Policy (SSDC)
17/02805/HYBRID
SJF.

Spatial Policy Comments - Application Reference 17/02805/HYBRID

Dear Simon, Linda and Marc,

Further to your correspondence, please find below the Spatial Policy response to Hybrid mixed-use planning application on 21.6 hectares of land known as Bunford Park comprising:

- FULL APPLICATION for formation of new road access, erection of 2,040sq.m gross Class B1 offices and light industrial/Class B8 storage and distribution unit and erection of 8,443sq.m gross Class A1 foodstore, petrol filling station, car parks and related infrastructure and landscaping.

- OUTLINE APPLICATION for formation of remainder of a 56,051sq.m gross business park including erection of Class B1 office and light industrial and Class B8 storage and distribution uses, secondary road access off Bunford Hollow, other related infrastructure and landscaping and all other matters reserved for future consideration.

As established in law by Section 38(6) of the Planning and Compulsory Purchase Act (2004) and Section 70(2) of the Town and Country Planning Act (1990) (as amended), the starting point for considering this application must be that it is determined in accordance with the development plan unless material considerations indicate otherwise. The following sections therefore consider the application against the development plan in South Somerset and the National Planning Policy Framework (NPPF) as a material consideration.

1. Overview of Main Issues

The applicant is seeking to obtain outline planning permission for a 56,051sq.m business park (B1/B8 uses) and full planning permission for 2,040sq.m of that 56,051sq.m and an 8,443sq.m A1 use foodstore with associated infrastructure, including a petrol filling station.

An outline application (07/05341/OUT) was approved in 2011 for the formation of road access and the development of land for B1 office and industrial uses buildings, comprising up to 60,000 sq m of employment floorspace. The reserved matters application was submitted in 2016 and has yet to be determined. The applicant suggests the consented scheme is unviable and that the proposed foodstore is now required to provide infrastructure that would open up a business park.

For the purposes of your decision-making it is important to make clear a number of points. Firstly, the proposed A1 use is classified as a "town centre use" under the terms of the development plan and the NPPF [1]. Secondly, the proposed location should be considered as an "out of centre location"[2]. Thirdly, the evidence base that supports the employment land figures identified in adopted Local Plan Policy SS3 have been updated as part of the Early Review Local Plan, this emerging evidence has not been tested at examination but is still a material consideration and relevant given the enabling argument being used by the applicant to support the proposed A1 use.

[1] As defined in the NPPF, main town centre uses constitute retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

[2] As defined in the NPPF, an out of centre location which is a location which is not in or on the edge of a centre but not necessarily outside the urban area.

Against this context, your decision will need to understand the proposed development's compliance with the sequential test as defined in the South Somerset Local Plan Policy EP11, and given the size of the proposed scheme, the impact of the additional floorspace on Yeovil town centre through consideration of Policy EP12. Your decision should also reflect on whether the proposal affects the overall level of planned investment in convenience goods retail floorspace in Yeovil as defined in Policy EP10.

In addition you should assess the benefits of delivering new employment land as required by Policy SS3 through an enabling development, which would otherwise conflict with planning policies, to establish whether these benefits outweigh the disbenefits of departing from normal policy.

2. National Guidance

National guidance is clear that planning should support the vitality and viability of Town centres.

Paragraph 24 of the NPPF requires Local Planning Authorities (LPAs) to apply a sequential test to planning applications for main town centre uses that are not in an existing centre. LPAs are required under this guidance, to seek to locate town centre uses firstly in Town Centres, then edge of centre locations before out of centre locations. When considering edge of centre and out of centre sites, preference should be given to accessible sites that are well connected to the Town Centre. There is a requirement for applicants and LPAs to demonstrate flexibility on issues such as format and scale when considering sites.

Paragraph 27 is clear that an application should be refused where it fails to satisfy the sequential test.

The National Planning Practice Guidance (PPG) states that it is for the applicant to demonstrate compliance with the sequential test. Paragraph 010: Reference ID 2b-010-20140306 outlines a checklist of considerations that should be taken into account when assessing the proposal against the sequential test. This checklist includes the requirement for an applicant to demonstrate flexibility in terms of the format and scale of the proposed development "*…it is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal.*" The PPG is also clear that out of centre sites should only be considered if suitable sites are not available. When considering edge of centre and out of centre proposals, preference should be given to accessible sites that are well connected to the town centre.

National guidance is also clear that planning should support sustainable economic growth, operating in an encouraging manner, rather than acting as an impediment to growth.

3. South Somerset Local Plan (2006-2028)

3.1. Employment Land

Bunford Park was allocated in the 1991-2011 South Somerset Local Plan. Allocation ME/WECO/1 was identified for a high quality business park to widen Yeovil's employment base, particularly in the service sector and reflect the town's status as the main employment centre for the District.16.5 hectares were allocated for B1 uses.

Outline planning permission was approved in 2011 on the allocated site and adjoining area for 20.3 hectares of land and up to 60,000 sq m of employment floorspace for B1 office and industrial use buildings (application ref: 07/05341/OUT). Reserved matters were submitted in March 2016, but this application is still to be determined. The outline permission expires on 23rd March 2021.

Despite the planning approval, the adopted Local Plan (South Somerset Local Plan 2006-2028) carries forward the allocation on the basis that it continues to form part of the strategy set out in Policy SS3 for employment land delivery through to 2028.

Policy SS3: Delivering New Employment Land has an employment land requirement for Yeovil (not including the Sustainable Urban Extensions) of 44.84ha. A significant amount of this requirement has planning permission, which includes the approval mentioned above. The site is recognised in the supporting text to Policy EP1: Strategic Employment Sites but is not specifically allocation as one of these sites on the basis that it has received planning consent. The desire to see a high quality business park that will encourage high tech industries and widen the economic base of Yeovil, in this important gateway location is still articulated in the Local Plan.

Work has begun to review the adopted Local Plan. The Issues and Options Consultation took place between October 2017 and January 2018. The Council is now working on its Preferred Options. The evidence base used to inform the review includes a district-wide assessment of the employment land and premises requirements for employment uses up to 2034. The evidence base document "Long Term Economic Forecasting and Implications for Employment Sites and Premises"[3] identifies that between 2014 and 2034 there is a requirement for between 3-8ha of land for office development (B1) and between 42-85ha of land for industrial uses (B2 and B8) across the district. Work is underway to apportion that land between the named settlements in Policy SS1: Settlement Strategy. The clear messages coming from this report are as follows:

- The economic forecasts suggest a lower annual average growth in employment over the Local Plan Review period (2014-2034) than the historic period (2000-2014). Therefore less land will be required to support new economic growth.

- The office market is weak and the district is not perceived as a significant office location. Based on discussions with landowners and agents, the short term requirement for office development is low to non-existent. The demand that does exist is primarily small scale.

- Based on landowner and agent discussions, there continues to be demand for industrial premises, the strongest demand predominantly for smaller units. There is a need for replacement stock as premises are reaching the end of their economic life.

- The development market is subject to a number of constraints. Viability is the biggest challenge, particularly for strategic sites that require substantial infrastructure. The environment is challenging and the majority of strategic allocations in the Local Plan require substantial infrastructure provision. As a result, a substantial proportion of recent development has been outside the main towns. Given viability and infrastructure requirements at the present time there is no substantive evidence of major requirements will lead to the unlocking of strategic sites.

- Given lack of viability, there has been little speculative development in South Somerset over last ten years. Design and Build arrangements have also hampered growth.

[3] https://www.southsomerset.gov.uk/media/890009/long_term_-_final_report_v2.0.pdf

- Whilst historically Yeovil has been the dominant economic centre in the district and it retains this position, in terms of commercial development in recent years it has struggled to deliver.

On the basis of this new evidence, the deliverability and viability of the amount and type of employment land being proposed is highly questionable. These points are relevant to the enabling argument which is referred to later in section 6 and should be considered alongside Policy SS3 when coming to a decision on the proposed development.

3.2. The Sequential Test

Policy EP11: Location of Main Town Centre Uses requires applicants to seek to locate developments on sequentially preferable sites. Sequentially preferable sites in Yeovil being:

- within the Yeovil Town Centre Shopping Area, followed by
- Edge of Centre locations, then
- Out-of-Centre sites that are, or will be served by a choice of sustainable modes of transport and are close to the centre.

The policy explains that applications for "town centre uses", which are not in an existing Town Centre and are not in accordance with the Development Plan should be refused planning permission where the applicant has not demonstrated compliance with the sequential approach to site selection, or there is clear evidence that the proposal, either alone, or combined with other recent outstanding permissions would seriously affect the vitality and viability of a nearby town centre.

3.3 Impact Assessment

Policy EP12 of the South Somerset Local Plan (2006 – 2028) requires applications in excess of 2,500 sq m gross, in Yeovil, to be accompanied by a Retail Impact Assessment. Where an assessment presents evidence of significant adverse impacts on an existing town centre, development will be refused.

3.4 The Quantitative Need for Convenience Retail Development in Yeovil

Policy EP10: Convenience and Comparison Shopping in Yeovil, limits the convenience goods retail floorspace in Yeovil to 2,400 sq m net (or £29.9m retail expenditure) by 2017.

