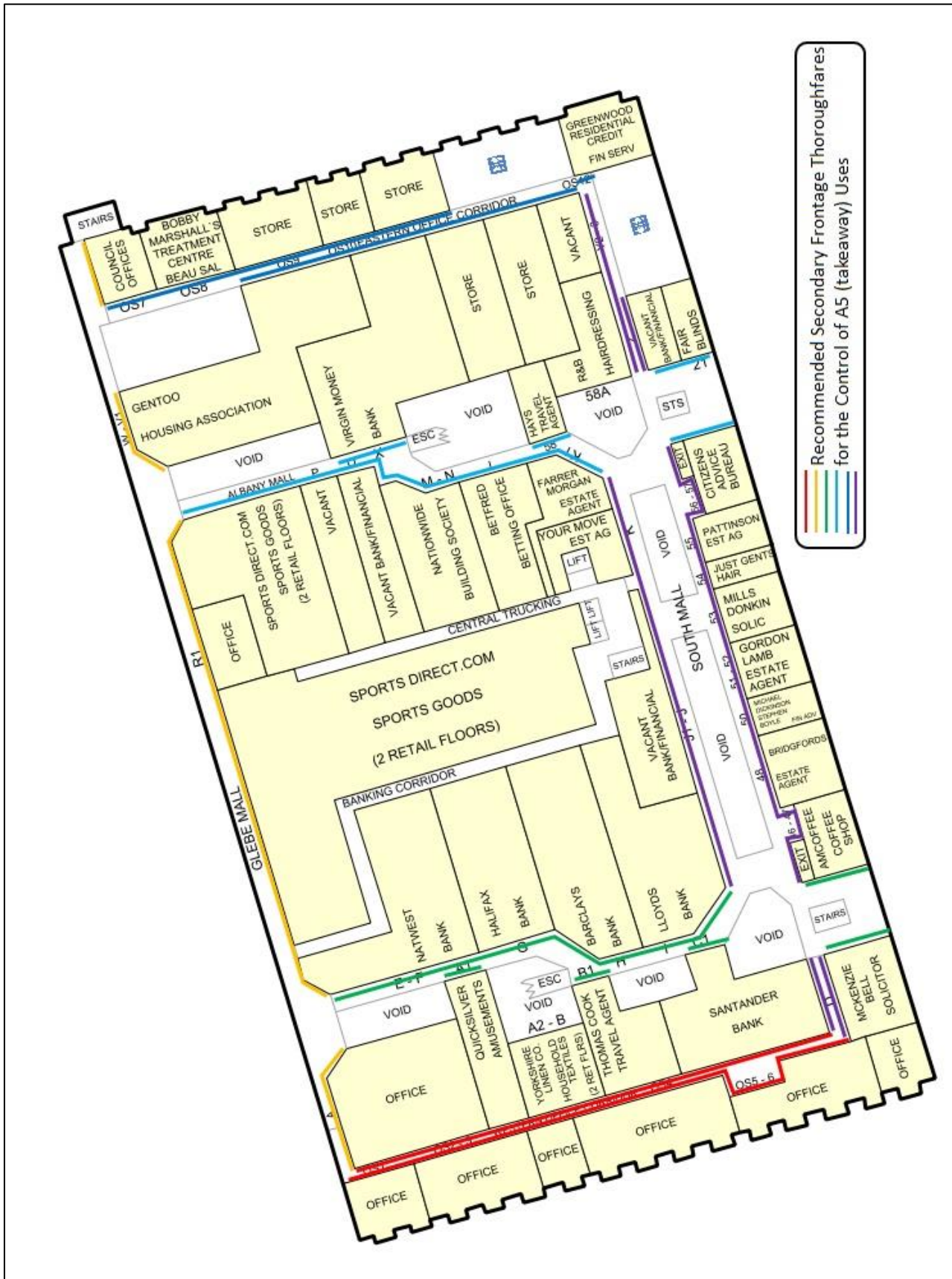
**Figure 9.5: Recommended Secondary Frontage Thoroughfares in Sunderland City Centre for the Control of A5 Uses**



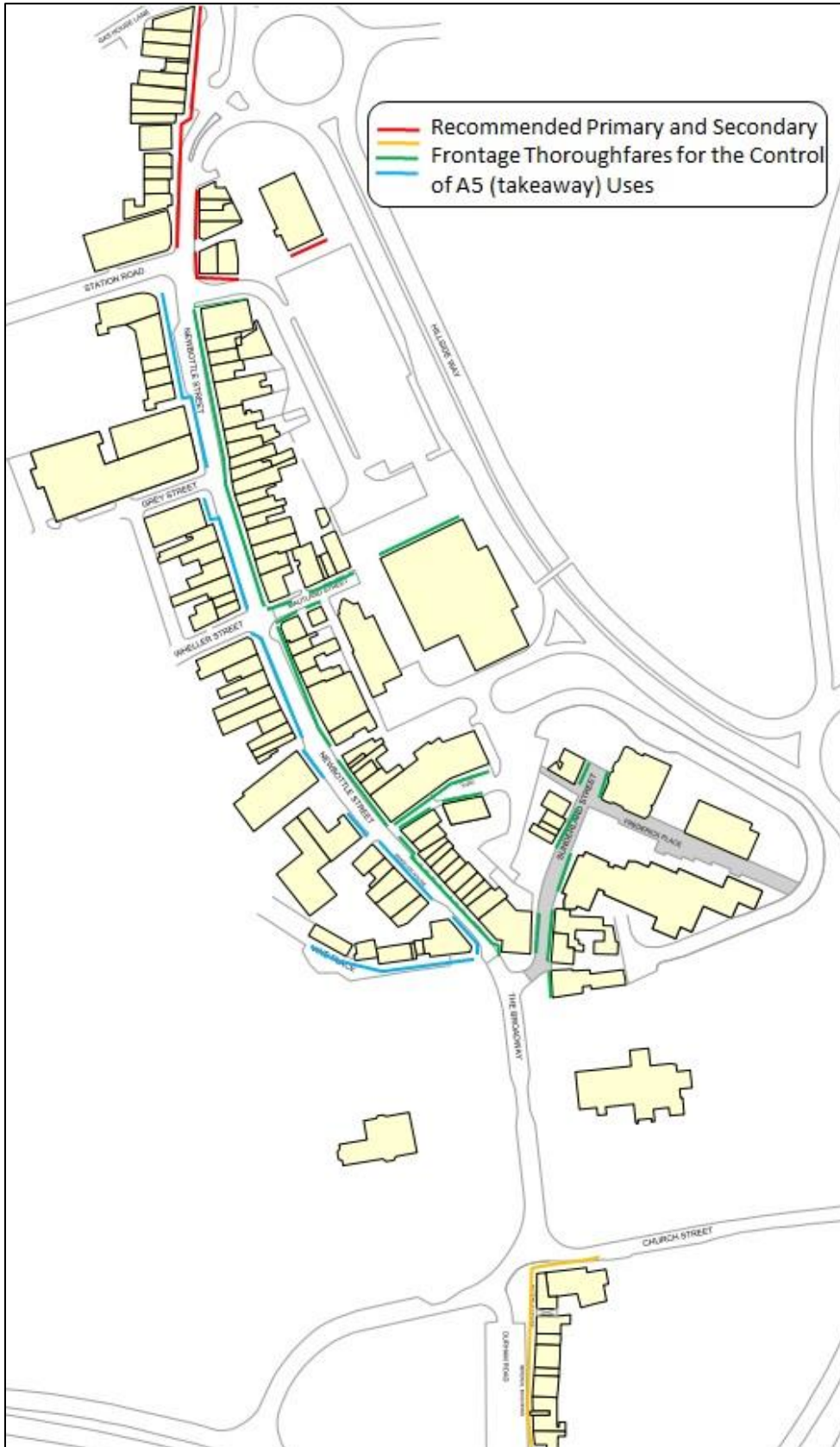
**Figure 9.6: Recommended Primary Frontage Thoroughfares in Washington Town Centre for the Control of A5 Uses**



**Figure 9.7: Recommended Secondary Frontage Thoroughfares in Washington Town Centre for the Control of A5 Uses**



**Figure 9.8: Recommended Primary and Secondary Frontage Thoroughfares in Houghton-le-Spring Town Centre for the Control of A5 Uses**





# SPREADSHEET TABLES

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**Table A: Overall Telephone Survey Area used by NEMS Market Research, February 2016**

Zone	Postcode	Predominant Authority
Primary Catchment Area (Zones 1 to 9)		
1	SR1 1, SR1 2, SR1 3, SR2 0, SR2 7, SR2 8, SR2 9	Sunderland
2	SR3 1, SR3 2, SR3 3, SR3 4	Sunderland
3	SR4 0, SR4 6, SR4 7, SR4 8, SR4 9	Sunderland
4	SR5 2, SR5 3, SR5 4, SR5 5	Sunderland
5	SR5 1, SR6 0, SR6 8, SR6 9	Sunderland
6	DH4 6, DH5 0, DH5 9	Sunderland
7	DH4 4, DH4 5, DH4 7, DH5 8	Sunderland
8	NE38 0, NE38 7, NE38 8, NE38 9	Sunderland
9	NE37 1, NE37 2, NE37 3	Sunderland
Secondary Catchment Area (Zones 10 to 15)		
10	NE10 8, NE9 7	Gateshead
11	NE32 4, NE35 9, NE36 0, SR6 7	South Tyneside
12	SR7 0, SR7 7, SR7 8, SR7 9, SR8 3	Durham
13	DH6 1, DH6 2	Durham
14	DH2 2, DH3 3, DH3 4	Durham
15	DH2 1, DH3 1, DH3 2	Durham

**Table 1a: Population Growth in the Sunderland Survey Area**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	TOTAL
2014	39,018	39,215	42,287	29,829	26,422	23,557	31,583	31,925	21,299	29,603	33,790	39,230	16,124	23,303	24,671	451,856
2015	39,047	39,239	42,313	29,893	26,381	23,611	31,608	31,980	21,334	29,666	33,870	39,407	16,183	23,368	24,743	452,643
2020	39,135	39,303	42,420	30,146	26,275	23,851	31,837	32,351	21,621	30,031	34,211	40,256	16,637	23,719	25,120	456,913
2025	39,198	39,389	42,544	30,236	26,158	24,154	32,075	32,698	21,891	30,349	34,605	40,997	17,036	24,124	25,619	461,073
2030	39,315	39,348	42,739	30,393	26,000	24,421	32,209	32,938	22,155	30,596	34,933	41,601	17,375	24,462	26,034	464,519
2035	39,508	39,334	42,870	30,523	25,900	24,526	32,335	33,026	22,327	30,811	35,122	42,021	17,601	24,638	26,348	466,891

ONS Population Projections, derived from Experian January 2016

**Table 1b: Per Capita Goods Expenditure in the Comparison Goods Sector**

	Zone 1 £	Zone 2 £	Zone 3 £	Zone 4 £	Zone 5 £	Zone 6 £	Zone 7 £	Zone 8 £	Zone 9 £	Zone 10 £	Zone 11 £	Zone 12 £	Zone 13 £	Zone 14 £	Zone 15 £
2014	2,959	2,952	2,731	2,292	3,333	2,881	3,144	3,288	2,682	2,877	3,630	2,843	2,968	3,342	3,006
2015	3,116	3,108	2,876	2,413	3,510	3,034	3,311	3,462	2,824	3,029	3,822	2,994	3,125	3,519	3,165
2020	3,598	3,590	3,321	2,787	4,053	3,503	3,823	3,998	3,261	3,498	4,414	3,457	3,609	4,064	3,655
2025	4,212	4,202	3,887	3,262	4,744	4,101	4,475	4,680	3,818	4,095	5,167	4,047	4,225	4,757	4,279
2030	4,921	4,909	4,541	3,811	5,543	4,791	5,228	5,468	4,460	4,784	6,036	4,728	4,936	5,558	4,999
2035	5,794	5,780	5,347	4,488	6,526	5,641	6,156	6,438	5,251	5,633	7,107	5,566	5,811	6,543	5,886

2014 Prices

2014 base data derived from Experian 2014 based estimates. Projected forward using the forecasts provided by Experian (Retail Planner Briefing Note 13, October 2015)

**Table 1c: Total Comparison Goods Expenditure in the Comparison Goods Sector**

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Zone 12 £m	Zone 13 £m	Zone 14 £m	Zone 15 £m	TOTAL £m
2014	115.5	115.8	115.5	68.4	88.1	67.9	99.3	105.0	57.1	85.2	122.7	111.5	47.9	77.9	74.2	1,351.65
2015	121.7	122.0	121.7	72.1	92.6	71.6	104.6	110.7	60.3	89.9	129.5	118.0	50.6	82.2	78.3	1,425.74
2020	140.8	141.1	140.9	84.0	106.5	83.6	121.7	129.3	70.5	105.1	151.0	139.2	60.0	96.4	91.8	1,661.87
2025	165.1	165.5	165.4	98.6	124.1	99.0	143.5	153.0	83.6	124.3	178.8	165.9	72.0	114.8	109.6	1,963.23
2030	193.5	193.2	194.1	115.8	144.1	117.0	168.4	180.1	98.8	146.4	210.9	196.7	85.8	135.9	130.1	2,310.75
2035	228.9	227.3	229.2	137.0	169.0	138.3	199.0	212.6	117.2	173.6	249.6	233.9	102.3	161.2	155.1	2,734.37

2014 Prices

Product of Table 1a and Table 1b

**Table 1d: Per Capita Goods Expenditure in the Convenience Goods Sector**

	Zone 1 £	Zone 2 £	Zone 3 £	Zone 4 £	Zone 5 £	Zone 6 £	Zone 7 £	Zone 8 £	Zone 9 £	Zone 10 £	Zone 11 £	Zone 12 £	Zone 13 £	Zone 14 £	Zone 15 £
2014	1,881	1,882	1,923	1,768	1,983	1,874	1,894	1,983	1,836	1,929	2,117	1,870	1,910	1,972	1,933
2015	1,877	1,878	1,919	1,764	1,979	1,870	1,890	1,979	1,832	1,925	2,113	1,866	1,906	1,968	1,929
2020	1,894	1,895	1,936	1,780	1,997	1,887	1,907	1,997	1,849	1,943	2,132	1,883	1,923	1,986	1,947
2025	1,902	1,903	1,944	1,788	2,005	1,895	1,915	2,005	1,856	1,950	2,140	1,891	1,931	1,994	1,954
2030	1,911	1,912	1,954	1,796	2,015	1,904	1,925	2,015	1,866	1,960	2,151	1,900	1,941	2,004	1,964
2035	1,925	1,926	1,968	1,809	2,029	1,918	1,938	2,029	1,879	1,974	2,166	1,913	1,954	2,018	1,978

2014 Prices

2014 base data derived from Experian 2014 based estimates. Projected forward using the forecasts provided by Experian (Retail Planner Briefing Note 13, October 2015)

**Table 1e: Total Convenience Goods Expenditure in the Convenience Goods Sector**

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Zone 12 £m	Zone 13 £m	Zone 14 £m	Zone 15 £m	TOTAL £m
2014	73.4	73.8	81.3	52.7	52.4	44.1	59.8	63.3	39.1	57.1	71.5	73.4	30.8	46.0	47.7	866.5
2015	73.3	73.7	81.2	52.7	52.2	44.2	59.7	63.3	39.1	57.1	71.6	73.5	30.8	46.0	47.7	866.2
2020	74.1	74.5	82.1	53.7	52.5	45.0	60.7	64.6	40.0	58.3	72.9	75.8	32.0	47.1	48.9	882.3
2025	74.5	74.9	82.7	54.0	52.4	45.8	61.4	65.6	40.6	59.2	74.1	77.5	32.9	48.1	50.1	893.9
2030	75.1	75.2	83.5	54.6	52.4	46.5	62.0	66.4	41.3	60.0	75.1	79.0	33.7	49.0	51.1	905.1
2035	76.0	75.7	84.4	55.2	52.6	47.0	62.7	67.0	41.9	60.8	76.1	80.4	34.4	49.7	52.1	916.1

2014 Prices

Product of Table 1a and 1d

**Table 2: Comparison Goods Market Shares**

(survey undertaken by NEMS in February 2016)

Zone	Destination	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %	Zone 15 %
<b>INSIDE SURVEY AREA</b>																
1	Sunderland City Centre	38.8	36.6	38.3	37.7	38.3	9.8	9.9	3.8	3.9	0.5	12.8	19.8	8.8	2.0	0.7
1	Asda, Leechmere Road Industrial Estate	6.0	5.8	1.3	0.0	1.0	0.0	0.4	0.0	0.1	0.0	0.0	0.5	0.3	0.0	0.0
1	Grangetown Local Centre	0.7	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3
1	Hendon Local Centre	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.1	0.2	0.0	0.0
1	Ryhope Local Centre	1.3	0.0	0.1	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
1	Other, Zone 1	1.3	2.2	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>48.7</b>	<b>45.1</b>	<b>41.0</b>	<b>37.8</b>	<b>40.1</b>	<b>10.0</b>	<b>10.6</b>	<b>4.0</b>	<b>4.0</b>	<b>0.5</b>	<b>12.8</b>	<b>24.6</b>	<b>9.3</b>	<b>2.0</b>	<b>1.0</b>
2	Doxford Park District Centre	0.5	1.4	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.5	0.2	0.3	0.0
2	Sainsbury's, Silksworth Lane	1.7	4.3	2.3	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
2	Silksworth Local Centre	0.1	2.8	0.6	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
2	Other, Zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>2.3</b>	<b>8.5</b>	<b>3.1</b>	<b>0.2</b>	<b>0.1</b>	<b>0.2</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.7</b>	<b>0.2</b>	<b>0.3</b>	<b>0.0</b>
3	Chester Road District Centre	0.0	0.0	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	Pallion Local Centre	0.1	1.3	1.4	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	Pallion Retail Park	4.2	1.4	3.8	1.6	2.6	0.3	0.3	0.4	0.1	0.0	1.5	0.2	0.0	0.1	0.1
3	Pennywell Local Centre	0.0	0.1	1.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	Trimdon Street Retail Park	5.1	7.8	7.2	3.9	5.7	0.2	0.9	0.1	0.1	0.0	2.4	3.0	0.5	0.0	0.0
3	Other, Zone 3	0.4	0.4	1.1	0.1	0.4	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>9.9</b>	<b>10.9</b>	<b>15.9</b>	<b>5.8</b>	<b>9.4</b>	<b>0.5</b>	<b>1.8</b>	<b>0.7</b>	<b>0.3</b>	<b>0.0</b>	<b>3.9</b>	<b>3.3</b>	<b>0.5</b>	<b>0.1</b>	<b>0.1</b>
4	Castletown Local Centre	0.1	0.0	0.3	2.6	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	Hylton Riverside Retail Park	1.0	1.3	1.0	6.6	4.9	0.0	0.2	0.7	0.7	0.0	0.6	0.2	1.8	0.0	0.0
4	Sainsbury's, Riverside Road/Wessington Way	0.0	0.0	0.0	1.5	0.5	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0
4	Southwick Green District Centre	0.0	0.0	0.8	3.6	1.5	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
4	Other, Zone 4	0.1	0.0	0.1	2.8	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>1.2</b>	<b>1.4</b>	<b>2.1</b>	<b>17.0</b>	<b>7.7</b>	<b>0.1</b>	<b>0.3</b>	<b>1.2</b>	<b>0.9</b>	<b>0.0</b>	<b>0.6</b>	<b>0.4</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>
5	Sea Road Major District Centre	0.5	0.2	0.2	2.0	5.9	0.0	0.2	0.0	0.1	0.0	0.8	0.1	0.0	0.0	0.0
5	Tesco/ Monkwearmouth/ Sunderland Retail Park	1.7	1.2	0.4	0.5	5.4	0.1	0.2	0.5	0.2	0.2	0.7	0.4	0.0	0.2	0.2
5	Other, Zone 5	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>2.1</b>	<b>1.4</b>	<b>0.6</b>	<b>2.5</b>	<b>13.2</b>	<b>0.1</b>	<b>0.4</b>	<b>0.5</b>	<b>0.3</b>	<b>0.2</b>	<b>1.5</b>	<b>0.5</b>	<b>0.0</b>	<b>0.2</b>	<b>0.2</b>
6	Hetton Major District Centre	0.0	0.0	0.0	0.0	0.1	4.8	1.1	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.0
6	Other, Zone 6	0.0	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.1	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>5.5</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>1.4</b>	<b>0.1</b>	<b>0.0</b>
7	Houghton-le-Spring Town Centre	0.0	0.0	0.1	0.1	0.0	2.5	5.9	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2
7	Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>2.8</b>	<b>5.9</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>
8	Washington Town Centre	0.7	2.5	4.1	4.2	0.6	12.2	14.7	31.0	30.9	7.6	2.7	0.4	0.5	4.5	9.2
	<b>SUB-TOTAL</b>	<b>0.7</b>	<b>2.5</b>	<b>4.1</b>	<b>4.2</b>	<b>0.6</b>	<b>12.2</b>	<b>14.7</b>	<b>31.0</b>	<b>30.9</b>	<b>7.6</b>	<b>2.7</b>	<b>0.4</b>	<b>0.5</b>	<b>4.5</b>	<b>9.2</b>
9	Concord District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.0	0.0	0.0	0.0	0.0	0.0
9	Peel Retail Park, Washington	0.1	0.0	0.0	0.0	0.2	1.5	0.3	1.6	0.8	0.2	0.1	0.1	0.0	0.3	0.0
9	B&Q/Armstrong Industrial Estate	0.0	0.1	0.0	0.2	0.1	0.5	2.3	3.4	4.6	3.4	1.7	0.2	0.1	1.7	2.4
9	Other, Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.3</b>	<b>0.2</b>	<b>1.9</b>	<b>2.6</b>	<b>5.6</b>	<b>8.3</b>	<b>3.6</b>	<b>1.8</b>	<b>0.4</b>	<b>0.1</b>	<b>2.0</b>	<b>2.4</b>
10	Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
11	Asda/ Boldon Colliery District Shopping Centre	0.0	0.1	0.3	2.7	1.4	0.3	0.6	0.2	0.3	1.3	7.8	0.0	0.0	0.1	0.2
11	Other, Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.1</b>	<b>0.3</b>	<b>2.7</b>	<b>1.4</b>	<b>0.3</b>	<b>0.6</b>	<b>0.2</b>	<b>0.3</b>	<b>1.3</b>	<b>8.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>
12	Dalton Park Outlet Centre	1.5	1.5	1.5	0.2	0.8	2.6	2.2	0.9	0.8	0.3	1.2	10.5	4.7	1.1	0.4
12	Seaham Town Centre	1.3	0.8	0.2	0.2	0.0	5.0	0.9	0.0	0.0	0.0	0.0	18.0	0.4	0.5	0.0
12	Other, Zone 12	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.0	0.3	0.3	0.0
	<b>SUB-TOTAL</b>	<b>2.8</b>	<b>2.3</b>	<b>1.7</b>	<b>0.4</b>	<b>0.8</b>	<b>7.7</b>	<b>3.2</b>	<b>0.9</b>	<b>0.8</b>	<b>0.3</b>	<b>1.2</b>	<b>30.5</b>	<b>5.3</b>	<b>1.9</b>	<b>0.4</b>
13	Sherburn Village 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	1.1	0.0	0.0
13	Shotton 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	1.1	0.0	0.0
13	Other, Zone 13	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.0</b>	<b>0.3</b>	<b>0.0</b>
14	Chester-le-Street Town Centre	0.0	0.0	0.0	0.1	0.0	0.9	0.3	0.2	0.1	0.0	0.0	0.0	0.1	18.6	4.6
14	Other, Zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.9</b>	<b>0.3</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>19.5</b>	<b>4.6</b>
15	Birtley District Centre	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.6	6.3
15	Other, Zone 15	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.9</b>	<b>6.6</b>
	<b>SUB-TOTAL INSIDE CATCHMENT AREA</b>	<b>67.8</b>	<b>72.5</b>	<b>69.0</b>	<b>71.1</b>	<b>73.6</b>	<b>42.3</b>	<b>42.1</b>	<b>44.6</b>	<b>45.9</b>	<b>13.9</b>	<b>32.9</b>	<b>61.2</b>	<b>22.2</b>	<b>31.8</b>	<b>24.9</b>
<b>OUTSIDE SURVEY AREA</b>																
	Arnison District Centre	0.2	0.2	0.0	0.0	0.2	4.0	3.7	0.4	0.0	0.0	0.1	1.0	4.4	7.6	0.6
	Durham City Centre	0.5	0.3	0.8	0.1	0.2	5.9	3.2	0.3	0.3	0.1	0.1	0.6	10.7	3.0	0.6
	Durham City Retail Park/Dragonville	0.2	1.5	0.0	0.1	0.0	11.5	5.4	0.1	0.0	0.0	0.0	3.3	17.5	2.8	0.3
	Gateshead Town Centre	0.1	0.0	0.4	0.0	0.1	0.0	0.6	0.1	0.4	7.9	0.8	0.0	0.0	0.3	0.7
	Jarrow Town Centre	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	9.4	0.0	0.0	0.0	0.0
	Metro Centre, Gateshead	4.3	4.2	4.9	4.3	2.9	5.5	13.6	14.3	15.5	14.1	6.1	4.2	3.9	17.4	20.0
	Metro Retail Park	1.7	2.6	0.3	0.8	1.2	0.8	2.								