In July 2017, the South Somerset Retail and Main Town Centre Uses Study was published. This study forms part of the evidence base which will be used to review of the South Somerset Local Plan, referred to earlier. The study updates the quantitative need for convenience and comparison goods development district wide. These revised figures, illustrate that very little additional convenience floorspace is required in Yeovil, only 14 sq m up to 2024. The need for additional convenience floorspace is relevant for plan making, the NPPG checklist for taking the sequential test refers to the forecast of future need and whether the need can be accommodated in the town centre. Whilst not relevant for decision taking, the requirement for only a small amount of additional floorspace should not be overlooked. Whilst there may not be a quantitative need, qualitative need also needs to be considered and this includes factors referred to by the applicant, such as consumer choice and competition. On this matter, Yeovil Town Centre has a convenience shopping provision which is below the Goad national average but a significant amount of out-of-centre provision.

The application should be considered in the context of these Local Plan policies and evidence base documents.

4. Consideration of the Applicant's Sequential Test

4.1 Sequential Test Criteria

The applicant has undertaken a sequential test in support of the application. The applicant's test concludes that there are no suitable and available sequentially preferable vacant units or sites within or on the edge of Yeovil town centre and therefore the proposed foodstore development passes the sequential test requirements set out in paragraph 24 of the NPPF.

It was agreed with the case officer that eight sites should be considered in the Sequential Test, these are:

- Cattle Market (including Court Ash and North Lane car parks)
- Quedam Shopping Centre Extension Area,
- Glovers Walk
- Stars Lane (north)
- Stars Lane (south)
- Ambulance and Fire Station
- Olds Garage
- Petters Way car park

These sites which are either town centre or edge of centre were considered suitable for retail development at that time.

The proposed development comprises the following:

- A single-storey retail store with a gross floor area of 8,443 sq m,
- A net sales area of 5,108 sq m,
- 444 car parking spaces,
- A 6-pump petrol filling station along with kiosk of 87sq.m. gross, and
- A 4.25 hectare site.

4.2 Flexibility in Format and Scale

In an attempt to demonstrate flexibility in format and scale (a requirement of national policy), the applicant has for the purposes of the sequential test, identified some minimum criteria which have been applied to determine the suitability of the agreed sites. These minimum criteria are:

- A single-storey retail store with a gross floor area of 8,443 sq m,
- A net sales area of 5,108 sq m,
- 444 car parking spaces, and
- A 2.38 hectare site.

The applicant has undertaken the sequential test using a site area which is 44% smaller than the original proposed area. The reduction is a result of a reduced landscaping scheme, removal of the petrol filling station and allows no provision for site access. The applicant suggests that whilst these changes have been made to adhere with the sequential test, they result in an unrealistic proposition. There is no evidence to support this statement.

Whilst the applicant has made amendments to the proposal, it should be noted that the applicant has made no change to the size of the proposed foodstore or the number of proposed car parking spaces. The reason given for not amending the size of the proposed store is the applicant's business model. The applicant is seeking to "*meet retailer requirements for supermarket food shopping and complementary comparison shopping typical of large supermarkets. The applicant is seeking to improve the choice of convenience foodstore in the Yeovil area to the benefit of the local community and bring the Sainsbury's brand to Yeovil residents, who currently rely on on-line services or who travel unsustainable travel distances to other Sainsbury's stores*". Because the foodstore will be entering a mature market it is argued that a store of this size is required to compete successfully in that market and offer a comparable range of goods and services, such as a petrol filling station and dedicated car park. For information, the net sales area of the proposed new foodstore is 42% larger than the existing Morrisons (2,937 sq m) and 32%

larger than Asda (3,482 sq m) and 51% smaller than Tesco (7,713 sq m)[4]. The proposal will be significantly greater than the existing Morrisons and Asda and therefore further flexibility could be demonstrated than at present.

The reason for not amending the amount of car parking further is that the applicant believes they have already been flexible with regards to this requirement. The applicant explains that the Sainsbury's standard requirement for a parking ratio is 1 space per 14 sq m of floorspace, which would mean a requirement for 603 spaces[5]. The Council's parking standards require 1 parking space per 20 sq m. Because they have adhered to this standard, the applicant believes they have demonstrated sufficient flexibility and further reductions would make the site unviable or lead to operational problems. A further point in relation to car parking is the potential for a decked parking arrangement which would reduce the site size requirement. The applicant concludes that whilst a decked car parking area would reduce the site area by 0.35ha, it is not a viable option. There is no evidence to support this statement.

The applicant states that the provision of a new store on two levels would not meet with current operational requirements of Sainsbury's or other operators. No further expansion of this point or evidence is provided to support this statement.

Whilst the applicant has demonstrated some flexibility, I do not believe they have demonstrated sufficient flexibility. Paragraph 24 of the NPPF requires applicants to demonstrate flexibility on issues such as format and scale, and I query whether their amendments to the proposal satisfy this given they have demonstrated no flexibility with regards to the gross area of the store, the net sales area of store or the format and configuration of the store building.

The applicant refers to the Dundee judgement to support the position taken towards flexibility of format. In the Dundee judgement the meaning of a "suitable" site in the sequential test is clarified. The Supreme Court established that if a site is not suitable for the commercial requirements of the developer in question, then it is not a suitable site for the purposes of the sequential approach. The Dundee judgement also established that in terms of the size of the alternative site, provided that the applicant has demonstrated flexibility with regards to format and scale, the question is whether the alternative site is suitable for the proposed development, not whether the proposed development could be altered or reduced so that it can be made to fit the alternative site.

The applicant also illustrates that there is no requirement in the NPPF for applicants to demonstrate scope for disaggregation and refer to the Rushden Lakes decision in support of this position. Rushden Lakes was a hybrid application for a mixed retail and leisure scheme. In this case both the Inspector and the Secretary of State found no requirement to disaggregate any part of the proposed development. Following the Rushden Lakes decision it has become a commonly held view that the sequential test, as set out in paragraph 24 of the NPPF, provides no requirement for an applicant to disaggregate any proposed main town centre uses.

A key point regarding the Dundee judgement is that the developer needs to properly demonstrate flexibility to set the parameters of a suitable site. Whereas Rushden Lakes highlighted that "format" and "Scale" are central to the issue of flexibility. Scale relating to size and format relating to multi levels, configuration and non-company standard characteristics.

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[4] Source of net sales area, South Somerset Retail and Main Town Centre Uses Study 2017
[5] 8,443sq m/14sq m

Clearly the brevity of the NPPF and associated NPPG illustrate that appeal decisions and court judgements have been considerably important in clarifying how town centre policy tests should be applied by decision makers in practice. In this case the developer's approach is insufficiently flexible, considerable emphasis is placed on Sainsbury's own business requirements when assessing sites, the applicant has not sufficiently evidenced why the proposed format is functionally necessary and therefore the approach taken to the sequential test is unjustified.

4.3 Definition of Availability

In accordance with the NPPF a sequentially preferable site needs to "available". The applicant uses the Rushden Lakes decision to define "available". In this decision the test is simply "available" not "available within a number of years".

4.4 Site Assessment

The information submitted by the applicant for the sequential test has been reviewed[6]. The applicant's position that there are no suitable or available, sequentially preferable sites to the proposed site is accepted.

To avoid any doubt I have appended a map of each of the sites considered by the applicant for the sequential test. The defined site area and its boundaries are based on previous applications, retail work or the Yeovil refresh site analysis.

- **Quedam Shopping Centre Extension Area**

The site is a Town Centre site which includes Vincent's Garage which is in active use. No planning permission has been obtained for this extension. The Council resolved to grant permission for the redevelopment of the site to provide an extension to the established Quedam centre in 2008 but the Section 106 Agreement was not signed and the application was finally withdrawn in 2014. The site is identified in the South Somerset Retail and Town Centre Uses Study (July 2017) as having good development potential in the short to medium term, with the ability to accommodate a mix of uses including potentially comparison goods retailing, food and beverage and leisure uses. Convenience goods retailing is not mentioned.

The applicant has discounted the site on the basis that it is not suitable or available to accommodate the proposed supermarket.

At circa 1.6ha, the applicant states that the site is too small for the proposed development.

Based upon the evidence received from Benson Elliot, the site was previously identified as a sequentially preferable site (Lidl application, 2015). However since that time, nothing has progressed with regards to the proposed application for the Quedam Extension and the site remains in an active use, therefore it is accepted that at this current time, the site is not available and therefore cannot be classed as sequentially preferable.

- **The Cattle Market**

The Cattle Market site is a vacant, brownfield Town Centre site. Whilst not currently allocated in the Local Plan, the South Somerset Retail and Town Centre Uses Study (July 2017) identifies the site as having good development potential with the ability to accommodate a mix of uses including potentially a foodstore. The Council views the site as a significant redevelopment opportunity, appropriate for a range of uses including retail and these aspirations are articulated in the recently launched Yeovil Town Centre Refresh documents. To summarise, the applicant has dismissed this site as it is not suitable or available for the proposed development.

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[6] Retail Planning Statement, email dated 24 October 2017 and email dated 8 March 2018 from WYG.

The Cattle Market area as defined in the Yeovil Refresh is discounted by the applicant for numerous reasons. Firstly the applicant notes that whilst the site area amounts to 2.8ha, once active uses and other unsuitable and unavailable parts of the site have been removed, it is reduced to 1.21ha, rendering it of insufficient size for the proposed development without additional land assembly. It should be noted that some of the active uses referred to by the applicant are temporary in their nature and therefore the additional land assembly which would be required to accommodate a foodstore could be possible. The relevant landowner/s has/have not confirmed whether the site is available and therefore there is insufficient evidence on the availability of this site.

The suitability of the site is discussed in relation to a previous Development Brief, produced by the Council for the site, the Market Street Area Development Brief (2007) and two previous failed planning applications, which discounted large scale retail floorplates on the site for a number of reasons. The applicant considers that the proposed use would not be in accordance with the aspirations of the Development Brief and would therefore be unsuitable for the site. For clarity, this Development Brief was approved in 2007 it is now over ten years old and was conceived in a different economic climate, outside of the new approaches to considering retail development as defined in the NPPF, PPG and case law. The Council intends that the new Yeovil Refresh work will replace this Development Brief. The refresh work states that the Council is prepared to be flexible on the precise mix of uses on the Cattle Market to maximise a market solution for the site. Additionally, the Council has indicated that alternative forms of development would be considered on the site and a large-format retail unit could be acceptable as part of a re-development scheme. Therefore contrary to the applicant's view, large format retailing would be considered on this site and in the context of paragraph 24 of the NPPF, if the site is of sufficient size, it is suitable for the proposed development.

A further point in relation to suitability is the viability of the site. The applicant discounts the site on the basis it is unviable. There is no evidence to support this statement.

- **Glovers Walk**

Glovers Walk and the Bus Station is a substantial Town Centre site at the eastern end of Yeovil. The site is identified in the Yeovil Refresh as a significant development opportunity to substantially transform the lower part of the town centre which is currently dated, has high vacancies and poor public realm. The applicant has discounted the site on the basis that it is too small, is in active use and has tenants, including the bus station, which would need relocation, rendering the site unsuitable and unavailable.

In reality the site consists of two distinct plots, the Bus Station and Glovers Walk. The Bus Station is 0.75 hectares and Glovers Walk is 0.24 hectares. The applicant claims the site is 0.55ha, but it is infact just shy of 1 hectare. This is still too small for the proposed scheme even if further flexibility in format and scale were demonstrated. This site is therefore not considered suitable. The Bus Station is owned by a single landowner and is leased to the Council for 99 years to provide a bus service. There is potential to redevelop the site but there are no plans currently. On the basis of the above, it is accepted that at the current time, Glovers Walk including the Bus Station are not sequentially preferable alternatives as they are not suitable and/or available for the proposed foodstore.

- **Stars Lane South**

The site is effectively three Town Centre sites (referred to in the Yeovil Refresh as Box Factory & South Street and Stars Lane) which occupy a prominent location fronting the main route between the centre of town and the Yeo Leisure Complex. The site is 1.29ha. This site is discounted on the basis that it is not suitable or available.

Stars Lane car park is a strategically important car park in the town centre and the Yeovil Refresh work is clear that the redevelopment of the whole car park is not considered appropriate at this time. The Council is currently working up a development brief for the Box Factory/South Street Car Park which indicates a mixed use scheme, residential led with a leisure or food element to improve the public realm in this part of the town centre and unlock further town centre development proposals.

The site is further discounted by the applicant on the basis that it is not available or suitable based on the fact that it is identified in the Local Plan as the Summerhouse Village (Policy YV3) – a strategic location for a mixed use scheme to be delivered later on in the plan period. The Local Plan does suggest that the Summerhouse Village concept is unlikely to be achieved until late in the plan period which runs to 2028. One of the reasons for this is that the concept is recognised to have viability issues, particularly the funding of replacement of car parking spaces. Despite this designation the site has previously been identified by the Council as a sequentially preferable site (Lidl application, 2015). At that time the Council was taking a pragmatic approach to the development potential of the site and was prepared to accept a foodstore on site if that could kick start a range of investment opportunities and contribute to the overall vision for the area. Even then, the long term aim remained for a mixed-use scheme, which balanced housing, retail, leisure, and employment as part of the 'urban village' concept.

Since this application, the Yeovil Refresh work has progressed and it is now clear that the site has strong development potential for residential use, including potential affordable, key worker and retirement housing. This use will increase the amount of people living in the town and encourage more activity and overall vibrancy which is currently lacking in this location, particularly within the period between 5pm-9pm the "five pm flight period". This is a key aim for the town, recognised in the Yeovil Refresh. Public realm and transport improvements in this location are associated with the residential development. On the basis of the above, it is therefore accepted that the site is neither suitable nor available for the proposed development.

- **Stars Lane North**

This1.05ha site is located at the bottom end of Yeovil town centre to the south of Middle Street and comprises a number of significant town centre premises in active use by occupiers such as Wilko, Beefeater and Premier Inn. This site is discounted by the applicant on the basis that it is not suitable or available and this is accepted.

Whilst the site was considered as a development opportunity in the South Somerset Retail Study Update (2010), it was not considered in the South Somerset Main Town Centre Uses Study (July 2017) neither was it considered as a development opportunity in the Yeovil Refresh work.

- **Ambulance and Fire Station**

This site put forward by the applicant is 0.74ha and comprises the Fire and Ambulance Station buildings and forecourt, the Labour Club (known as Unity Hall) and Earle Street car park. All of these are active uses. It is discounted by the applicant on the basis that it is not suitable or available. The site area has been amended by the Council to include only the Fire and Ambulance Station buildings and forecourt, this is 0.44ha.

Whilst the site was considered as a development opportunity in the South Somerset Retail Study Update (2010), it was not considered in the South Somerset Main Town Centre Uses Study (July 2017) neither was it considered as a development opportunity in the Yeovil Refresh work.

The applicant's position is accepted; the site is neither suitable nor available for the proposed development because the site is in active use and is too small.

- **Olds Garage**

Olds Garage site is a brownfield, edge of centre site, comprising 0.7ha. The site is identified in the South Somerset Retail and Town Centre Uses Study (July 2017) as having good development potential in the short to medium term. An application has been submitted on this site for a discount foodstore (17/02896/FUL). The application has yet to be determined but a policy objection has been raised on the belief that there is a sequentially preferable site for the proposed development.

This site is discounted by the applicant on the basis that it is not suitable or available. It is too small and is not available as the site is being proposed for development by Aldi. It is accepted that the site is neither suitable nor available for the proposed development.

- **Petters Way Car Park**

The Petters Way site is an edge-of-centre, car park identified as a development opportunity in the Yeovil Refresh work only includes the South Street Market Car Park and not the larger Petters Way Car Park which is considered of mid-level strategic importance. The smaller area is 0.13ha. On this basis, it is accepted that at the current time, Petters Way Car Park is not a sequentially preferable alternative, as it is not suitable and/or available for the proposed foodstore.

4.5 Conclusion on Sequential Test

The applicant's approach to the sequential test is not accepted, they have failed to demonstrate sufficient flexibility in format and scale, a requirement of paragraph 24 of the NPPF. Based on the above it is advocated that the application fails the sequential test because the Cattle Market may be sequentially preferable and could accommodate the proposed development if it the applicant applied flexibility to the format of the proposed development. The application should therefore be refused on this basis that it is not in accordance with Local Plan Policy EP11 and the NPPF and PPG.

5. Consideration of the Applicant's Impact Assessment

5.1 Impact on town centre vitality and viability

The Impact Assessment undertaken by the applicant concludes that the proposed store would not have a significant adverse impact on the vitality and viability of Yeovil town centre.

The Council commissioned GVA to undertake a review of the retail impact assessment submitted by the applicant. The full report is appended to this response. To summarise, following a detailed analysis of the applicant's supporting information and analysis, along with their own assessment of impact, GVA have concluded that the Bunford Park supermarket is likely to have a clear adverse impact upon the vitality and viability of Yeovil town centre. The test in the NPPF and Development Plan relate to the nature of that adverse impact and whether it is significant/or seriously affects the vitality and viability of the town centre. GVA conclude that the case is finely balanced given that the town centre is seemingly in reasonable (but not strong) health and this proposal will remove a large amount of expenditure/trips from the centre and lead to both direct and indirect impacts. In their opinion, the scale of this change and the effect on key retailers is such that, on balance, they consider that these 'significant' / 'serious' thresholds have been reached and the effects of the proposed store upon the health of Yeovil town centre is likely to significantly or seriously affect the health of the town centre and conflict with Policy EP11 of the Local Plan and paragraphs 26 and 27 of the NPPF.

5.2 Impact on existing, committed and planned investment

The Impact Assessment undertaken by the applicant concludes that the proposed store would not have a significant adverse impact on any existing, committed or planned public and private in-centre investment.

At both a local and national level there is a clear "town centre first" approach for retail development. There have been a number of applications for out of centre food and non-food retailing around Yeovil (including on the edge of Yeovil in West Dorset) in recent years[7]. It is clear, that the market is looking to develop these sites for a variety of reasons including cost and ownership. The overall effect of developing the sequentially non-preferable sites for clearly defined "town centre uses" is at odds with the Council's strategic plan for Yeovil town centre. The Council has been in discussion with developers and it appears there is an appetite to develop some of these sequentially preferable sites.

Importantly, the Council has been progressing the Yeovil Town Centre Refresh work at pace. The Town Centre Strategy which was publically launched in March 2018 sets out an overarching and ambitious plan for the regeneration of Yeovil Town Centre. The strategy aims to stimulate investment, in residential, retail and commercial uses, increase the range of businesses, improve access, refresh public spaces, and reconnect the town with its hinterland. An operational budget has been approved and priority projects have been established. A project team has been brought together, and has commenced work on all of these projects, including actively working to bring forward development sites such as the Box Factory (referred to as Stars Lane South in the sequential test). The Council is concerned that in a fragile market, which retail is, this public sector investment and other investment by private stakeholders could be undermined by additional out of centre floorspace. The Council is working hard to focus on regenerating Yeovil town centre, the cumulative impact of out of centre retail development, erodes that effort.