Table 3: Comparison Goods Spending Patterns in 2015

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	TOTALS		
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE SURVEY AREA</b>																			
1	Sunderland City Centre	47.2	44.7	46.6	27.2	35.4	7.0	10.4	4.2	2.3	0.5	16.6	23.4	4.4	1.6	0.5		272.1	19.1
1	Asda, Leechmere Road Industrial Estate	7.2	7.0	1.6	0.0	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0		18.0	1.3
1	Grangetown Local Centre	0.9	0.5	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.3		3.1	0.2
1	Hendon Local Centre	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.5	0.1	0.0	0.0		3.7	0.3
1	Ryhope Local Centre	1.6	0.0	0.1	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0		2.9	0.2
1	Other, Zone 1	1.6	2.6	0.7	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0		6.9	0.5
	<b>SUB-TOTAL</b>	<b>59.2</b>	<b>55.0</b>	<b>49.9</b>	<b>27.3</b>	<b>37.1</b>	<b>7.1</b>	<b>11.0</b>	<b>4.4</b>	<b>2.4</b>	<b>0.5</b>	<b>16.6</b>	<b>29.0</b>	<b>4.7</b>	<b>1.6</b>	<b>0.8</b>		<b>306.633</b>	<b>21.5</b>
<b>Zone 2</b>																			
2	Doxford Park District Centre	0.6	1.7	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.6	0.1	0.2	0.0		3.8	0.3
2	Sainsbury's, Silksworth Lane	2.1	5.3	2.8	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0		10.5	0.7
2	Silksworth Local Centre	0.2	3.4	0.7	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0		4.6	0.3
2	Other, Zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.1	0.0
	<b>SUB-TOTAL</b>	<b>2.8</b>	<b>10.4</b>	<b>3.8</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.8</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>		<b>19.0</b>	<b>1.3</b>
<b>Zone 3</b>																			
3	Chester Road District Centre	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		1.1	0.1
3	Pallion Local Centre	0.1	1.5	1.7	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		4.0	0.3
3	Pallion Retail Park	5.1	1.7	4.6	1.1	2.4	0.2	0.3	0.4	0.1	0.0	2.0	0.3	0.0	0.1	0.1		18.4	1.3
3	Pennywell Local Centre	0.0	0.1	2.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		2.4	0.2
3	Trimdon Street Retail Park	6.3	9.5	8.8	2.8	5.3	0.1	0.9	0.1	0.1	0.0	3.1	3.5	0.3	0.0	0.0		40.7	2.9
3	Other, Zone 3	0.5	0.5	1.3	0.1	0.3	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		3.6	0.3
	<b>SUB-TOTAL</b>	<b>12.1</b>	<b>13.3</b>	<b>19.3</b>	<b>4.2</b>	<b>8.7</b>	<b>0.3</b>	<b>1.9</b>	<b>0.7</b>	<b>0.2</b>	<b>0.0</b>	<b>5.1</b>	<b>3.8</b>	<b>0.3</b>	<b>0.1</b>	<b>0.1</b>		<b>70.1</b>	<b>4.9</b>
<b>Zone 4</b>																			
4	Castletown Local Centre	0.1	0.0	0.4	1.9	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		2.9	0.2
4	Hylton Riverside Retail Park	1.3	1.6	1.2	4.7	4.6	0.0	0.2	0.7	0.4	0.0	0.8	0.2	0.9	0.0	0.0		16.6	1.2
4	Sainsbury's, Riverside Road/Wessington Way	0.0	0.0	0.0	1.1	0.5	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0		2.1	0.1
4	Southwick Green District Centre	0.0	0.0	1.0	2.6	1.4	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0		5.2	0.4
4	Other, Zone 4	0.1	0.1	0.1	2.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		3.0	0.2
	<b>SUB-TOTAL</b>	<b>1.5</b>	<b>1.7</b>	<b>2.6</b>	<b>12.3</b>	<b>7.1</b>	<b>0.1</b>	<b>0.3</b>	<b>1.3</b>	<b>0.6</b>	<b>0.0</b>	<b>0.8</b>	<b>0.4</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>		<b>29.7</b>	<b>2.1</b>
<b>Zone 5</b>																			
5	Sea Road Major District	0.6	0.3	0.3	1.5	5.4	0.0	0.2	0.0	0.1	0.0	1.0	0.1	0.0	0.0	0.0		9.3	0.7
5	Tesco/ Monkwearmouth/ Sunderland Retail Park	2.0	1.4	0.5	0.4	5.0	0.1	0.2	0.6	0.1	0.1	0.9	0.5	0.0	0.2	0.1		12.1	0.9
5	Other, Zone 5	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		1.8	0.1
	<b>SUB-TOTAL</b>	<b>2.6</b>	<b>1.7</b>	<b>0.8</b>	<b>1.8</b>	<b>12.3</b>	<b>0.1</b>	<b>0.4</b>	<b>0.6</b>	<b>0.2</b>	<b>0.1</b>	<b>1.9</b>	<b>0.6</b>	<b>0.0</b>	<b>0.2</b>	<b>0.1</b>		<b>23.3</b>	<b>1.6</b>
<b>Zone 6</b>																			
6	Hetton Major District Centre	0.0	0.0	0.0	0.0	0.1	3.4	1.2	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0		5.0	0.4
6	Other, Zone 6	0.0	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0		1.3	0.1
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>3.9</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.7</b>	<b>0.1</b>	<b>0.0</b>		<b>6.3</b>	<b>0.4</b>
<b>Zone 7</b>																			
7	Houghton-le-Spring Town Centre	0.0	0.0	0.1	0.1	0.0	1.8	6.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2		8.7	0.6
7	Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.3	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>2.0</b>	<b>6.2</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>		<b>9.0</b>	<b>0.6</b>
<b>Zone 8</b>																			
8	Washington Town Centre	0.8	3.0	4.9	3.0	0.6	8.7	15.3	34.3	18.6	6.8	3.5	0.5	0.3	3.7	7.2		111.3	7.8
	<b>SUB-TOTAL</b>	<b>0.8</b>	<b>3.0</b>	<b>4.9</b>	<b>3.0</b>	<b>0.6</b>	<b>8.7</b>	<b>15.3</b>	<b>34.3</b>	<b>18.6</b>	<b>6.8</b>	<b>3.5</b>	<b>0.5</b>	<b>0.3</b>	<b>3.7</b>	<b>7.2</b>		<b>111.3</b>	<b>7.8</b>
<b>Zone 9</b>																			
9	Concord District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0		1.9	0.1
9	Peel Retail Park, Washington	0.1	0.0	0.0	0.0	0.1	1.0	0.3	1.8	0.5	0.2	0.2	0.1	0.0	0.3	0.0		4.5	0.3
9	B&Q/Armstrong Industrial Estate	0.0	0.2	0.0	0.2	0.1	0.3	2.4	3.8	2.8	3.1	2.2	0.3	0.0	1.4	1.9		18.6	1.3
9	Other, Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0		0.5	0.0
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>0.2</b>	<b>0.2</b>	<b>1.4</b>	<b>2.7</b>	<b>6.2</b>	<b>5.0</b>	<b>3.2</b>	<b>2.4</b>	<b>0.4</b>	<b>0.0</b>	<b>1.7</b>	<b>1.9</b>		<b>25.6</b>	<b>1.8</b>
<b>Zone 10</b>																			
10	Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0		0.3	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>		<b>0.3</b>	<b>0.0</b>
<b>Zone 11</b>																			
11	Asda/ Boldon Colliery District Shopping Centre	0.0	0.2	0.4	1.9	1.3	0.2	0.6	0.2	0.2	1.2	10.1	0.0	0.0	0.0	0.2		16.5	1.2
11	Other, Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0		0.6	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.2</b>	<b>0.4</b>	<b>1.9</b>	<b>1.3</b>	<b>0.2</b>	<b>0.6</b>	<b>0.2</b>	<b>0.2</b>	<b>1.2</b>	<b>10.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>		<b>17.0</b>	<b>1.2</b>
<b>Zone 12</b>																			
12	Dalton Park Outlet Centre	1.8	1.9	1.8	0.2	0.7	1.9	2.3	1.0	0.5	0.3	1.6	12.4	2.4	0.9	0.3		29.8	2.1
12	Seaham Town Centre	1.5	0.9	0.2	0.1	0.0	3.6	1.0	0.0	0.0	0.0	0.0	21.3	0.2	0.4	0.0		29.2	2.0
12	Other, Zone 12	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.4	0.2	0.3	0.0		3.0	0.2
	<b>SUB-TOTAL</b>	<b>3.3</b>	<b>2.8</b>	<b>2.1</b>	<b>0.3</b>	<b>0.7</b>	<b>5.5</b>	<b>3.3</b>	<b>1.0</b>	<b>0.5</b>	<b>0.3</b>	<b>1.6</b>	<b>36.0</b>	<b>2.7</b>	<b>1.6</b>	<b>0.3</b>		<b>62.0</b>	<b>4.3</b>
<b>Zone 13</b>																			
13	Sherburn Village Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0		0.6	0.0
13	Shotton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0		0.6	0.0
13	Other, Zone 13	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0		1.2	0.1
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>		<b>2.4</b>	<b>0.2</b>
<b>Zone 14</b>																			
14	Chester-le-Street Town Centre	0.0	0.0	0.0	0.1	0.0	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	15.3	3.6		20.2	1.4
14	Other, Zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0		0.7	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.6</b>	<b>0.3</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>16.0</b>	<b></b>			

Table 4: Retail Commitments in the Sunderland Survey Area

Zone	Scheme	Total Retail Sales Area	COMPARISON GOODS				CONVENIENCE GOODS			Percentage of Turnover Drawn from Catchment Area	Total Comparison Turnover from Survey Area in 2015 in 2014 Prices	Total Convenience Turnover from Survey Area in 2015 in 2014 Prices
			Comparison Sales Area	Benchmark Sales Density in 2015 in 2014 Prices	Total Comparison Turnover in 2015 in 2014 Prices	Convenience Sales Area	Benchmark Sales Density in 2015 in 2014 Prices	Total Convenience Turnover in 2015 in 2014 Prices				
			sq.m sales	£ per sq.m sales	£m	sq.m sales	£ per sq.m sales	£m				
	Ryehope Road (Lidl)	1,750	300	2,673	0.8	1,450	3,275	4.7	98	0.8	4.7	
	Philadelphia	1,140	0	0	0.0	1,140	7,827	8.9	95	0.0	8.5	
	Houghton-le-Spring (Lidl)	1,434	287	2,673	0.8	1,147	3,275	3.8	95	0.7	3.6	
	Armstrong House (Aldi)	1,254	251	8,961	2.2	1,003	10,914	10.9	95	2.1	10.4	
	North Hylton (Lidl)	1,424	285	2,673	0.8	1,139	3,275	3.7	95	0.7	3.5	
	Peel Centre, Phase 1 (Foodstore)	3,038	669	10,321	6.9	2,369	11,883	28.2	95	6.6	26.7	
	Peel Centre, Phase 2 (including B&M Bargains)	5,635	5,635	3,215	18.1	0	0	0	95	17.2	0.0	
	Armstrong Road Industrial Estate (Retail Park - 7 units)	7,174	7,174	3,215	23.1	0	0	0	95	21.9	0.0	
	Dalton Park Outlet, Murton (Foodstore)	5,000	1,000	10,321	10.3	4,000	11,883	47.5	90	9.3	42.8	
	Dalton Park Outlet, Murton (non-food store)	1,600	1,600	4,750	7.6	0	0	0.0	90	6.8	0.0	
	<b>COMMITMENTS TOTAL</b>	-	-	-	<b>70.6</b>	-	-	<b>107.8</b>	-	<b>66.2</b>	<b>100.2</b>	

Table 5a: Comparison Capacity in the Sunderland Survey Area Under a Static Retention Scenario

						Incremental				Cumulative			
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035	
<b>CALCULATION OF INITIAL SURPLUS</b>													
a	Total Available Expenditure (£m)	1,425.7	1,661.9	1,963.2	2,310.7	2,734.4	236.1	301.4	347.5	423.6	537.5	885.0	1,308.6
b	Retention Rate (%)	49.8	49.8	49.8	49.8	49.8	-	-	-	-	-	-	-
c	Retained Expenditure (£m)	710.0	827.6	977.6	1,150.7	1,361.6	117.6	150.1	173.0	211.0	267.7	440.7	651.7
d	Inflow from beyond Zones 1 to 15 (£m)	37.4	43.6	51.5	60.6	71.7	6.2	7.9	9.1	11.1	14.1	23.2	34.3
e	<b>Initial Surplus, Including Inflows (£m)</b>	-	-	-	-	-	<b>123.8</b>	<b>158.0</b>	<b>182.2</b>	<b>222.1</b>	<b>281.7</b>	<b>463.9</b>	<b>686.0</b>
<b>CLAIMS ON INITIAL SURPLUS</b>													
f	Turnover of Existing Retailers (£m)	747.3	789.6	838.7	890.1	947.5	42.3	49.1	51.4	57.4	91.3	142.8	200.2
g	Turnover of Commitments (£m)	0.0	69.9	74.3	78.8	83.9	69.9	4.3	4.6	5.1	74.3	78.8	83.9
h	Special Forms of Trading (£m)	212.8	247.6	294.5	339.7	382.8	34.8	46.9	45.2	43.1	81.7	126.9	170.0
i	<b>Total Claims on Initial Surplus (£m)</b>	-	-	-	-	-	<b>147.0</b>	<b>100.3</b>	<b>101.2</b>	<b>105.6</b>	<b>247.3</b>	<b>348.5</b>	<b>454.1</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>													
j	Initial Surplus Expenditure (£m)	-	-	-	-	-	123.8	158.0	182.2	222.1	281.7	463.9	686.0
k	Claims on Expenditure (£m)	-	-	-	-	-	147.0	100.3	101.2	105.6	247.3	348.5	454.1
l	<b>RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m)</b>	-	-	-	-	-	<b>-23.2</b>	<b>57.7</b>	<b>81.0</b>	<b>116.4</b>	<b>34.5</b>	<b>115.4</b>	<b>231.8</b>
<b>FLOORSPACE EQUIVALENT</b>													
m	Assumed Sales Density (£ per sq.m sales)	5,000	5,282.9	5,611.1	5,955.2	6,339.4							
n	Floorspace Requirement (sq.m sales)	-	-	-	-	-	-4,397	10,283	13,596	18,362	5,886	19,482	37,845
o	<b>FLOORSPACE REQUIREMENT (sq.m gross)</b>	-	-	-	-	-	<b>-5,862</b>	<b>13,710</b>	<b>18,128</b>	<b>24,483</b>	<b>7,848</b>	<b>25,976</b>	<b>50,460</b>