The owners of the Quedam Centre, Benson Elliot have objected to this proposal. There is concern over the potential impact that any further out of centre retail development could have on the planned private investment by the company in Yeovil town centre.

5.3 Health of Yeovil Town Centre

I would like to set a context for your decision making by outlining some key factors that illustrate the health of Yeovil Town Centre.

Yeovil accommodates the principal Town Centre in the District. Yeovil as a whole accounts for nearly 74% of retail floorspace provision in South Somerset however nearly 45% of that retail floorspace is outside the town centre[8] (this figure includes the Peel Centre at Babylon Hill and food shopping facilities) and there are permissions yet to be implemented at the Peel Centre including permission for 1,895 sq m of A1 retail floorspace adjoining the existing Argos.

Yeovil's position as a retail centre has declined over time. In 2007, Yeovil was ranked 118th in Javelin's VenueScore[9], in the latest rankings (2016) it has slipped to 160th. This could be due to the loss of some key national multiple retailers to out of centre locations.

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[7] Examples include - WD/D/15/000374 – Proposed retail warehouse unit, Peel Centre, Babylon Hill, 15/03513/OUT – Mixed use development comprising A1 use, Yeovil Town Football Club, 13/03469/FUL – Erection of food retail unit (A1), drive through coffee shop (A3) and restaurant/public house (A4), Fusion Park

[8] South Somerset Retail and Main Town Centre Uses Study, Lichfields 2017

[9] The Javelin VenueScore is widely used as a key indicator to help inform the changing attraction and performance of different shopping locations from year-to-year.

The Council's Annual Retail Monitoring demonstrates that whilst vacancy rates in Yeovil Town Centre are improving, they are still higher than the national average (11.2%):

Year	Total Premises within Town Centre	Vacancies	%
2006	487	46	9.44
2007	468	48	10.25
2008	468	49	10.47
2009	471	61	12.95
2010	472	56	11.86
2011	480	56	11.66
2012	480	71	14.79
2013	480	72	15.00
2014	483	75	15.52
2015	488	70	14.34
2016	No Monitoring was undertaken in 2016		
2017 (Nov)	471	67	14.2

(Town Centre Monitoring, SSDC Spatial Planning)

The fall in Yeovil's national ranking since 2007, the rise in vacancies and the loss of a number of key national multiple anchor retailers to out-of-centre shopping locations clearly demonstrate that its overall vitality and viability is vulnerable to further challenge from out-of-centre retailing, as well as the threat of online shopping. Clearly the loss of further retailers, turnover and shoppers to new out-of-centre retailing will further significantly erode investor and business confidence in the future growth and performance of the town centre, especially in the current volatile retail market.

The Council recognises the situation with regard Yeovil Town Centre and is investing in its regeneration. Yeovil Refresh one of the Council's key priorities.

5.4 Conclusion on Impact Assessment

The Council's clear policy direction is to locate town centre uses into the defined centre of Yeovil, on sequentially preferable sites.

GVA have concluded that the proposal is likely to have a clear adverse impact upon the vitality and viability of Yeovil town centre.

The Council highlights that planned investment will be undermined by the application site. Businesses and landowners/developers require confidence to invest and this confidence can be damaged by a weak approach to out of centre retail development which can affect town centre sites coming forward.

Furthermore, the overall vitality and viability of Yeovil is being eroded. The town centre is vulnerable as is demonstrated by the Council's Annual Retail Monitoring. Whilst there are signs of improvement in vacancy rates between 2014 and 2015, in eight of the last ten years the vacancy rate has been growing. This indicator points to a fragile town centre.

The overall concern is that more out of centre retailing will have an adverse impact on the vitality and viability of Yeovil town centre and planned investment in the centre. The application should therefore be refused on this basis that it is not in accordance with Local Plan Policy EP12 and the NPPF and PPG.

6. Enabling Development

As noted in section 3.1 above, the Bunford Park site has outline planning permission for B1 office and industrial use buildings, comprising 20.3 hectares of land and up to 60,000 sq m of employment floorspace. The applicant states that this scheme is no longer financially viable for the landowner due to the access and site infrastructure costs. The inclusion of a supermarket is their preferred mechanism to bring the site forward.

This application will deliver 2,040 sq m gross Class B1 offices and light industrial/Class B8 storage and distribution uses.

The applicant has submitted an Economic and Enabling Statement to support the planning application. In this they seek to explain the significance of Bunford Park and its strategic economic potential, whilst setting out the challenges faced in unlocking the site and therefore the enabling role of the supermarket.

The Council commissioned Hardisty Jones Associates (HJA) to review this document and understand whether the economic impact and employment land arguments set out in the applicant's document were robust and reasonable. The full report is appended to this response. To summarise, HJA agree with the overarching findings of the market review as set out in the document, the office market is weak and speculative development unlikely in current economic climate. Whilst HJA have not commented on detailed viability issues with the Bunford Park site, they believe it is reasonable to conclude that there is a viability challenge. Further viability evidence from the applicant and consideration by the Council may be necessary in your decision making.

The enabling argument is made in respect of site infrastructure and servicing, however HJA note that the market review which is submitted by the applicant comments on the viability challenge with a serviced plot. Therefore consideration needs to be given as to what time frame the proposed scheme will come forward. The economic impacts of the scheme are set out in terms of annual impact in perpetuity at full occupancy, however, it is most likely to be a long-term project and will take many years to reach full occupancy, especially given the amount of office accommodation included in the scheme. The market is not currently there. It should be made clear that the economic benefits will take time and that they will not come forward quickly as a result of the enabling development. A key point is that whilst the proposed foodstore may enable site infrastructure to be provided, it may not improve the general viability of employment land on a plot by plot basis. Land prices and the nature of employment land deals, such as design & build options, which hamper development are not addressed through the enabling argument.

The readily deliverable supply of serviced plots is of positive benefit but it is important to understand the wider issues that could impact upon the rate of employment land delivery and the scale of economic benefit to the Yeovil and South Somerset economy.

A further point raised in the HJA work is that the proposed use class mix varies substantially from that in the extant planning permission. A greater proportion of B8 use is proposed. This is more in line with the need being articulated through the evidence base for the Local Plan review. That said, the proposed office space at 32,000 sq m, represents more than the estimated need for office floorspace for the District between up to 2034. HJA suggest that on this basis, the build out rate of the site might extend beyond the mid-2030s.
The amount of new jobs suggested to be delivered by the proposed development is also far in excess of the jobs forecast for the entire district. The applicant suggests that within the office accommodation alone, there is the capacity for between 1,969 and 2,560 FTE jobs. This is far in excess of the economic projections produced for the Local Plan review which

suggests that between 2014 and 2034, there will be an increase of circa 2,300 B1 use jobs. This further highlights that the economic benefits of the scheme will take far longer to be delivered.

It is worth noting that unit D1 has the potential to deliver 28 jobs, whilst the foodstore and petrol filling station approximately 250 jobs (80% part time and 20% full time). A range of roles will be available including apprenticeship opportunities.

HJA conclude that on the basis of their research for the Local Plan review, the time taken to reach full occupancy will be extended given the scale of B1(a) office floorspace within the proposal. The applicant does not set out the timescale to reach full occupancy, but it may be possible for the reader to infer that the scale of economic impact set out at steady state would be achieved relatively swiftly. It is also possible that the net additional scale of impacts will be lower than indicated, given the potential for greater displacement of existing activity.

On the basis of the above, the viability of the proposed business park is brought into question. If you are minded to approve the application I would suggest encouraging a broader mix of B uses on the site. This would be more in line with the emerging Local Plan evidence base.

It should be noted that between 2006 and 31st March 2017, net employment land completions in Yeovil stood at 2.83 hectares. Gross delivery was 12.58 hectares but land lost to other uses amounted to 9.75 hectares. For context, the adopted Local Plan as a target for delivery of at least 50 hectares. There is a healthy supply of employment land but it is not being delivered. The market appears to be flat.

7. Conclusion

The applicant is seeking to obtain outline planning permission for a 56,051sq.m business park (B1/B8 uses) and full planning permission for 2,040sq.m of that 56,051sq.m and an 8,443sq.m A1 use foodstore with associated infrastructure, including a petrol filling station.

The proposed foodstore is a use class that is categorised as a main "town centre use" and the proposed location is classified as an "out of centre" location. As required by the Local Plan and NPPF, the applicant has undertaken a sequential test and impact assessment in support of this proposal. These conclude that there are no sequentially preferable sites, and that the proposed development will not have a significant adverse impact on the vitality and viability of Yeovil town centre or any planned investment in the centre.

The applicant illustrates the proposed foodstore will bring multiple economic benefits to South Somerset and Yeovil; including

- providing the infrastructure that would open up the Bunford Park business park which has been stalled due to viability issues;
- the business units, foodstore and petrol filling station which comprise the full application will deliver approximately 278 jobs. It is suggested that the remainder of the business park will deliver 2,500+ jobs, and
- An improved retail offer for the local area - a lack of a Sainsbury's represents a weakness in their opinion.

However, this application is contrary to Local Plan Policy EP11 and EP12 and Paragraph 27 of the NPPF, as it fails the sequential test and is likely to have a significant adverse impact on the vitality and viability of Yeovil town centre and the existing and planned investment in Yeovil town centre.

The application is contrary to the South Somerset Local Plan's strategy for Yeovil town centre and the Council's Yeovil Refresh work. Allowing this application for additional "out of centre" floorspace will erode the confidence of landowners wishing to progress development proposals within the town centre, where sites are more expensive. The market is increasingly competitive and fragile, as such, this proposal could compromise the approved strategy for regenerating, enhancing and improving the vitality of Yeovil town centre.