**Notes**

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 5% inflow from beyond zones 1 to 15
- e Arithmetic
- f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 5b: Comparison Capacity in the Sunderland Survey Area Under a Decrease in Retention Scenario

						Incremental				Cumulative		
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035
<b>CALCULATION OF INITIAL SURPLUS</b>												
<b>a</b> Total Available Expenditure (£m)	1,425.7	1,661.9	1,963.2	2,310.7	2,734.4	236.1	301.4	347.5	423.6	537.5	885.0	1,308.6
<b>b</b> Retention Rate (%)	49.8	49.3	48.8	48.3	47.8	-	-	-	-	-	-	-
<b>c</b> Retained Expenditure (£m)	710.0	819.3	958.1	1,116.1	1,307.0	109.3	138.8	158.0	190.9	248.1	406.1	597.1
<b>d</b> Inflow from beyond Zones 1 to 15 (£m)	37.4	43.1	50.4	58.7	68.8	5.8	7.3	8.3	10.0	13.1	21.4	31.4
<b>e</b> Initial Surplus, Including Inflows (£m)	-	-	-	-	-	<b>115.1</b>	<b>146.1</b>	<b>166.4</b>	<b>201.0</b>	<b>261.1</b>	<b>427.5</b>	<b>628.5</b>
<b>CLAIMS ON INITIAL SURPLUS</b>												
<b>f</b> Turnover of Existing Retailers (£m)	747.3	789.6	838.7	890.1	947.5	42.3	49.1	51.4	57.4	91.3	142.8	200.2
<b>g</b> Turnover of Commitments (£m)	0.0	69.9	74.3	78.8	83.9	69.9	4.3	4.6	5.1	74.3	78.8	83.9
<b>h</b> Special Forms of Trading (£m)	212.8	247.6	294.5	339.7	382.8	34.8	46.9	45.2	43.1	81.7	126.9	170.0
<b>i</b> Total Claims on Initial Surplus (£m)	-	-	-	-	-	<b>147.0</b>	<b>100.3</b>	<b>101.2</b>	<b>105.6</b>	<b>247.3</b>	<b>348.5</b>	<b>454.1</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>												
<b>j</b> Initial Surplus Expenditure (£m)	-	-	-	-	-	115.1	146.1	166.4	201.0	261.1	427.5	628.5
<b>k</b> Claims on Expenditure (£m)	-	-	-	-	-	147.0	100.3	101.2	105.6	247.3	348.5	454.1
<b>l</b> RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m)	-	-	-	-	-	<b>-31.9</b>	<b>45.8</b>	<b>65.2</b>	<b>95.3</b>	<b>13.9</b>	<b>79.0</b>	<b>174.4</b>
<b>FLOORSPACE EQUIVALENT</b>												
<b>m</b> Assumed Sales Density (£ per sq.m sales)	5,000	5,282.9	5,611.1	5,955.2	6,339.4							
<b>n</b> Floorspace Requirement (sq.m sales)	-	-	-	-	-	-6,041	8,161	10,942	15,040	2,120	13,062	28,102
<b>o</b> FLOORSPACE REQUIREMENT (sq.m gross)	-	-	-	-	-	<b>-8,054</b>	<b>10,881</b>	<b>14,589</b>	<b>20,053</b>	<b>2,827</b>	<b>17,416</b>	<b>37,469</b>

## Notes

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- e Arithmetic
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- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement



Table 5c: Comparison Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario

						Incremental				Cumulative		
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035
<b>CALCULATION OF INITIAL SURPLUS</b>												
<b>a</b> Total Available Expenditure (£m)	1,425.7	1,661.9	1,963.2	2,310.7	2,734.4	236.1	301.4	347.5	423.6	537.5	885.0	1,308.6
<b>b</b> Retention Rate (%)	49.8	50.8	51.8	52.8	53.8	-	-	-		-		-
<b>c</b> Retained Expenditure (£m)	710.0	844.2	1,017.0	1,220.1	1,471.1	134.3	172.7	203.1	251.0	307.0	510.1	761.1
<b>d</b> Inflow from beyond Zones 1 to 15 (£m)	37.4	44.4	53.5	64.2	77.4	7.1	9.1	10.7	13.2	16.2	26.8	40.1
<b>e</b> Initial Surplus, Including Inflows (£m)	-	-	-	-		<b>141.3</b>	<b>181.8</b>	<b>213.8</b>	<b>264.2</b>	<b>323.1</b>	<b>537.0</b>	<b>801.2</b>
<b>CLAIMS ON INITIAL SURPLUS</b>												
<b>f</b> Turnover of Existing Retailers (£m)	747.3	789.6	838.7	890.1	947.5	42.3	49.1	51.4	57.4	91.3	142.8	200.2
<b>g</b> Turnover of Commitments (£m)	0.0	69.9	74.3	78.8	83.9	69.9	4.3	4.6	5.1	74.3	78.8	83.9
<b>h</b> Special Forms of Trading (£m)	212.8	247.6	294.5	339.7	382.8	34.8	46.9	45.2	43.1	81.7	126.9	170.0
<b>i</b> Total Claims on Initial Surplus (£m)	-	-	-	-		<b>147.0</b>	<b>100.3</b>	<b>101.2</b>	<b>105.6</b>	<b>247.3</b>	<b>348.5</b>	<b>454.1</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>												
<b>j</b> Initial Surplus Expenditure (£m)	-	-	-	-	-	141.3	181.8	213.8	264.2	323.1	537.0	801.2
<b>k</b> Claims on Expenditure (£m)	-	-	-	-	-	147.0	100.3	101.2	105.6	247.3	348.5	454.1
<b>l</b> RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m)	-	-	-	-		<b>-5.7</b>	<b>81.5</b>	<b>112.6</b>	<b>158.6</b>	<b>75.9</b>	<b>188.5</b>	<b>347.1</b>
<b>FLOORSPACE EQUIVALENT</b>												
<b>m</b> Assumed Sales Density (£ per sq.m sales)	5,000	5,282.9	5,611.1	5,955.2	6,339.4							
<b>n</b> Floorspace Requirement (sq.m sales)	-	-	-	-	-	-1,074	14,533	18,911	25,015	13,459	32,371	57,386
<b>o</b> FLOORSPACE REQUIREMENT (sq.m gross)	-	-	-	-		<b>-1,431</b>	<b>19,377</b>	<b>25,215</b>	<b>33,354</b>	<b>17,946</b>	<b>43,161</b>	<b>76,515</b>

## Notes

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- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement

**Table 6: Convenience Goods Market Shares**

(Survey undertaken by NEMS in February 2016)

Zone Destination	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %	Zone 15 %
<b>INSIDE SURVEY AREA</b>															
1 Asda, Leechmere Road Industrial Estate	37.4	14.0	11.6	0.3	1.2	2.0	3.8	0.0	0.0	0.0	0.0	4.4	1.6	0.0	0.0
1 Asda, Ryhope Road	4.1	1.7	0.3	0.1	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
1 Grangetown Local Centre	0.6	1.0	3.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.3	0.0	0.0
1 Lidl, Ryhope Road	13.5	1.8	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0
1 Sunderland City Centre	6.6	4.1	8.8	5.1	3.7	1.3	0.5	0.0	0.0	0.0	0.5	0.5	0.0	0.0	0.0
1 Tesco Metro, Sunderland City Centre	4.2	0.4	7.2	2.1	1.8	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0
1 Other, Zone 1	3.8	1.4	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
<b>SUB-TOTAL</b>	<b>70.3</b>	<b>24.4</b>	<b>31.1</b>	<b>7.7</b>	<b>6.8</b>	<b>3.7</b>	<b>4.9</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>6.0</b>	<b>2.3</b>	<b>0.0</b>	<b>0.2</b>
2 Aldi, Knollside Close, Doxford	3.0	5.7	0.4	0.0	0.0	0.3	3.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
2 Lidl, Durham Road	0.0	2.2	2.8	0.5	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2 Morrisons - Doxford Park District Centre	4.5	31.5	4.5	0.0	0.8	4.0	12.1	0.7	0.0	2.2	0.0	7.5	1.0	0.9	0.0
2 Sainsbury's, Silksworth Lane	12.3	17.0	14.2	0.0	0.3	1.0	4.2	0.7	0.0	4.4	0.0	3.0	0.2	0.0	0.0
2 Other, Zone 2	0.0	4.3	0.0	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>19.8</b>	<b>60.7</b>	<b>21.9</b>	<b>0.6</b>	<b>1.2</b>	<b>5.4</b>	<b>21.1</b>	<b>1.4</b>	<b>0.0</b>	<b>6.6</b>	<b>0.0</b>	<b>10.5</b>	<b>1.5</b>	<b>0.9</b>	<b>0.0</b>
3 Aldi, St. Marks Road	2.0	5.6	9.2	2.4	0.6	0.0	0.9	0.0	0.5	0.0	3.4	0.0	0.0	0.0	0.2
3 Asda - Pennywell Local Centre	0.0	0.4	4.2	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3 Other Stores - Pennywell Local Centre	0.0	0.4	2.6	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3 Other, Zone 3	0.3	0.3	5.7	0.8	0.0	0.3	0.7	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1
<b>SUB-TOTAL</b>	<b>2.3</b>	<b>6.6</b>	<b>21.7</b>	<b>3.6</b>	<b>0.6</b>	<b>0.3</b>	<b>2.5</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>3.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>
4 Aldi - Hylton Riverside Retail Pk	0.0	0.3	10.5	14.9	0.5	0.0	0.3	0.9	0.0	0.0	0.6	0.0	0.0	0.0	0.0
4 Aldi, Carley Hill Road	0.3	0.1	0.0	4.6	12.6	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
4 Castletown Local Centre	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4 Sainsbury's, Riverside Road/Wessington Way	0.6	0.3	0.0	13.8	4.2	0.3	1.6	2.2	1.4	0.0	3.1	0.3	0.4	0.0	0.0
4 Southwick Green District Centre	0.0	0.0	0.0	8.5	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4 Other, Zone 4	0.0	0.0	0.1	5.3	0.1	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.9</b>	<b>0.7</b>	<b>10.6</b>	<b>47.7</b>	<b>20.5</b>	<b>0.3</b>	<b>1.9</b>	<b>3.3</b>	<b>1.4</b>	<b>0.0</b>	<b>6.0</b>	<b>0.3</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>
5 Morrisons, Whitburn Road, Seaburn	0.4	0.2	1.3	6.4	22.7	0.0	1.0	0.0	0.6	0.0	7.7	0.4	0.0	0.0	0.0
5 Sea Road Major District Centre	0.4	0.0	0.0	1.8	7.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
5 Sunderland Retail Park/Monkwearmouth Local Centre	0.0	0.0	0.0	1.6	0.6	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
5 Lidl - Sunderland Retail Park/Monkwearmouth Local Centre	0.3	0.3	0.8	0.6	7.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5 Tesco - Sunderland Retail Park/Monkwearmouth Local Centre	0.6	1.3	2.3	5.7	23.0	0.5	0.4	0.7	0.0	2.2	0.0	0.6	0.0	0.0	0.0
5 Other, Zone 5	0.0	0.0	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>1.7</b>	<b>1.9</b>	<b>4.4</b>	<b>17.2</b>	<b>63.1</b>	<b>0.5</b>	<b>1.3</b>	<b>0.7</b>	<b>0.6</b>	<b>0.0</b>	<b>10.3</b>	<b>0.4</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>
6 Hetton Major District Centre	0.0	0.0	0.0	0.0	0.0	23.1	0.6	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0
6 Other, Zone 6	0.0	0.0	0.3	0.0	0.0	1.3	0.2	0.0	0.0	0.0	0.1	0.0	0.8	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>24.3</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>1.4</b>	<b>0.0</b>	<b>0.0</b>
7 Houghton-le-Spring Town Centre	0.0	0.0	0.0	0.0	0.0	3.6	12.9	0.1	0.0	0.0	0.0	0.0	0.3	0.2	0.0
7 Other, Zone 7	0.1	0.0	0.0	0.0	0.0	0.4	1.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>4.0</b>	<b>14.3</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.2</b>	<b>0.0</b>
8 Aldi, Galleries Retail Park, Washington	0.0	0.0	0.0	0.0	0.0	0.5	3.1	16.2	17.0	0.7	0.0	0.0	0.3	0.3	0.9
8 Asda, The Galleries, Washington	0.0	0.0	1.1	0.0	0.0	9.8	15.7	25.5	29.2	3.0	0.0	0.0	0.2	1.4	5.0
8 Marks & Spencer, Galleries Retail Park, Washington	0.3	0.1	0.1	0.1	0.0	0.9	1.0	2.7	1.8	1.5	0.3	0.0	0.0	0.2	0.2
8 Sainsbury's, The Galleries, Washington	0.0	0.5	0.7	0.5	0.0	3.3	9.8	22.7	17.1	7.3	0.3	0.0	0.0	0.9	5.3
8 Washington Town Centre	0.1	0.1	0.4	0.1	0.0	0.9	0.8	6.8	4.8	1.2	0.0	0.0	0.3	0.2	0.6
8 Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.4</b>	<b>0.6</b>	<b>2.2</b>	<b>0.8</b>	<b>0.0</b>	<b>15.5</b>	<b>30.4</b>	<b>76.7</b>	<b>69.9</b>	<b>13.7</b>	<b>0.6</b>	<b>0.0</b>	<b>0.8</b>	<b>3.1</b>	<b>11.9</b>
9 Concord District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	5.3	0.2	0.0	0.0	0.0	0.1	0.0
9 Other, Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>6.2</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>
10 Wrekenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7	6.1	0.1	0.0	0.0	0.0	0.8
10 Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.7</b>	<b>9.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>
11 Asda, North Road, Boldon Colliery	0.8	2.5	1.3	16.9	5.3	0.1	4.0	2.7	3.8	18.5	43.3	0.0	0.0	0.6	1.1
11 Boldon Colliery District Centre	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0
11 Other, Zone 11	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>1.0</b>	<b>2.8</b>	<b>1.3</b>	<b>16.9</b>	<b>5.4</b>	<b>0.1</b>	<b>4.0</b>	<b>2.9</b>	<b>3.8</b>	<b>18.5</b>	<b>47.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>1.1</b>
12 Seaham Town Centre	2.6	0.6	0.4	0.0	0.0	8.8	4.8	0.0	1.0	0.0	0.0	60.5	8.0	0.0	0.0
12 Other, Zone 12	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>2.6</b>	<b>0.6</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>8.8</b>	<b>4.8</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>66.8</b>	<b>8.0</b>	<b>0.0</b>	<b>0.0</b>
13 Other, Zone 13	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	7.0	0.0	0.0
<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>7.0</b>	<b>0.0</b>	<b>0.0</b>
14 Aldi, Picktree Lane, CHESTER-LE-STREET	0.0	0.0	0.0	0.0	0.0	4.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	13.0	5.8
14 Chester-le-Street Town Centre	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	9.3	2.6
14 Morrisons, St Cuthbert's Walk Shopping Centre, Chester-le-Street	0.0	0.0	0.0	0.0	0.0	1.4	1.2	0.0	0.0	0.0	0.0	0.0	0.3	31.1	3.7
14 Tesco Superstore, North Burns, Chester-le-Street	0.0	0.0	0.0	0.0	0.0	1.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	17.7	7.0
14 Other, Zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0
<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>	<b>7.0</b>	<b>3.5</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>73.8</b>	<b>19.1</b>
15 Birtley District 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	0.1	7.6
15 Morrisons, Durham Road, Birtley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.3	0.3	0.0	0.0	0.7	27.7
15 Other, Zone 15	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.4
<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.1</b>	<b>0.0</b>	<b>0.8</b>	<b>36.7</b>

Table 7: Convenience Goods Spending Patterns in 2015

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	TOTALS		
		73.3	73.7	81.2	52.7	52.2	44.2	59.7	63.3	39.1	57.1	71.6	73.5	30.8	46.0	47.7	866.2	100.0	
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%	
<b>INSIDE SURVEY AREA</b>																			
1	Asda, Leechmere Road Industrial Estate	27.4	10.3	9.4	0.2	0.7	0.9	2.3	0.0	0.0	0.0	0.0	3.3	0.5	0.0	0.0	54.9	6.3	
1	Asda, Ryhope Road	3.0	1.3	0.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	5.2	0.6	
1	Grangetown Local Centre	0.5	0.7	2.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	4.0	0.5	
1	Lidl, Ryhope Road	9.9	1.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	11.8	1.4	
1	Sunderland City Centre	4.8	3.0	7.2	2.7	1.9	0.6	0.3	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	21.1	2.4	
1	Tesco Metro, Sunderland City Centre	3.1	0.3	5.9	1.1	1.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	11.7	1.3	
1	Other, Zone 1	2.8	1.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.1	0.5	
	<b>SUB-TOTAL</b>	<b>51.5</b>	<b>18.0</b>	<b>25.2</b>	<b>4.1</b>	<b>3.6</b>	<b>1.6</b>	<b>2.9</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>4.4</b>	<b>0.7</b>	<b>0.0</b>	<b>0.1</b>	<b>112.8</b>	<b>13.0</b>	
2	Aldi, Knollside Close, Doxford	2.2	4.2	0.3	0.0	0.0	0.1	2.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	8.9	1.0	
2	Lidl, Durham Road	0.0	1.7	2.3	0.3	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.6	
2	Morrisons - Doxford Park District Centre	3.3	23.2	3.7	0.0	0.4	1.7	7.2	0.4	0.0	1.3	0.0	5.5	0.3	0.4	0.0	47.5	5.5	
2	Sainsbury's, Silksworth Lane	9.0	12.5	11.5	0.0	0.2	0.5	2.5	0.4	0.0	2.5	0.0	2.2	0.1	0.0	0.0	41.4	4.8	
2	Other, Zone 2	0.0	3.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.4	
	<b>SUB-TOTAL</b>	<b>14.5</b>	<b>44.7</b>	<b>17.8</b>	<b>0.3</b>	<b>0.6</b>	<b>2.4</b>	<b>12.6</b>	<b>0.9</b>	<b>0.0</b>	<b>3.8</b>	<b>0.0</b>	<b>7.7</b>	<b>0.4</b>	<b>0.4</b>	<b>0.0</b>	<b>106.1</b>	<b>12.2</b>	
3	Aldi, St. Marks Road	1.5	4.1	7.5	1.2	0.3	0.0	0.5	0.0	0.2	0.0	2.5	0.0	0.0	0.0	0.1	17.9	2.1	
3	Asda - Pennywell Local Centre	0.0	0.3	3.4	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.5	
3	Other Stores - Pennywell Local Centre	0.0	0.3	2.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.3	
3	Other, Zone 3	0.2	0.2	4.7	0.4	0.0	0.1	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	6.3	0.7	
	<b>SUB-TOTAL</b>	<b>1.7</b>	<b>4.9</b>	<b>17.6</b>	<b>1.9</b>	<b>0.3</b>	<b>0.1</b>	<b>1.5</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>2.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>31.0</b>	<b>3.6</b>	
4	Aldi - Hylton Riverside Retail Pk	0.0	0.2	8.5	7.9	0.3	0.0	0.2	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	18.1	2.1	
4	Aldi, Carley Hill Road	0.2	0.1	0.0	2.4	6.6	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	11.0	1.3	
4	Castletown Local Centre	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
4	Sainsbury's, Riverside Road/Wessington Way	0.4	0.2	0.0	7.3	2.2	0.1	0.9	1.4	0.5	0.0	2.2	0.2	0.1	0.0	0.0	15.7	1.8	
4	Southwick Green District Centre	0.0	0.0	0.0	4.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	0.7	
4	Other, Zone 4	0.0	0.0	0.1	2.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.4	
	<b>SUB-TOTAL</b>	<b>0.6</b>	<b>0.5</b>	<b>8.6</b>	<b>25.2</b>	<b>10.7</b>	<b>0.1</b>	<b>1.2</b>	<b>2.1</b>	<b>0.5</b>	<b>0.0</b>	<b>4.3</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>54.3</b>	<b>6.3</b>	
5	Morrisons, Whitburn Road, Seaburn	0.3	0.2	1.1	3.4	11.8	0.0	0.6	0.0	0.2	0.0	5.5	0.3	0.0	0.0	0.0	23.4	2.7	
5	Sea Road Major District Centre	0.3	0.0	0.0	1.0	4.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	5.5	0.6	
5	Sunderland Retail Park/Monkwearmouth Local Centre	0.0	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.3	0.2	
5	Lidl - Sunderland Retail Park/Monkwearmouth Local Centre	0.2	0.2	0.6	0.3	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.6	
5	Tesco - Sunderland Retail Park/Monkwearmouth Local Centre	0.5	1.0	1.8	3.0	12.0	0.2	0.2	0.4	0.0	0.0	1.6	0.0	0.2	0.0	0.0	20.9	2.4	
5	Other, Zone 5	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	
	<b>SUB-TOTAL</b>	<b>1.3</b>	<b>1.4</b>	<b>3.6</b>	<b>9.0</b>	<b>32.9</b>	<b>0.2</b>	<b>0.8</b>	<b>0.4</b>	<b>0.2</b>	<b>0.0</b>	<b>7.4</b>	<b>0.3</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>57.8</b>	<b>6.7</b>	
6	Hetton Major District Centre	0.0	0.0	0.0	0.0	0.0	10.2	0.4	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	10.8	1.2	
6	Other, Zone 6	0.0	0.0	0.2	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.2	0.1	
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>10.7</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>12.0</b>	<b>1.4</b>	
7	Houghton-le-Spring Town Centre	0.0	0.0	0.0	0.0	0.0	1.6	7.7	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	9.5	1.1	
7	Other, Zone 7	0.1	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.8</b>	<b>8.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>10.6</b>	<b>1.2</b>	
8	Aldi, Galleries Retail Park, Washington	0.0	0.0	0.0	0.0	0.0	0.2	1.8	10.2	6.6	0.4	0.0	0.0	0.1	0.1	0.4	20.0	2.3	
8	Asda, The Galleries, Washington	0.0	0.0	0.9	0.0	0.0	4.3	9.4	16.1	11.4	1.7	0.0	0.0	0.1	0.6	2.4	46.9	5.4	
8	Marks & Spencer, Galleries Retail Park, Washington	0.2	0.0	0.1	0.1	0.0	0.4	0.6	1.7	0.7	0.8	0.2	0.0	0.0	0.1	0.1	5.0	0.6	
8	Sainsbury's, The Galleries, Washington	0.0	0.3	0.5	0.3	0.0	1.5	5.8	14.4	6.7	4.1	0.2	0.0	0.0	0.4	2.5	36.8	4.3	
8	Washington Town Centre	0.1	0.1	0.3	0.1	0.0	0.4	0.5	4.3	1.9	0.7	0.0	0.0	0.1	0.1	0.3	8.7	1.0	
8	Other, Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.2	
	<b>SUB-TOTAL</b>	<b>0.3</b>	<b>0.4</b>	<b>1.8</b>	<b>0.4</b>	<b>0.0</b>	<b>6.8</b>	<b>18.1</b>	<b>48.6</b>	<b>27.3</b>	<b>7.8</b>	<b>0.4</b>	<b>0.0</b>	<b>0.2</b>	<b>1.4</b>	<b>5.7</b>	<b>119.3</b>	<b>13.8</b>	
9	Concord District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.1	0.1	0.0	0.0	0.0	0.0	0.0	2.5	0.3	
9	Other, Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>2.4</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.5</b>	<b>0.4</b>	
10	Wrekenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	3.5	0.0	0.0	0.0	0.0	0.4	4.5	0.5	
10	Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	1.7	0.2	
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.3</b>	<b>5.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>6.2</b>	<b>0.7</b>	
11	Asda, North Road, Boldon Colliery	0.6	1.8	1.0	8.9	2.8	0.0	2.4	1.7	1.5	10.5	31.0	0.0	0.0	0.3	0.5	63.1	7.3	
11	Boldon Colliery District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.6	0.0	0.0	0.0	0.0	1.9	0.2	
11	Other, Zone 11	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	1.3	0.1	
	<b>SUB-TOTAL</b>	<b>0.7</b>	<b>2.1</b>	<b>1.0</b>	<b>8.9</b>	<b>2.8</b>	<b>0.0</b>	<b>2.4</b>	<b>1.8</b>	<b>1.5</b>	<b>10.5</b>	<b>33.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.5</b>	<b>66.3</b>	<b>7.7</b>	
12	Seaham Town Centre	1.9	0.4	0.3	0.0	0.0	3.9	2.9	0.0	0.4	0.0	0.0	44.5	2.5	0.0	0.0	56.7	6.6	
12	Other, Zone 12	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0	0.0	4.7	0.5	
	<b>SUB-TOTAL</b>	<b>1.9</b>	<b>0.4</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>3.9</b>	<b>2.9</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>49.1</b>	<b>2.5</b>	<b>0.0</b>	<b>0.0</b>	<b>61.5</b>	<b>7.1</b>	
13	Other, Zone 13	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.2	0.0	0.0	2.5	0.3	
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>												

**Table 8: Convenience Goods Sales Densities of the Main Foodstores Located in the Sunderland Survey Area in 2015 in 2014 Prices**

	<b>£ per sq.m sales</b>
Tesco	10,739
Sainsbury's	12,909
Asda	12,973
Morrisons	10,911
Co-op	7,827
Marks & Spencer	10,964
Waitrose	11,658
Iceland	7,123
Aldi	10,914

Table 9a: Convenience Capacity in the Sunderland Survey Area Under a Static Retention Scenario