The fact that the application is not in accordance with the South Somerset Local Plan, must be weighed against the fact that the proposal will generate jobs, realise trade and investment and provide the infrastructure for Bunford Park.

21st May 2018

Assessment of Impact:

Proposed Class A1 Retail Units at Bunford Park and Sherborne Road, Yeovil

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South Somerset District Council

March 2018

Contents

Appendices

1. Introduction

Scope and Purpose

1.1 This report has been prepared by GVA for South Somerset District Council ('SSDC') in relation to the impact of two proposed Class A1 retail stores in Yeovil on shopping patterns in the local area and the vitality and viability of Yeovil town centre. The two proposals are as follows:

- A mixed use development proposal by Abbey Manor Group and Sainsburys for Class B land uses and a Class A1 supermarket on land known as Bunford Park in Yeovil. The Class A1 store extends to 8,443sq m gross.
- A proposal for the redevelopment of the former Olds Garage site on Sherborne Road in Yeovil. This proposal includes the provision of a Class A1 store extending to 1,743sq m gross and associated development including car parking and access arrangements.

1.2 Both proposals lie outside of the defined boundary of Yeovil town centre and therefore, under the terms of the development plan for the area[1] and the National Planning Policy Framework ('NPPF'), will need to be assessed against the sequential test and, depending upon the scale of proposed floorspace, their impact upon the health of, and investment within, nearby defined town centres.

1.3 The development plan sets a threshold for the assessment of impact issues for retail land use proposals of 2,500sq m gross[2] and therefore the assessment of impact is only a material planning consideration for the Bunford Park proposal. SSDC are considering the compliance of both proposals against the sequential test and the scale of impact of the Bunford Park proposal on investment in nearby town centres. Therefore, the scope of advice sought from GVA in this instance is limited to the impact of the proposals on the vitality and viability of Yeovil town centre.

1.4 For the avoidance of doubt, whilst the impact on the health of nearby town centres is not a material consideration for the Olds Garage proposal on its own, an assessment of the trading effects of that scheme is required in order to assess the cumulative impact of both proposals in order for SSDC to consider whether it can, potentially, grant planning permission for Bunford Park in addition to the Olds Garage scheme.

1.5 A further review of the salient development plan and national material planning policy context is contained below.

[1] The South Somerset Local Plan 2006-2028, adopted in March 2015
[2] Which is the same as the national default threshold of 2,500sq m in paragraph 26 of the NPPF

1.6 In order to provide our advice, we have undertaken a review of the relevant supporting documentation for both proposals. For the Bunford Park proposal, we have reviewed a 'Retail Planning Statement' ('RPS') prepared by WYG and dated May 2017. For the former Olds garage proposal, we have reviewed a 'Planning & Retail Statement' ('PRS') prepared by Mango Planning and dated June 2017.

1.7 In addition, we have also taken into account the contents of the recently published 'South Somerset Retail and Main Town Centres Uses Study' ('the 2017 retail study) prepared by Lichfields for SSDC. The 2017 retail study will inform the early review of the South Somerset Local Plan and provides information on the health of the main town centres across South Somerset and the forecast levels of retail floorspace capacity in the main settlements up to 2034 for convenience and comparison goods floorspace.

1.8 Finally, an in-street survey of visitors to Yeovil has also been commissioned by GVA and SSDC in order to inform our assessment of impact.

Summary of Planning Policy Context

1.9 Both application sites lie outside of the defined town centre and primary shopping area boundaries on the South Somerset Local Plan (2006-2028) proposals map. In addition, neither site is allocated for retail development. Therefore, in principle, the impact of the proposals on the health of, and investment within, defined town centres could be a material consideration. However, paragraph 26 of the NPPF indicates that the default threshold for impact assessments is 2,500sq m gross and Policy EP12 of the adopted Local Plan retains this 2,500sq m gross threshold for retail proposals in Yeovil. Therefore, under the provisions of Policy EP12 impact considerations are only material for the Bunford Park proposal.

1.10 In relation to the assessment of impact, Policy EP11 of the adopted Local Plan is relevant and notes that:

> *"In order to sustain and enhance the vitality and viability of town centres, new proposals for town centre uses will be permitted firstly within Yeovil Town Centre Shopping Area and the defined Town Centres of Market Towns, District Centres and Local Centres, followed by Edge-of-Centre locations, then Out-of-Centre sites that are, or will be well served by a choice of sustainable modes of transport, and are close to the centre or in relation to bulky goods retailing, are located immediately adjacent to existing retail warehousing.*
>
> *Proposals should be of a scale appropriate to the size and function of the town centre and would help to sustain and enhance the vitality and viability of the centre. Applications for town centre uses which are not in an existing Town Centre and not in accordance with an up to date Development Plan should be refused planning permission where the applicant has not demonstrated compliance with the sequential approach to site selection, or there is clear evidence that the proposal, either alone or combined with other recent and outstanding planning permissions would seriously affect the vitality and viability of a nearby Town Centre.*
>
> *Parking will be considered in the context of wider Town Centre parking".*

1.11 It will be noted that the threshold set within EP11 for a refusal based upon impact issues is where a proposal would seriously affect the vitality and viability of a town centre.

1.12 Similar, but not identical wording is set by Policy EP12 of the Local Plan. As noted above this policy sets the threshold for impact assessments and notes that:

> *"Where Impact Assessments present evidence of significant adverse impacts on an existing town centre, development will be refused".*

1.13 Paragraphs 26 and 27 of the NPPF note that:

> *"26. When assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sq m). This should include assessment of:*
>
> *• the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and*
>
> *• the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.*
>
> *27. Where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused".*

1.14 The key words from this national guidance are that a refusal could be warranted where a proposal is likely to have a significant adverse impact upon the health of, or investment within, a defined town centre.

Content of this Advice Report

1.15 The remainder of the report is structured as follows:

- Section 2 provides our review of the retail impact assessment submitted in support of the Bunford Park proposal;
- In Section 3 we provide our assessment of the cumulative impact of the Bunford Park and former Olds garage proposals; and
- A summary of our advice can be found in Section 4 of this report.

1.16 All plans, other documents and statistical information referred to in the text of this report are contained in appendices at the rear of this document.

2. Review of Bunford Park Supermarket Proposal

Introduction

2.1 The Class A1 retail store within the mixed use proposals at Bunford Park will extend to 8,443sq m gross. Paragraph 5.6.4 of the RPS indicates that the net sales area will extend to 5,108sq m, with 70% (3,576sq m) devoted to the sale of convenience and the remaining 30% (1,532sq m) used for the sale of comparison goods.

2.2 In order to consider the impact of the Bunford Park store and its potential effects on the vitality and viability of Yeovil town centre we have undertaken a detailed review of the RPS prepared by WYG and, where necessary, we have compared the data sources and assumptions used against the relevant comparable data in the 2017 retail study. This section of the advice report is therefore structured to review the various stages of the impact assessment in the RPS, including the robustness of data sources and assumptions which have been used by WYG.

Study Area for the Assessment

2.3 As the basis for the quantitative assessment of financial impact, the WYG assessment adopts a study area which covers a large part of South Somerset District, centred on Yeovil. A copy the survey area is attached at Appendix I. The study area contains six zones which are broadly based upon three larger zones within the 2010 Retail Study (save for some small amendments).

2.4 Section 3.3 of the RPS indicates that the extent of the six study area zones is reflective of the likely catchment of the proposed supermarket. This is understood and broadly accepted although it should be noted that the catchment of Yeovil town centre (and some other retail stores in the town) may encompass a wider area and therefore an allowance may need to be made for expenditure drawn from outside of this area. At this point, it is useful to note that the study area adopted by the 2017 retail study is materially larger than the WYG survey, particularly to the north and west, and therefore the content of the 2017 study may be useful in estimating the amount of trade which may be drawn from outside of the WYG study area. A copy of the study area used in the 2017 retail study is attached at Appendix II to this report.

2.5 As will be discussed later in this section, WYG has commissioned a survey of household shopping patterns and this study has been structured to gain separate data on shopping patterns in each of the six zones.

Population and per capita retail expenditure data

2.6 Tables 1, 2 and 4a-4e in Appendix G of the RPS set out the population and per capita expenditure forecasts for the six study area zones. This data has been obtained from Experian and would appear to comprise Experian's latest forecasts at the time of finalising the RPS. This matches the data source in the 2017 retail study. However, whilst it is not a criticism of the RPS, it should be noted that Experian has very recently published its 2016 base retail expenditure data.

2.7 Whilst population and expenditure data is provided for 2017, 2020, 2024, 2028 and 2032, the financial impact assessment concentrates upon a base year of 2017 and a design year (for the purposes of testing impact) of 2020. This is considered to be acceptable and is within the five year time frame suggested by paragraph 26 of the NPPF.

2.8 For the retail expenditure forecasts, WYG have adopted an approach which excludes the influence of special forms of trading (i.e. internet shopping) from future changes in spending levels per person on convenience and comparison goods. This data is taken from Figure 6 in Appendix 3 of Experian's Retail Planner Briefing Note 14[3] and comprised, at the time of preparing the RPS, the latest available expenditure forecasts. However, alongside the release of the new 2016 base retail expenditure data, Experian has very recently published its latest economic forecasts within Retail Planner Briefing Note 15[4].