						Incremental				Cumulative		
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2015 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035
<b>CALCULATION OF INITIAL SURPLUS</b>												
a	866.2	882.3	893.9	905.1	916.1	16.1	11.6	11.2	11.0	27.7	38.9	49.9
b	82.1	82.1	82.1	82.1	82.1	-	-	-	-	-	-	-
c	711.4	724.6	734.1	743.3	752.3	13.2	9.5	9.2	9.0	22.7	31.9	41.0
d	22.0	22.4	22.7	23.0	23.3	0.4	0.3	0.3	0.3	0.7	1.0	1.3
e	0.0	-	-	-	-	0.0	-	-	-	0.0	0.0	0.0
f	-	-	-	-	-	13.6	9.8	9.5	9.3	23.4	32.9	42.2
<b>CLAIMS ON INITIAL SURPLUS</b>												
g	733.4	736.4	737.8	739.5	741.9	3.1	1.4	1.7	2.4	4.4	6.1	8.5
h	0.0	100.6	100.8	101.0	101.3	100.6	0.2	0.2	0.3	100.8	101.0	101.3
i	16.0	35.3	44.7	51.6	58.6	19.3	9.4	6.9	7.0	28.7	35.6	42.6
j	-	-	-	-	-	122.9	11.0	8.8	9.8	133.9	142.7	152.5
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>												
k	-	-	-	-	-	13.6	9.8	9.5	9.3	23.4	32.9	42.2
l	-	-	-	-	-	122.9	11.0	8.8	9.8	133.9	142.7	152.5
m	-	-	-	-	-	-109.3	-1.1	0.6	-0.5	-110.4	-109.8	-110.2
<b>FLOORSPACE EQUIVALENT</b>												
n	10,000	10,042	10,060	10,083	10,116							
o	-	-	-	-	-	-10,889	-110	64	-45	-10,999	-10,934	-10,979
p	-	-	-	-	-	-16,752	-169	99	-69	-16,921	-16,822	-16,891

## Notes

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 3% inflow from beyond zones 1 to 15
- e See Main Report Text - Footnote 33
- f Arithmetic
- g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate
- h Derived from Table 4
- i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m Arithmetic
- n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate
- o Arithmetic based on previous row
- p A ratio of 65% has been applied to calculate the gross floorspace requirement

Table 9b: Convenience Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario

						Incremental				Cumulative		
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035
<b>CALCULATION OF INITIAL SURPLUS</b>												
a	866.2	882.3	893.9	905.1	916.1	16.1	11.6	11.2	11.0	27.7	38.9	49.9
b	82.1	82.6	83.1	83.6	84.1	-	-	-	-	-	-	-
c	711.4	728.8	742.8	756.7	770.4	17.4	14.1	13.8	13.8	31.5	45.3	59.1
d	22.0	22.5	23.0	23.4	23.8	0.5	0.4	0.4	0.4	1.0	1.4	1.8
e	0.0	-	-	-	-	0.0	-	-	-	0.0	0.0	0.0
f	-	-	-	-	-	17.9	14.5	14.3	14.2	32.4	46.7	60.9
<b>CLAIMS ON INITIAL SURPLUS</b>												
g	733.4	736.4	737.8	739.5	741.9	3.1	1.4	1.7	2.4	4.4	6.1	8.5
h	0.0	100.6	100.8	101.0	101.3	100.6	0.2	0.2	0.3	100.8	101.0	101.3
i	16.0	35.3	44.7	51.6	58.6	19.3	9.4	6.9	7.0	28.7	35.6	42.6
j	-	-	-	-	-	122.9	11.0	8.8	9.8	133.9	142.7	152.5
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>												
k	-	-	-	-	-	17.9	14.5	14.3	14.2	32.4	46.7	60.9
l	-	-	-	-	-	122.9	11.0	8.8	9.8	133.9	142.7	152.5
m	-	-	-	-	-	-105.0	3.6	5.4	4.4	-101.5	-96.0	-91.6
<b>FLOORSPACE EQUIVALENT</b>												
n	10,000	10,042	10,060	10,083	10,116							
o	-	-	-	-	-	-10,458	354	538	439	-10,105	-9,566	-9,128
p	-	-	-	-	-	-16,090	544	828	675	-15,546	-14,718	-14,043

## Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 3% inflow from beyond zones 1 to 15

e See Main Report Text - Footnote 33

f Arithmetic

g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

h Derived from Table 4

i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

j Arithmetic

k Arithmetic

l Arithmetic

m Arithmetic

n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

o Arithmetic based on previous row

p A ratio of 65% has been applied to calculate the gross floorspace requirement

**Table 10: Distribution of Comparison Need in 2015**

(survey undertaken by NEMS in February 2016)

Zones 1 to 9	253.5	17.7	60.7	27.5	20.4	5.2	8.7	89.3	15.9	499.1	998.1
Zones 10 to 15	53.2	1.2	9.4	2.1	2.9	1.1	0.2	22.0	9.7	101.8	101.8
<b>Total</b>	<b>306.6</b>	<b>19.0</b>	<b>70.1</b>	<b>29.7</b>	<b>23.3</b>	<b>6.3</b>	<b>9.0</b>	<b>111.3</b>	<b>25.6</b>	<b>600.9</b>	<b>600.9</b>

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	TOTALS	
		121.7	122.0	121.7	72.1	92.6	71.6	104.6	110.7	60.3	89.9	129.5	118.0	50.6	82.2	78.3	1425.7	100.0
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>																		
1	Sunderland City Centre	47.2	44.7	46.6	27.2	35.4	7.0	10.4	4.2	2.3	0.5	16.6	23.4	4.4	1.6	0.5	272.1	19.1
1	Asda, Leechmere Road Industrial Estate	7.2	7.0	1.6	0.0	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	18.0	1.3
1	Grangetown Local Centre	0.9	0.5	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.3	3.1	0.2
1	Hendon Local Centre	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.5	0.1	0.0	0.0	3.7	0.3
1	Ryhope Local Centre	1.6	0.0	0.1	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.9	0.2
1	Other, Zone 1	1.6	2.6	0.7	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	6.9	0.5
	<b>SUB-TOTAL</b>	<b>59.2</b>	<b>55.0</b>	<b>49.9</b>	<b>27.3</b>	<b>37.1</b>	<b>7.1</b>	<b>11.0</b>	<b>4.4</b>	<b>2.4</b>	<b>0.5</b>	<b>16.6</b>	<b>29.0</b>	<b>4.7</b>	<b>1.6</b>	<b>0.8</b>	<b>306.6</b>	<b>21.5</b>
2	Doxford Park District Centre	0.6	1.7	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.6	0.1	0.2	0.0	3.8	0.3
2	Sainsbury's, Silksworth Lane	2.1	5.3	2.8	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	10.5	0.7
2	Silksworth Local Centre	0.2	3.4	0.7	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	4.6	0.3
2	Other, Zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
	<b>SUB-TOTAL</b>	<b>2.8</b>	<b>10.4</b>	<b>3.8</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.8</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>19.0</b>	<b>1.3</b>
3	Chester Road District Centre	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1
3	Pallion Local Centre	0.1	1.5	1.7	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.3
3	Pallion Retail Park	5.1	1.7	4.6	1.1	2.4	0.2	0.3	0.4	0.1	0.0	2.0	0.3	0.0	0.1	0.1	18.4	1.3
3	Pennywell Local Centre	0.0	0.1	2.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.2
3	Trimdon Street Retail Park	6.3	9.5	8.8	2.8	5.3	0.1	0.9	0.1	0.1	0.0	3.1	3.5	0.3	0.0	0.0	40.7	2.9
3	Other, Zone 3	0.5	0.5	1.3	0.1	0.3	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.3
	<b>SUB-TOTAL</b>	<b>12.1</b>	<b>13.3</b>	<b>19.3</b>	<b>4.2</b>	<b>8.7</b>	<b>0.3</b>	<b>1.9</b>	<b>0.7</b>	<b>0.2</b>	<b>0.0</b>	<b>5.1</b>	<b>3.8</b>	<b>0.3</b>	<b>0.1</b>	<b>0.1</b>	<b>70.1</b>	<b>4.9</b>
																	395.7	55.7% Zones 1,2 &3
4	Castletown Local Centre	0.1	0.0	0.4	1.9	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.2
4	Hylton Riverside Retail Park	1.3	1.6	1.2	4.7	4.6	0.0	0.2	0.7	0.4	0.0	0.8	0.2	0.9	0.0	0.0	16.6	1.2
4	Sainsbury's, Riverside Road/Wessington Way	0.0	0.0	0.0	1.1	0.5	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	2.1	0.1
4	Southwick Green District Centre	0.0	0.0	1.0	2.6	1.4	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	5.2	0.4
4	Other, Zone 4	0.1	0.1	0.1	2.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.2
	<b>SUB-TOTAL</b>	<b>1.5</b>	<b>1.7</b>	<b>2.6</b>	<b>12.3</b>	<b>7.1</b>	<b>0.1</b>	<b>0.3</b>	<b>1.3</b>	<b>0.6</b>	<b>0.0</b>	<b>0.8</b>	<b>0.4</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>29.7</b>	<b>2.1</b>
5	Sea Road Major District	0.6	0.3	0.3	1.5	5.4	0.0	0.2	0.0	0.1	0.0	1.0	0.1	0.0	0.0	0.0	9.3	0.7
5	Tesco/ Monkwearmouth/ Sunderland Retail Park	2.0	1.4	0.5	0.4	5.0	0.1	0.2	0.6	0.1	0.1	0.9	0.5	0.0	0.2	0.1	12.1	0.9
5	Other, Zone 5	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1
	<b>SUB-TOTAL</b>	<b>2.6</b>	<b>1.7</b>	<b>0.8</b>	<b>1.8</b>	<b>12.3</b>	<b>0.1</b>	<b>0.4</b>	<b>0.6</b>	<b>0.2</b>	<b>0.1</b>	<b>1.9</b>	<b>0.6</b>	<b>0.0</b>	<b>0.2</b>	<b>0.1</b>	<b>23.3</b>	<b>1.6</b>
																	53.0	7.5% Zones 4&5
6	Hetton Major District Centre	0.0	0.0	0.0	0.0	0.1	3.4	1.2	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	5.0	0.4
6	Other, Zone 6	0.0	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	1.3	0.1
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>3.9</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.7</b>	<b>0.1</b>	<b>0.0</b>	<b>6.3</b>	<b>0.4</b>
7	Houghton-le-Spring Town Centre	0.0	0.0	0.1	0.1	0.0	1.8	6.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	8.7	0.6
7	Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>2.0</b>	<b>6.2</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>	<b>9.0</b>	<b>0.6</b>
																	15.3	2.1% Zones 6&7
8	Washington Town Centre	0.8	3.0	4.9	3.0	0.6	8.7	15.3	34.3	18.6	6.8	3.5	0.5	0.3	3.7	7.2	111.3	7.8
	<b>SUB-TOTAL</b>	<b>0.8</b>	<b>3.0</b>	<b>4.9</b>	<b>3.0</b>	<b>0.6</b>	<b>8.7</b>	<b>15.3</b>	<b>34.3</b>	<b>18.6</b>	<b>6.8</b>	<b>3.5</b>	<b>0.5</b>	<b>0.3</b>	<b>3.7</b>	<b>7.2</b>	<b>111.3</b>	<b>7.8</b>
9	Concord District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.1
9	Peel Retail Park, Washington	0.1	0.0	0.0	0.0	0.1	1.0	0.3	1.8	0.5	0.2	0.2	0.1	0.0	0.3	0.0	4.5	0.3
9	B&Q/Armstrong Industrial Estate	0.0	0.2	0.0	0.2	0.1	0.3	2.4	3.8	2.8	3.1	2.2	0.3	0.0	1.4	1.9	18.6	1.3
9	Other, Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>0.2</b>	<b>0.2</b>	<b>1.4</b>	<b>2.7</b>	<b>6.2</b>	<b>5.0</b>	<b>3.2</b>	<b>2.4</b>	<b>0.4</b>	<b>0.0</b>	<b>1.7</b>	<b>1.9</b>	<b>25.6</b>	<b>1.8</b>
																	136.9	19.3% Zones 8&9
																	600.9	84.6% Sub-Total Zones 1 to 9