2.9 Due to the exclusion of the influence of genuine special forms of trading from the expenditure forecasts[5] this leads to more pessimistic future levels of change than the total level of change per annum including internet spending. Given the decision to include market share data associated with internet shopping within the analysis, this makes for a robust assessment. Whilst it is not explicitly stated in the notes to Tables 2 and 4a-4e in Appendix G of the RPS we presume that special forms of trading expenditure has not been removed from the per capita spending estimates in order to provide for an internally consistent analysis.

2.10 Table 2.1 below compares the annual change in convenience and comparison goods per capita retail expenditure in the 2016 and 2017 versions of Experian's Retail Planner Briefing Note. It also compares the forecast levels of special forms of trading from both of these documents.

[3] Published in November 2016
[4] December 2017
[5] i.e. sales that are purely fulfilled via the internet and do not have a relationship with bricks and mortar stores

Table 2.1: difference between economic forecasts in Experian's Retail Planner Briefing Note 14 and 15 documents

		2016	2017	2018	2019	2020	2021	2022	2023	2024
Per capita exp change - convenience (%)	**2016**	0.0	-0.2	-0.9	0.0	0.0	0.0	0.0	0.0	+0.1
	2017	-	0.0	-0.6	-0.2	+0.1	+0.1	+0.1	+0.1	+0.1
Per capita exp change – comparison (%)	**2016**	3.3	1.4	1.0	3.0	3.2	3.2	3.2	3.2	3.2
	2017	-	2.3	0.9	2.1	3.2	3.2	3.2	3.2	3.2
Special forms of trading – convenience (%)	**2016**	3.0	3.2	3.4	3.6	3.7	3.9	4.1	4.2	4.4
	2017	-	3.2	3.4	3.6	3.8	3.9	4.1	4.2	4.4
Special forms of trading – comparison (%)	**2016**	13.2	13.8	14.4	14.8	15.3	15.6	15.8	15.9	16.0
	2017	-	14.8	15.4	15.9	16.4	16.9	17.2	17.4	17.5

2.11 The above data shows that there is no difference between the forecasts for special forms of trading in the convenience goods sector over the period 2017-2024, whilst the forecast rate of change for convenience and comparison goods is, overall, also similar. The largest difference occurs in relation to the allowance for special forms of trading in the comparison goods sector which is now circa 1% higher than the 2016 forecasts. This will need to be taken into account when assessing the overall impact of the proposal, as the new forecasts should have a small negative effect upon the level of comparison goods expenditure which can be attracted to physical 'bricks and mortar' stores in Yeovil and the surrounding area.

Turnover of proposed store

2.12 Paragraph 5.6.7 of the RPS indicates that the convenience goods turnover of the proposed store will be £37.1m. It is stated that this is 15% below Sainsburys company average and that Sainsburys have confirmed that this turnover *"is in line with their expectations for the store"*.

2.13 Having regard to this approach it is common for grocery retailers to trade at different levels relative to their company averages. This is logical as the average is an amalgamation of all stores' trading performances. However, it is common for retail impact assessments to test the impact of new grocery stores based upon a company average performance level unless there is compelling evidence to suggest otherwise. WYG support their approach by noting that the three other large stores in Yeovil (ASDA, Tesco Extra and Morrisons presumably) are trading below their own respective company average levels.

2.14 In response, we note that WYG do not provide a detailed assessment to substantiate these claims and therefore we have undertaken our own assessment of trading performance.

2.15 However, before we do so, we would also note that the scale of available retail expenditure capacity in the Yeovil will also have an influence on turnover levels. Where there is little or no 'surplus' expenditure[6] capacity, the introduction of a new store could lead to a situation where existing and/or the new store being unable to reach the company average performance level. Clearly, there is unlikely to be a uniform trading performance level as individual performance will depend upon the local and attractiveness of the existing and new stores, although we have referred to the capacity assessment contained in the recently published 2017 retail study.

2.16 Table 12 in Appendix 2 of the 2017 Retail Study indicates that there is not any 'surplus' convenience goods expenditure capacity in Yeovil until 2024 (at only 10sq m net, and then rising to 388sq m net at 2029 and 754sq m net at 2034). This suggests that the introduction of the Bunford Park store would not allow all stores to reach company average performance levels. However, as noted above, this may not be based on an even level of performance across all stores and therefore we have further examined the WYG claim that ASDA, Tesco and Morrisons in Yeovil are trading below their company benchmark levels.

2.17 In order to undertake this exercise, we have used the contents of the RPS and the 2017 retail study:

- The RPS provides estimates of the study area and total turnover of the main grocery stores in Yeovil. However, it does not provide WYG's estimates of the benchmark turnover of these stores.
- Therefore, we have adopted the benchmark store turnover estimates from the 2017 Retail Study. The 2017 retail study also provides its own forecast turnover estimates for the grocery sector in Yeovil although it does not provide individual store turnover estimates for the main stores in the town.

2.18 As a consequence of the above, we have compared the estimated actual turnover of existing grocery stores in Yeovil from the RPS with the benchmark turnover estimates in the 2017 Retail Study and these are summarised below[7]. Table 2.2 also includes GVA's re-assessment of study area convenience goods turnover levels in the main stores in Yeovil, adopting the WYG household survey results.

[6] i.e. collective trading levels for existing stores trading at or only slightly above collective benchmark turnover levels
[7] It should be noted that this comparison cannot be comprehensive as the data from Lichfields and WYG is not completely comparable.

Table 2.2: forecast actual and benchmark convenience goods turnover levels of main grocery stores in Yeovil

Store	GVA Forecast Current Study Area Derived Convenience Turnover (£m)	WYG / RPS Forecast Current Study Area Derived Convenience Turnover (£m)	WYG / RPS Forecasts Total Convenience Goods Turnover (£m)	2017 Retail Study Forecast Benchmark Convenience Goods Turnover (£m)
Tesco Extra	£49.4m	£46.3m	£50.9m	£51.2m
M&S Foodhall	£3.3m	£3.2m	£3.5m	£8.8m
ASDA	£36.4m	£33.9m	£37.3m	£45.0m
Morrisons	£26.9m	£24.7m	£27.2m	£27.1m
Lidl, Lyde Road	£16.6m	£15.0m	£15.8m	£7.9m
Farmfoods	£1.4m	£1.4m	£1.5m	£5.4m

Notes: study area WYG data taken from Table 9 of RPS and grown to total turnover data using assumptions in Table 22 of the RPS. 2017 Retail Study data taken from Table 10, Appendix 2 of that document.

2.19 Based upon the above data, it would appear that two of the three largest supermarkets in Yeovil (Tesco Extra and Morrisons) have a current turnover which is commensurate with their company benchmark, although the turnover of ASDA is circa £5m-7m below the store benchmark outlines in the 2017 retail study.

2.20 The data for these three stores would therefore suggest that WYG's argument for using a lower than average turnover for the proposed store may not be entirely robust as the forecast turnover for Tesco and Morrison is in line with benchmark levels.

2.21 However, it should be noted that the household survey underpinning the WYG/RPS analysis was undertaken prior to the opening of the Lidl store at West Henford and it is possible that this new store could have reduced the turnover of the ASDA, Morrisons and Tesco stores. If this has occurred then turnover levels for Tesco and Morrisons may now be slightly below benchmark[8]. Unfortunately, whilst the survey commissioned for the 2017 retail study was undertaken after the opening of Lidl, the content of the 2017 retail study report is much less detailed than the RPS and therefore a meaningful comparison cannot be made.

2.22 As a consequence, whilst it would be unfair to suggest that WYG's approach to assessing (convenience goods) store turnover is totally unreasonable, we do not consider that WYG's approach, whereby a lower than average company average turnover is used, is the only appropriate method. Based on the available data from the RPS and the 2017 Retail Study, it would appear that a sensitivity test, whereby a company average turnover level for

[8] Although our re-assessment of trading performance, contained later in this chapter, using the WYG survey and updated population and retail expenditure information, suggests that the impact of the Lidl store is unlikely to lead to significant differences from company average for these two stores.

Sainsburys, should also be adopted for the impact assessment. We note that this has also been suggested in representations received from Carter Jonas on behalf of the owners of the Quedam Shopping Centre.

Assessment of existing shopping patterns

2.23 Turning now to the assessment of existing shopping patterns, it should be noted from the outset that the applicant's RPS and the Council's 2017 retail study rely on two different sets of household shopping patterns survey data. The applicant's survey was conducted in October 2016 and the Council's survey was conducted in February 2017.

2.24 The survey dates are close together, and the decision of the applicant to commission a new survey is to be welcomed, although, as noted above, the 2017 retail study survey is the only one that was conducted after the opening of the new Lidl store at West Henford in late 2016[9].

2.25 Whilst it would be useful to compare the results of the two surveys, only the RPS data provides detailed information on the market share and turnover of individual stores and centres in Yeovil (the 2017 retail study summarised data for each South Somerset settlement and, in the case of Yeovil, a summary turnover level for the town centre and summary turnover for all out of centre floorspace).

2.26 Given that the applicant's survey was conducted before the opening of the Lidl store at West Henford, it is reasonable for the RPS to amend the survey results to take into account the effects of opening this new Lidl store. Table 9 in Appendix G of the RPS provides WYG's forecast of the trading impact of the Lidl store and suggests the following loss of turnover:

- Tesco Extra - £1.1m
- Other convenience goods stores in Yeovil town centre (excluding Marks and Spencer) - £0.3m
- ASDA - £0.6m
- Morrisons - £1.3m
- Lidl, Lyde Road - £0.9m

2.27 The above provide a turnover of £4.2m for the new Lidl store. We understand that WYG have taken this figure from the retail impact assessment submitted in support of the Lidl proposal[10]. This is understandable as it provides consistency with that previous planning application although it should be noted that a sales density of £3,390/sq m was used to calculate the

[9] Albeit it should be noted that the Lidl store at West Henford would have only been open for a few months by the time of the 2017 Retail Study survey in February 2017
[10] SSDC reference: 15/04945/FUL

turnover of the store and the company average performance of Lidl, as quoted by the 2017 retail study, is £7,723/sq m which is over twice the level previously modelled. This higher level of turnover is generally supported by the results of the WYG household survey and modelling exercise which show a turnover of £15.9m for the other Lidl store at Lyde Road which is twice the (higher) company average given in the 2017 retail study. As a consequence, if the new Lidl store is to trade at the company average set by the 2017 Retail Study then the impacts set by the WYG assessment will be too low. In broad terms, if the same proportionate pattern of diversion is maintained then the scale of diversion outlined in paragraph 2.26 above could be doubled.

Forecast pattern of trade draw to proposed store

2.28 As recommended by the NPPG, the RPS provides a forecast of the pattern of trade draw to the proposed convenience goods floorspace. This is shown in Table 21 (Appendix G) of the RPS and also summarised in Figure 5.1 on page 48. WYG forecast that 50% of the convenience goods turnover of the store will be derived from zone 1, with 15% apiece from zones 2 and 3. 12% is forecast to derive from zone 4, with 6% and 2% from zones 5 and 6 respectively.

2.29 In order to understand whether this is reasonable, we compared this against the existing pattern of trade draw of the three large supermarkets in Yeovil (ASDA, Morrisons and Tesco). Table 2.3 below shows the total overall trade draw to these stores from zones 1-6.

Table 2.3: overall combined pattern of trade draw to ASDA, Tesco and Morrisons stores in Yeovil

Stores	**Zone**					
	1	**2**	**3**	**4**	**5**	**6**
ASDA, Tesco, Morrisons	43.5%	13.5%	20.9%	10.9%	4.5%	6.7%
Proposed Sainsburys	50%	15%	15%	12%	6%	2%

2.30 The content of Table 2.3 shows that the existing ASDA, Tesco and Morrisons store have a similar, but not exactly the same, pattern of proposed trade draw as the proposed Sainsburys. We consider that the differences are not so significant as to suggest that the WYG trade draw pattern is incorrect.

2.31 WYG do, however, also make an assumption that 10% of the predicted store turnover will derive from residents living outside of the study area. In general, it is common for an assumption to be made over 'expenditure inflow' where proposals and settlements have a wide catchment and, as noted above, it is clear that the study area adopted by WYG is smaller than the area adopted by the 2017 retail study. However, there is a need to consider whether the 'expenditure inflow' allowance of 10% made by WYG is reasonable based upon the circumstances relevant to Yeovil.

2.32 Therefore, we have examined the contents of the 2017 retail study in order to ascertain the level of retail expenditure which is being drawn to Yeovil from the area outside of the WYG study area but within the Retail Study study area. Given that the survey zones in both studies do not fit together neatly, this exercise can only be undertaken on a broad-brush basis. Our assessments suggest that no more than 6-7% of convenience goods expenditure spent in stores in Yeovil comes from the difference in area between the two study areas.

2.33 As a consequence, for the convenience goods analysis we would recommend that SSDC treat WYG's assumption that 10% of convenience goods turnover will derive from outside the WYG study area as being at the top end of expectations.

2.34 However, the use of an 'expenditure inflow' assumption also raises two further issues for consideration: how the 10% of expenditure inflow to the proposed store is dealt with by the WYG assessment and also how expenditure inflow to other stores is being dealt with. In relation to the proposed store, it would appear that it is completely excluded from the WYG analysis. The main trade diversion tables within the RPS are Tables 21 and 22[11] and they show how £33.3m of convenience goods expenditure is redistributed to the proposed store. A similar approach appears to have been undertaken for the redistribution of the comparison goods turnover of the proposal, using 90% (£12.5m) of the £13.9m total predicted turnover.

2.35 Therefore, the WYG assessment of financial impact is not complete as there is no indication of whether 10% of the store's turnover will be derived from. In particular, it should not be assumed that this element of turnover also being spent in stores outside of the WYG study area. The results of the 2017 retail study show that an element of turnover of existing stores can be classified as expenditure inflow (using the WYG study area) and there would be no reason to discount the possibility that this element of turnover would be transferred to the proposed store. Indeed, given the nature of convenience goods shopping, we would not expect the proposed store to materially increase the market share of Yeovil in terms of convenience goods shopping in the sub-region and therefore the 'expenditure inflow' to be money already been spent in Yeovil. A similar principle would also apply to the element of comparison goods turnover which is derived from 'expenditure inflow.

2.36 In relation to existing stores and centres Table 22 of the RPS takes an alternative approach and includes 'expenditure inflow' within the pre-impact turnover levels. This makes for an inconsistent assessment as it tests only part of the proposal's turnover against the full total turnover of existing stores and centres.

[11] Appendix G

2.37 Therefore, these two issues suggest that a re-assessment of the financial impact of the proposed supermarket may well be necessary.

Forecast pattern of trade diversion

2.38 Building on the pattern of (study area) trade draw shown in Figure 5.1[12] of the RPS, Tables 21 and 22 show the pattern of trade diversion to the proposed supermarket. Table 21 provides a detailed break-down of the pattern of diversion in relation to the expenditure being drawn from each zone, showing the pre and post impact levels of turnover of market share in each zone. We consider that this is a useful exercise as it helps to validate the overall pattern of trade diversion across the study area.

2.39 An equivalent exercise is not undertaken for comparison goods and a summary assessment is provided in Table 22.

2.40 In relation to the pattern of diversion of convenience goods expenditure, Table 21 of the RPS indicates the following loss of expenditure from stores and centres:

- Yeovil town centre
  - Tesco Extra - £9.0m
  - M&S Foodhall - £0.3m
  - Other convenience stores - £0.1m
- Yeovil out of centre
  - ASDA - £8.2m
  - Morrisons - £5.3m
  - Lidl, Lyde Road - £1.3m
  - Lidl, West Henford - £0.7m
  - Farmfoods - £0.1m
  - Tesco Express, Cavelier Way - £0.4m
  - Tesco Express, Ilchester Road - £0.2m
  - Tesco Express, The Forum - £0.2m
  - Other convenience goods in Yeovil - £0.2m
- Sherborne town centre
  - Waitrose - £0.4m

[12] Page 48

  - Co-op - £0.1m
- Sherborne out of centre
  - Sainsburys - £3.3m
- Crewkerne
  - Waitrose - £0.5m
  - Lidl - £0.3m
- Other stores in survey area - £0.8m
- Outside survey area - £2.2m
- Internet – nil

2.41 In relation to the above pattern of trade diversion, we have the following observations. First, we agree, generally, that the largest element of trade diversion to the proposed Sainsburys store will come from the ASDA, Tesco and Morrisons supermarkets in Yeovil. These stores have a comparable product range and will provide direct competition for the proposed store. These three stores account for two thirds (68%) of the proposed store's convenience goods turnover.

2.42 Second, the fourth highest level of diversion comes from the Sainsburys store in Sherborne. This level of diversion comprises an assumption that all of the existing trade currently flowing to that store from Zones 1, 2 and 3 in the WYG study area will stop and there will also be a small amount of expenditure which will be drawn from Zone 6 residents currently using that Sainsburys store.

2.43 Whilst it is perhaps surprising that £1.5m of the £75m of expenditure generated by Yeovil residents is being spent in a relatively small Sainsburys store (1,380sq m net sales) in Sherborne, it does comprise only 2% of the total convenience goods expenditure generated by Yeovil residents. Given the good level of choice and competition in Yeovil this leakage of expenditure from Zone 1 must be based on either a strong preference for the Sainsburys brand and/or a linkage with other reasons (for example, work/commuting).

2.44 If is the former then a diversion of £1.5m of Zone 1 may be justified, although we consider that a cross tabulation of the data between questions 1 and 4 of the WYG would help us to understand why Zone 1 residents are using the Sainsburys store in Sherborne for convenience goods shopping.

2.45 Third, bearing in mind the nature of convenience goods shopping, we consider that the prediction that £2.2m of convenience goods expenditure will be diverted from stores outside of the survey area to be very optimistic. At the present time, there is only £1.2m of convenience goods expenditure generated by Yeovil residents which is being spent outside of the survey area (equivalent to only 2% of total expenditure) and there may be reasons why this leakage occurs and which will not change in the future. In addition, it may be that residents in some of the other survey zones live closer to these other (unnamed) stores outside the study area. Also, the stores subject to this £2.2m of diversion are not named by WYG.

2.46 Fourth, it is possible that the balance of diversion between the two Lidl stores in Yeovil may be different if the new store at West Henford is able to attract a larger turnover than previously estimated.

2.47 Fifth, we consider it correct for WYG to not assume that any convenience goods expenditure will be diverted from internet shopping.