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	TOTALS	
		121.7	122.0	121.7	72.1	92.6	71.6	104.6	110.7	60.3	89.9	129.5	118.0	50.6	82.2	78.3	1425.7	100.0
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
10	Other, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>
11	Asda/ Boldon Colliery District Shopping Centre	0.0	0.2	0.4	1.9	1.3	0.2	0.6	0.2	0.2	1.2	10.1	0.0	0.0	0.0	0.0	16.5	1.2
11	Other, Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.6	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.2</b>	<b>0.4</b>	<b>1.9</b>	<b>1.3</b>	<b>0.2</b>	<b>0.6</b>	<b>0.2</b>	<b>0.2</b>	<b>1.2</b>	<b>10.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>17.0</b>	<b>1.2</b>
12	Dalton Park Outlet Centre	1.8	1.9	1.8	0.2	0.7	1.9	2.3	1.0	0.5	0.3	1.6	12.4	2.4	0.9	0.3	29.8	2.1
12	Seaham Town Centre	1.5	0.9	0.2	0.1	0.0	3.6	1.0	0.0	0.0	0.0	0.0	21.3	0.2	0.4	0.0	29.2	2.0
12	Other, Zone 12	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.4	0.2	0.3	0.0	3.0	0.2
	<b>SUB-TOTAL</b>	<b>3.3</b>	<b>2.8</b>	<b>2.1</b>	<b>0.3</b>	<b>0.7</b>	<b>5.5</b>	<b>3.3</b>	<b>1.0</b>	<b>0.5</b>	<b>0.3</b>	<b>1.6</b>	<b>36.0</b>	<b>2.7</b>	<b>1.6</b>	<b>0.3</b>	<b>62.0</b>	<b>4.3</b>
13	Sherburn Village 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	0.6	0.0	0.0	0.6	0.0
13	Shotton 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	0.6	0.0	0.0	0.6	0.0
13	Other, Zone 13	0.1	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	1.2	0.1
	<b>SUB-TOTAL</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.2</b>	<b>0.0</b>	<b>2.4</b>	<b>0.2</b>
14	Chester-le-Street Town Centre	0.0	0.0	0.0	0.1	0.0	0.6	0.3	0.2	0.1	0.0	0.0	0.0	0.0	15.3	3.6	20.2	1.4
14	Other, Zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.6</b>	<b>0.3</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>16.0</b>	<b>3.6</b>	<b>20.9</b>	<b>1.5</b>
15	Birtley District Centre	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	5.0	6.0	0.4
15	Other, Zone 15	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.6	0.0
	<b>SUB-TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.7</b>	<b>5.2</b>	<b>6.5</b>	<b>0.5</b>
	<b>SUB-TOTAL INSIDE CATCHMENT AREA</b>	<b>82.5</b>	<b>88.5</b>	<b>84.0</b>	<b>51.3</b>	<b>68.1</b>	<b>30.3</b>	<b>44.1</b>	<b>49.3</b>	<b>27.7</b>	<b>12.4</b>	<b>42.6</b>	<b>72.3</b>	<b>11.3</b>	<b>26.1</b>	<b>19.5</b>	<b>710.0</b>	<b>49.8</b>
	<b>OUTSIDE CATCHMENT AREA</b>																	
	Arnison District Centre	0.3	0.3	0.0	0.0	0.2	2.9	3.8	0.5	0.0	0.0	0.1	1.1	2.2	6.3	0.5	18.2	1.3
	Durham City Centre	0.5	0.4	1.0	0.1	0.2	4.3	3.3	0.3	0.2	0.1	0.1	0.7	5.4	2.5	0.4	19.5	1.4
	Durham City Retail Park	0.2	1.9	0.0	0.1	0.0	8.2	5.7	0.1	0.0	0.0	0.0	3.9	8.8	2.3	0.2	31.5	2.2
	Gateshead Town Centre	0.1	0.0	0.5	0.0	0.1	0.0	0.6	0.1	0.2	7.1	1.0	0.0	0.0	0.3	0.5	10.5	0.7
	Jarrow Town Centre	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	12.1	0.0	0.0	0.0	0.0	12.5	0.9
	Metro Centre, Gateshead	5.3	5.2	6.0	3.1	2.7	4.0	14.3	15.8	9.4	12.6	7.9	4.9	2.0	14.3	15.7	123.0	8.6
	Metro Retail Park	2.0	3.2	0.3	0.6	1.1	0.6	2.9	3.5	3.6	2.1	4.8	0.5	1.2	3.0	3.3	33.0	2.3
	Newcastle City Centre	11.8	7.0	5.3	4.4	7.1	5.3	9.5	9.3	5.2	15.9	25.2	4.4	3.5	10.8	10.7	135.5	9.5
	Peterlee Town Centre	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	2.9	2.8	0.0	0.0	6.3	0.4
	South Shields Town Centre	0.0	0.2	0.0	0.1	0.5	0.1	0.2	0.0	0.1	1.0	11.5	0.0	0.1	0.0	0.0	13.8	1.0
	Team Valley Retail Park	1.4	1.5	0.1	0.5	0.7	0.5	2.3	11.2	5.0	15.2	4.0	0.5	0.6	4.5	14.6	62.7	4.4
	Other Stores Outside Catchment Area	1.4	1.9	5.2	1.4	0.7	1.4	2.1	1.3	0.6	3.6	3.8	2.3	3.5	3.5	3.9	36.6	2.6
	Special Forms of Trading	16.2	11.8	19.1	10.5	11.2	13.8	15.8	19.2	8.3	19.4	16.3	24.4	9.3	8.5	8.9	212.8	14.9
	<b>SUB-TOTAL OUTSIDE CATCHMENT AREA</b>	<b>39.2</b>	<b>33.5</b>	<b>37.7</b>	<b>20.8</b>	<b>24.4</b>	<b>41.3</b>	<b>60.6</b>	<b>61.4</b>	<b>32.6</b>	<b>77.4</b>	<b>86.9</b>	<b>45.7</b>	<b>39.3</b>	<b>56.1</b>	<b>58.8</b>	<b>715.8</b>	<b>50.2</b>
	<b>OVERALL TOTAL</b>	<b>121.7</b>	<b>122.0</b>	<b>121.7</b>	<b>72.1</b>	<b>92.6</b>	<b>71.6</b>	<b>104.6</b>	<b>110.7</b>	<b>60.3</b>	<b>89.9</b>	<b>129.5</b>	<b>118.0</b>	<b>50.6</b>	<b>82.2</b>	<b>78.3</b>	<b>1425.7</b>	<b>100.0</b>

£m

82.4 Money Spent in Zones 10 - 15 from Zones 10 - 15

109.1 15.4% Sub-Total Zones 10 to 15

277.4 Money Spent Outside Catchment Area from Zones 10 to 15

86.9 Money Spent on SFT from Zones 10 to 15



# POPULATION SENSITIVITY ANALYSIS

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Table 5d: Comparison Capacity in the Sunderland Survey Area Under a Static Retention Scenario - Sensitivity Analysis

						Incremental				Cumulative			
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035	
<b>CALCULATION OF INITIAL SURPLUS</b>													
a	Total Available Expenditure (£m)	1,425.7	1,674.5	1,993.1	2,364.7	2,822.2	248.7	318.6	371.6	457.5	567.4	938.9	1,396.4
b	Retention Rate (%)	49.8	49.8	49.8	49.8	49.8	-	-	-	-	-	-	-
c	Retained Expenditure (£m)	710.0	833.8	992.5	1,177.5	1,405.3	123.9	158.7	185.0	227.8	282.5	467.6	695.4
d	Inflow from beyond Zones 1 to 15 (£m)	37.4	43.9	52.2	62.0	74.0	6.5	8.4	9.7	12.0	14.9	24.6	36.6
e	<b>Initial Surplus, Including Inflows (£m)</b>	-	-	-	-	-	<b>130.4</b>	<b>167.0</b>	<b>194.8</b>	<b>239.8</b>	<b>297.4</b>	<b>492.2</b>	<b>732.0</b>
<b>CLAIMS ON INITIAL SURPLUS</b>													
f	Turnover of Existing Retailers (£m)	747.3	789.6	838.7	890.1	947.5	42.3	49.1	51.4	57.4	91.3	142.8	200.2
g	Turnover of Commitments (£m)	0.0	69.9	74.3	78.8	83.9	69.9	4.3	4.6	5.1	74.3	78.8	83.9
h	Special Forms of Trading (£m)	212.8	249.5	299.0	347.6	395.1	36.7	49.5	48.6	47.5	86.1	134.8	182.3
i	<b>Total Claims on Initial Surplus (£m)</b>	-	-	-	-	-	<b>148.9</b>	<b>102.9</b>	<b>104.6</b>	<b>110.0</b>	<b>251.8</b>	<b>356.4</b>	<b>466.4</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>													
j	Initial Surplus Expenditure (£m)	-	-	-	-	-	130.4	167.0	194.8	239.8	297.4	492.2	732.0
k	Claims on Expenditure (£m)	-	-	-	-	-	148.9	102.9	104.6	110.0	251.8	356.4	466.4
l	<b>RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m)</b>	-	-	-	-	-	<b>-18.5</b>	<b>64.2</b>	<b>90.1</b>	<b>129.8</b>	<b>45.6</b>	<b>135.8</b>	<b>265.6</b>
<b>FLOORSPACE EQUIVALENT</b>													
m	Assumed Sales Density (£ per sq.m sales)	5,000	5,282.9	5,611.1	5,955.2	6,339.4							
n	Floorspace Requirement (sq.m sales)	-	-	-	-	-	-3,503	11,433	15,134	20,475	7,930	23,064	43,539
o	<b>FLOORSPACE REQUIREMENT (sq.m gross)</b>	-	-	-	-	-	<b>-4,671</b>	<b>15,244</b>	<b>20,179</b>	<b>27,300</b>	<b>10,573</b>	<b>30,752</b>	<b>58,052</b>

**Notes**

- |  |   |
|--|---|
| <p>a Derived from Table 1c</p> <p>b Derived from Table 3</p> <p>c Product of rows a. and b.</p> <p>d Assumes 5% inflow from beyond zones 1 to 15</p> <p>e Arithmetic</p> <p>f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate</p> <p>g Derived from Table 4</p> <p>h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013</p> | <p>i Arithmetic</p> <p>j Arithmetic</p> <p>k Arithmetic</p> <p>l Arithmetic</p> <p>m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate</p> <p>n Arithmetic based on previous row</p> <p>o A ratio of 75% has been applied to calculate the gross floorspace requirement</p> |
|--|---|

Table 5e: Comparison Capacity in the Sunderland Survey Area Under a Decrease in Retention Scenario - Sensitivity Analysis

						Incremental				Cumulative		
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035
<b>CALCULATION OF INITIAL SURPLUS</b>												
<b>a</b> Total Available Expenditure (£m)	1,425.7	1,674.5	1,993.1	2,364.7	2,822.2	248.7	318.6	371.6	457.5	567.4	938.9	1,396.4
<b>b</b> Retention Rate (%)	49.8	49.3	48.8	48.3	47.8	-	-	-	-	-	-	-
<b>c</b> Retained Expenditure (£m)	710.0	825.5	972.6	1,142.1	1,349.0	115.5	147.1	169.5	206.9	262.7	432.2	639.0
<b>d</b> Inflow from beyond Zones 1 to 19 (£m)	37.4	43.4	51.2	60.1	71.0	6.1	7.7	8.9	10.9	13.8	22.7	33.6
<b>e</b> Initial Surplus, Including Inflows (£m)	-	-	-	-	-	121.6	154.9	178.4	217.7	276.5	454.9	672.7
<b>CLAIMS ON INITIAL SURPLUS</b>												
<b>f</b> Turnover of Existing Retailers (£m)	747.3	789.6	838.7	890.1	947.5	42.3	49.1	51.4	57.4	91.3	142.8	200.2
<b>g</b> Turnover of Commitments (£m)	0.0	69.9	74.3	78.8	83.9	69.9	4.3	4.6	5.1	74.3	78.8	83.9
<b>h</b> Special Forms of Trading (£m)	212.8	249.5	299.0	347.6	395.1	36.7	49.5	48.6	47.5	86.1	134.8	182.3
<b>i</b> Total Claims on Initial Surplus (£m)	-	-	-	-	-	148.9	102.9	104.6	110.0	251.8	356.4	466.4
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>												
<b>j</b> Initial Surplus Expenditure (£m)	-	-	-	-	-	121.6	154.9	178.4	217.7	276.5	454.9	672.7
<b>k</b> Claims on Expenditure (£m)	-	-	-	-	-	148.9	102.9	104.6	110.0	251.8	356.4	466.4
<b>l</b> RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m)	-	-	-	-	-	-27.3	52.0	73.8	107.7	24.7	98.5	206.3
<b>FLOORSPACE EQUIVALENT</b>												
<b>m</b> Assumed Sales Density (£ per sq.m sales)	5,000	5,282.9	5,611.1	5,955.2	6,339.4							
<b>n</b> Floorspace Requirement (sq.m sales)	-	-	-	-	-	-5,159	9,267	12,390	16,995	4,107	16,497	33,492
<b>o</b> FLOORSPACE REQUIREMENT (sq.m gross)	-	-	-	-	-	-6,879	12,356	16,520	22,660	5,476	21,997	44,656

## Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 5% inflow from beyond zones 1 to 15

e Arithmetic

f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate

g Derived from Table 4

h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 11, October 2013

i Arithmetic

j Arithmetic

k Arithmetic

l Arithmetic

m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate

n Arithmetic based on previous row

o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 5f: Comparison Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario - Sensitivity Analysis

						Incremental				Cumulative			
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035	
<b>CALCULATION OF INITIAL SURPLUS</b>													
a	Total Available Expenditure (£m)	1,425.7	1,674.5	1,993.1	2,364.7	2,822.2	248.7	318.6	371.6	457.5	567.4	938.9	1,396.4
b	Retention Rate (%)	49.8	50.8	51.8	52.8	53.8	-	-	-	-	-	-	-
c	Retained Expenditure (£m)	710.0	850.6	1,032.4	1,248.5	1,518.3	140.7	181.8	216.1	269.8	322.5	538.6	808.4
d	Inflow from beyond Zones 1 to 19 (£m)	37.4	44.8	54.3	65.7	79.9	7.4	9.6	11.4	14.2	17.0	28.3	42.5
e	<b>Initial Surplus, Including Inflows (£m)</b>	-	-	-	-	-	<b>148.1</b>	<b>191.4</b>	<b>227.5</b>	<b>284.0</b>	<b>339.4</b>	<b>566.9</b>	<b>850.9</b>
<b>CLAIMS ON INITIAL SURPLUS</b>													
f	Turnover of Existing Retailers (£m)	747.3	789.6	838.7	890.1	947.5	42.3	49.1	51.4	57.4	91.3	142.8	200.2
g	Turnover of Commitments (£m)	0.0	69.9	74.3	78.8	83.9	69.9	4.3	4.6	5.1	74.3	78.8	83.9
h	Special Forms of Trading (£m)	212.8	249.5	299.0	347.6	395.1	36.7	49.5	48.6	47.5	86.1	134.8	182.3
i	<b>Total Claims on Initial Surplus (£m)</b>	-	-	-	-	-	<b>148.9</b>	<b>102.9</b>	<b>104.6</b>	<b>110.0</b>	<b>251.8</b>	<b>356.4</b>	<b>466.4</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>													
j	Initial Surplus Expenditure (£m)	-	-	-	-	-	148.1	191.4	227.5	284.0	339.4	566.9	850.9
k	Claims on Expenditure (£m)	-	-	-	-	-	148.9	102.9	104.6	110.0	251.8	356.4	466.4
l	<b>RESIDUAL EXPENDITURE TO SUPPORT NEW COMPARISON FLOORSPACE (£m)</b>	-	-	-	-	-	<b>-0.8</b>	<b>88.5</b>	<b>122.9</b>	<b>174.0</b>	<b>87.7</b>	<b>210.5</b>	<b>384.5</b>
<b>FLOORSPACE EQUIVALENT</b>													
m	Assumed Sales Density (£ per sq.m sales)	5,000	5,282.9	5,611.1	5,955.2	6,339.4							
n	Floorspace Requirement (sq.m sales)	-	-	-	-	-	-155	15,772	20,630	27,442	15,617	36,247	63,690
o	<b>FLOORSPACE REQUIREMENT (sq.m gross)</b>	-	-	-	-	-	<b>-206</b>	<b>21,029</b>	<b>27,507</b>	<b>36,590</b>	<b>20,823</b>	<b>48,329</b>	<b>84,919</b>

## Notes

- a Derived from Table 1c
- b Derived from Table 3
- c Product of rows a. and b.
- d Assumes 5% inflow from beyond zones 1 to 15
- e Arithmetic
- f Derived from previous rows and grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- g Derived from Table 4
- h Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015
- i Arithmetic
- j Arithmetic
- k Arithmetic
- l Arithmetic
- m The average sales density of £5,000 per sq.m sales in 2015 has been grown throughout the periods using 37.9% of the Experian forecast expenditure growth rate
- n Arithmetic based on previous row
- o A ratio of 75% has been applied to calculate the gross floorspace requirement

Table 9c: Convenience Capacity in the Sunderland Survey Area Under a Static Retention Scenario - Sensitivity Analysis

						Incremental				Cumulative			
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2015 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035	
<b>CALCULATION OF INITIAL SURPLUS</b>													
a	Total Available Expenditure (£m)	866.2	889.0	907.6	926.3	945.6	22.7	18.6	18.7	19.3	41.3	60.1	79.4
b	Retention Rate (%)	82.1	82.1	82.1	82.1	82.1	-	-	-	-	-	-	-
c	Retained Expenditure (£m)	711.4	730.1	745.3	760.7	776.6	18.7	15.3	15.4	15.8	34.0	49.3	65.2
d	Inflow from beyond Zones 1 to 19 (£m)	22.0	22.6	23.1	23.5	24.0	0.6	0.5	0.5	0.5	1.1	1.5	2.0
e	Allowance for Over/Under trading in the Base Year (£m)	0.0	-	-	-	-	0.0	-	-	-	0.0	0.0	0.0
f	<b>Initial Surplus, Including Inflows (£m)</b>	-	-	-	-	-	<b>19.3</b>	<b>15.7</b>	<b>15.8</b>	<b>16.3</b>	<b>35.0</b>	<b>50.8</b>	<b>67.2</b>
<b>CLAIMS ON INITIAL SURPLUS</b>													
g	Turnover of Existing Retailers (£m)	733.4	736.4	737.8	739.5	741.9	3.1	1.4	1.7	2.4	4.4	6.1	8.5
h	Turnover of Commitments (£m)	0.0	100.6	100.8	101.0	101.3	100.6	0.2	0.2	0.3	100.8	101.0	101.3
i	Special Forms of Trading (£m)	16.0	35.6	45.4	52.8	60.5	19.6	9.8	7.4	7.7	29.4	36.8	44.5
j	<b>Total Claims on Initial Surplus (£m)</b>	-	-	-	-	-	<b>123.2</b>	<b>11.4</b>	<b>9.4</b>	<b>10.4</b>	<b>134.6</b>	<b>143.9</b>	<b>154.4</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>													
k	Initial Surplus Expenditure (£m)	-	-	-	-	-	19.3	15.7	15.8	16.3	35.0	50.8	67.2
l	Claims on Expenditure (£m)	-	-	-	-	-	123.2	11.4	9.4	10.4	134.6	143.9	154.4
m	<b>RESIDUAL EXPENDITURE TO SUPPORT NEW CONVENIENCE FLOORSPACE (£m)</b>	-	-	-	-	-	<b>-103.9</b>	<b>4.4</b>	<b>6.5</b>	<b>5.9</b>	<b>-99.6</b>	<b>-93.1</b>	<b>-87.2</b>
<b>FLOORSPACE EQUIVALENT</b>													
n	Assumed Sales Density (£ per sq.m sales)	10,000	10,042	10,060	10,083	10,116							
o	Floorspace Requirement (sq.m sales)	-	-	-	-	-	-10,351	436	643	583	-9,916	-9,273	-8,689
p	<b>FLOORSPACE REQUIREMENT (sq.m gross)</b>	-	-	-	-	-	<b>-15,925</b>	<b>670</b>	<b>989</b>	<b>898</b>	<b>-15,255</b>	<b>-14,266</b>	<b>-13,368</b>

## Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 3% inflow from beyond zones 1 to 15

e See Main Report Text - Footnote 33

f Arithmetic

g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

h Derived from Table 4

i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

j Arithmetic

k Arithmetic

l Arithmetic

m Arithmetic

n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

o Arithmetic based on previous row

p A ratio of 65% has been applied to calculate the gross floorspace requirement

Table 9d: Convenience Capacity in the Sunderland Survey Area Under an Increase in Retention Scenario - Sensitivity Analysis

						Incremental				Cumulative			
	2015	2020	2025	2030	2035	Growth 2015 to 2020	Growth 2020 to 2025	Growth 2025 to 2030	Growth 2030 to 2035	Growth 2015 to 2025	Growth 2015 to 2030	Growth 2015 to 2035	
<b>CALCULATION OF INITIAL SURPLUS</b>													
a	Total Available Expenditure (£m)	866.2	889.0	907.6	926.3	945.6	22.7	18.6	18.7	19.3	41.3	60.1	79.4
b	Retention Rate (%)	82.1	82.6	83.1	83.6	84.1	-	-	-	-	-	-	-
c	Retained Expenditure (£m)	711.4	734.3	754.2	774.4	795.2	22.9	19.9	20.2	20.9	42.8	63.0	83.8
d	Inflow from beyond Zones 1 to 19 (£m)	22.0	22.7	23.3	23.9	24.6	0.7	0.6	0.6	0.6	1.3	1.9	2.6
e	Allowance for Over/Under trading in the Base Year (£m)	0.0	-	-	-	-	0.0	-	-	-	0.0	0.0	0.0
f	<b>Initial Surplus, Including Inflows (£m)</b>	-	-	-	-	-	<b>23.6</b>	<b>20.5</b>	<b>20.8</b>	<b>21.5</b>	<b>44.1</b>	<b>64.9</b>	<b>86.4</b>
<b>CLAIMS ON INITIAL SURPLUS</b>													
g	Turnover of Existing Retailers (£m)	733.4	736.4	737.8	739.5	741.9	3.1	1.4	1.7	2.4	4.4	6.1	8.5
h	Turnover of Commitments (£m)	0.0	100.6	100.8	101.0	101.3	100.6	0.2	0.2	0.3	100.8	101.0	101.3
i	Special Forms of Trading (£m)	16.0	35.6	45.4	52.8	60.5	19.6	9.8	7.4	7.7	29.4	36.8	44.5
j	<b>Total Claims on Initial Surplus (£m)</b>	-	-	-	-	-	<b>123.2</b>	<b>11.4</b>	<b>9.4</b>	<b>10.4</b>	<b>134.6</b>	<b>143.9</b>	<b>154.4</b>
<b>CALCULATION OF RESIDUAL EXPENDITURE</b>													
k	Initial Surplus Expenditure (£m)	-	-	-	-	-	23.6	20.5	20.8	21.5	44.1	64.9	86.4
l	Claims on Expenditure (£m)	-	-	-	-	-	123.2	11.4	9.4	10.4	134.6	143.9	154.4
m	<b>RESIDUAL EXPENDITURE TO SUPPORT NEW CONVENIENCE FLOORSPACE (£m)</b>	-	-	-	-	-	<b>-99.6</b>	<b>9.2</b>	<b>11.4</b>	<b>11.1</b>	<b>-90.4</b>	<b>-79.0</b>	<b>-67.9</b>
<b>FLOORSPACE EQUIVALENT</b>													
n	Assumed Sales Density (£ per sq.m sales)	10,000	10,042	10,060	10,083	10,116							
o	Floorspace Requirement (sq.m sales)	-	-	-	-	-	-9,918	910	1,135	1,094	-9,008	-7,873	-6,779
p	<b>FLOORSPACE REQUIREMENT (sq.m gross)</b>	-	-	-	-	-	<b>-15,258</b>	<b>1,400</b>	<b>1,746</b>	<b>1,683</b>	<b>-13,858</b>	<b>-12,112</b>	<b>-10,429</b>

## Notes

a Derived from Table 1c

b Derived from Table 3

c Product of rows a. and b.

d Assumes 3% inflow from beyond zones 1 to 15

e See Main Report Text - Footnote 33

f Arithmetic

g Derived from previous rows and grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

h Derived from Table 4

i Derived from Spreadsheet 3 and grown to the market shares provided by Experian in the adjusted columns on page 17 of Retail Planner Briefing Note 13, October 2015

j Arithmetic

k Arithmetic

l Arithmetic

m Arithmetic

n The average sales density of £10,000 per sq.m sales in 2015 has been grown throughout the periods using 46.15% of the Experian forecast expenditure growth rate

o Arithmetic based on previous row

p A ratio of 65% has been applied to calculate the gross floorspace requirement

# AN ANALYSIS OF A BASKET OF 100 MULTIPLE RETAIL AND SERVICE OPERATORS

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**Table 11: An analysis of the representation of a Basket of 100 Multiple Retail and Service operators typically found in Sub-regional centres of the size of Sunderland**

Retailer	Sunderland
3 Store	Yes
Accessorize	No
Ann Summers	Yes
Apple	No
Argos	Yes
B&M Bargains	No
Bank	No
BHS	Yes
Blue Inc	Yes
Bodycare	Yes
Bon Marche	Yes
Boots	Yes
Build-a-Bear	No
Burton	Yes
Card Factory	Yes
Claire's	Yes
Clarks	Yes
Clas Ohlson	No
Clintons	Yes
Costa Coffee	Yes
Currys & PC World	No
Debenhams	Yes
Disney Store	Yes
Dorothy Perkins	Yes
Dunelm Mill	No
Early Learning Centre	No
EE	Yes
Footlocker	Yes
French Connection	No
Game	Yes
Games Workshop	No
Gap	No
H&M	Yes
HMV	Yes
Henri Lloyd	No
Holland & Barrett	Yes
Home Bargains	Yes
Hotel Chocolat	No
House of Fraser	No
Internationale	No
Jane Norman	No
JD	Yes
La Senza	No
Laura Ashley	No
Lush	Yes
Maplin	Yes
Marks & Spencer	Yes
Matalan	No
Max Spielmann	Yes
Millie's Cookies	No
Miss Selfridge	No
Monsoon	No
Moss	No
Mothercare	Yes
New Look	Yes



**Table 11: An analysis of the representation of a Basket of 100 Multiple Retail and Service operators typically found in Sub-regional centres of the size of Sunderland**

<b>Retailer</b>	<b>Sunderland</b>
Next	Yes
O2	Yes
Optical Express	No
Oasis	No
Paperchase	No
Peacocks	No
Poundland	Yes
Poundworld	Yes
Phones 4 U	Yes
Primark	Yes
Republic	No
River Island	Yes
Ryman	No
Schuh	Yes
Shoe Zone	Yes
Sony Centre	No
Specsavers	Yes
Sports Direct	Yes
Sunglass Hut	No
Superdry	Yes
Superdrug	Yes
The Body Shop	Yes
The Card Factory	Yes
The Carphone Warehouse	Yes
The Fragrance Shop	Yes
The Perfume Shop	Yes
The Schoolwear Centre	No
The Works	No
Thomas Cook	Yes
Thomson	Yes
Thorntons	Yes
Timpson	Yes
TK Maxx	Yes
Topman	Yes
Topshop	Yes
Toys R Us	No
Virgin Media	No
Vision Express	Yes
Vodafone	Yes
Wallis	No
Warehouse	No
Waterstones	Yes
Wilkinson (Wilko)	Yes
WH Smith	Yes
Zara	No
<b>Yes</b>	<b>61</b>
<b>No</b>	<b>39</b>
<b>Total</b>	<b>100</b>