2.48 Turning now to WYG's forecast pattern of comparison goods trade diversion, Table 22 of the RPS indicates the following:

- Yeovil town centre
  - Tesco Extra - £2.5m
  - Other comparison goods stores in the centre - £1.9m
- Yeovil out of centre
  - ASDA - £2.5m
  - Morrisons - £2.1m
  - Lidl, Lyde Road - £0.4m
  - Lidl, West Henford - £0.1m
  - Other convenience goods retailers - £0.1m
  - Other comparison goods retailers - £1.9m
- Sherborne town centre - £0.4m
- Sherborne out of centre (Sainsburys) - £0.4m
- Crewkerne town centre - £0.1m
- Other stores in survey area - £0.1m
- Other stores outside survey area - £0.1m

2.49 In support of the above pattern of comparison goods trade diversion, WYG note[13] that the comparison goods floorspace of the proposed store will be *"ancillary to the main convenience shopping function"* and the range of comparison goods will be "limited". WYG go on to note that, in their opinion, comparison goods trade diversion will be closely linked with the diversion of main food shopping.

2.50 In response, it is first useful to understand the range of comparison goods which can be sold from supermarkets, including those within Yeovil. Comparison goods will comprise health and beauty products (a number of which will be sold from foodstores of many different scales), pet food (again a staple foodstore product) and then, for the larger supermarkets, ranges of clothing, footwear, home furnishings and utensils, toys and games, books and ranges of electrical goods.

2.51 Within Yeovil the three largest supermarkets are ASDA, Tesco Extra and Morrisons and WYG considers that 57% of the total comparison goods turnover of the proposed Sainsburys will come from these stores. The 2017 Retail Study does not provide any individual comparison goods turnover levels for these stores, although the RPS indicates that £5.0m of comparison goods expenditure is being directed towards Tesco and £2.5m of expenditure is being directed to ASDA[14]. Household surveys can sometimes incorrectly forecast the comparison goods of foodstores and supermarkets although based upon the WYG data, the proposed Sainsburys will have a comparison goods turnover which is almost three times as high as Tesco Extra and between 5 and 6 times as high as ASDA.

2.52 In terms of the comparative size of the comparison goods floor areas, the RPS does not provide any data although the 2017 Retail Study provides the following estimates:

- Tesco Extra – circa 3,100sq m net
- Morrisons – circa 500sq m net
- ASDA – circa 500sq m net

2.53 Therefore, based upon the figures provided by WYG, the comparison goods sales area in the proposed Sainsburys (1,532sq m net)[15] will be half the size of Tesco Extra and three times the size of ASDA and Morrisons. This suggests that if supermarket product range is a key driving factor behind the comparative scale of diversion then the diversion from Tesco would be much greater than ASDA and, particularly, Morrisons.

[13] Paragraph 5.6.22
[14] No estimate is given in the RPS for the Morrisons store.
[15] Paragraph 5.6.8 of the RPS

2.54 However, there is also a need to consider the WYG hypothesis that trade diversion for comparison goods will closely follow main food shopping trade diversion on the basis that the comparison goods floorspace of supermarkets serves an ancillary function and there is a link between the purchase of comparison goods as part of food shopping trips.

2.55 Whilst there is no doubt that purchases of comparison goods do occur on the same trip as food shopping at supermarkets, there is no formal link between the two and the range of comparison goods sold at foodstores and supermarket is not bespoke / exclusive to these stores. Therefore, whilst comparison goods can be purchased from supermarkets, such purchases will be a replacement to an alternative store. This may be another supermarket or it may be a high street or out of centre retail store (depending upon the products involved).

2.56 Therefore, whilst there will be some transferal of trade between supermarkets in terms of the core range of comparison goods stocked (toiletries, pet food etc) the proposed supermarket is just as likely to compete with traditional comparison goods stores given its large area of comparison goods floorspace. Indeed, whilst Tesco Extra will clearly be a key competitor given the size of its comparison goods offer, the largest concentration of comparison goods retailers in Yeovil are adjacent to the Tesco store in the town centre. As a consequence, we consider it unreasonable for WYG to predict that less trade diversion will occur in relation to comparison goods stores in the centre than the Tesco. Based upon the WYG forecast, half of the study area derived comparison goods turnover of the Tesco store will be lost to the proposed Sainsburys.

2.57 The scale of diversion in the WYG assessment in relation to some of the other supermarkets requires exploring. WYG's analysis predicts that the comparison goods floorspace in the ASDA supermarket has an annual study area derived turnover of £2.5m and it goes on to suggest that all of this turnover will be lost to the proposed Sainsburys. Also, it is being assumed that £2.1m of comparison goods expenditure will be diverted from the out of centre Morrisons yet the WYG analysis does not assign a pre-impact turnover to that store and it does not appear that any amendment has been made to the turnover assigned to other out of centre stores.

2.58 In light of the above, we have some concerns over the robustness of the comparison goods element of the WYG financial impact analysis and, coupled with a concern that part of the convenience goods turnover of the proposal has been excluded, we have decided to undertake our own financial impact analysis. This is contained in the next parts of this chapter of the advice report.

Commitments

2.59 Apart from the adjustment to the market share information for the Lidl store at West Hendford, the WYG does not take into account any further retail commitments in Yeovil and the surrounding area. Whilst the 2017 retail study does not record any retail commitments within Yeovil itself, we are aware that West Dorset Council has granted planning permission[16] for a 2,230sq m gross (1,895sq m net) Class A1 retail unit at The Peel Centre, Babylon Hill. The permission granted by West Dorset allows the new unit to sell an unrestricted range of comparison goods and, if required, a small element of convenience goods. The supporting information with the application suggested that the new unit could be occupied by a value-orientated mixed goods retailer such as B&M Bargains although the permission granted by West Dorset could allow a wide range of other comparison goods retailers, such as fashion retailers, to occupy the approved unit.

2.60 The WYG assessment submitted in support of the Bunford Park proposal does not take into account this commitment, which lies in close proximity to Yeovil. This is somewhat surprising given that WYG were the agent for the Babylon Hill application and also prepared the retail impact assessment supporting the application. As a consequence, this is a further reason why the Bunford Pak assessment is deficient.

Financial impact of the proposed supermarket

2.61 Based upon the foregoing analysis, we have undertaken our own financial impact analysis due to the following observations regarding the WYG / RPS analysis:

- The availability of new economic forecasts from Experian.
- The need to include the total (convenience and comparison goods) turnover of proposed supermarket within the financial impact analysis.
- Concern over amount of trade from outside of the survey area.

2.62 Our assessment is contained at Appendix III to this report and is structured in the following manner:

- Tables 1 to 5b outline the total amount of convenience and comparison goods retail expenditure available from residents of the WYG study area.
- Tables 6-9 outline the market share and study area derived turnover levels of convenience goods shopping destinations prior to the opening of the new Lidl store at West Hendford.
- Tables 10-12 forecast the trading impact of the convenience goods element of the new Lidl store at West Hendford, followed by Tables 13a, 13b and 14 which calculate the market share and study area derived turnover of other shopping destinations following the opening of the Lidl store (at 2018 and 2021).

[16] WD/D/16/000486

- Tables 15-18 forecast the trading impact of the convenience goods element of the proposed supermarket at Bunford Park on existing convenience goods shopping destinations.
- Tables 25-31 forecast the trading impact of the comparison goods floorspace element of the Bunford Park proposal on existing comparison goods shopping destinations.
- Table 32 outlines our forecast total (convenience and comparison goods) retail impact of the Bunford Park supermarket proposal on Yeovil town centre.

2.63 It adopts the following data sources and forecasts:

- To match the applicant's analysis we have adopted the WYG study area for our assessment.
- We have obtained new population and per capita retail expenditure forecasts for each of the six WYG study area zones[17].
- We have adopted the latest (December 2017) Experian economic forecasts.
- We have adopted the latest Lidl company average sales density performance from Mintel's 2017 edition of Retail Rankings.
- The assumed pattern of trade draw to the Bunford Park proposal is the same as the WYG assessment.
- The assumed pattern of trade draw to the Lidl store at West Hendford is a GVA forecast.
- We have, like the WYG assessment, assumed that 10% of the convenience goods turnover of the Bunford Park store is attracted from residents living outside of the WYG study area. For this element of trade we have assumed that it will consist of diversion of convenience goods expenditure already flowing in to stores in Yeovil and this element of trade diversion is shown in Table 18 of our analysis.
- For the purposes of assessing the financial impact of the proposed comparison goods floorspace in the Bunford Park store, we have provided two alternate scenarios in Tables 30 and 31. The first (in Table 10) is based upon the WYG assumption that comparison goods stores in Yeovil town centre attract a further 10% of turnover from outside of the WYG study area. The second (in Table 31) takes into account the contents of the 2017 retail study which appears to show a much larger amount of expenditure inflow in to Yeovil town centre from outside the area covered by the WYG study area. For this scenario we have used the raw survey results from the 2017 retail study and applied them to new population and comparison goods expenditure forecasts from Experian.

[17] Based upon the latest 2016 base forecasts published by Experian in January 2018

2.64 With regards to our assessment of convenience goods impact, the loss of trade from the main foodstores and supermarkets, and Yeovil town centre, is shown in Table 2.4 below. Table 2.4 also compares the impact on these destinations with the WYG forecasts.

Table 2.4 – GVA and WYG convenience goods trade diversion estimates from main destinations in Yeovil

	GVA assessment (£m)	**WYG assessment (£m)**
Tesco Extra	£12.9m	£9.0m
ASDA	£10.3m	£8.2m
Morrisons	£6.9m	£5.3m
Lidl, Lyde Road	£2.4m	£1.3m
Lidl, West Hendford	£1.8m	£0.7m
Iceland	£0.03m	[unknown]
Marks & Spencer	£0.1m	£0.3m
Yeovil town centre	£13.0m	£9.4m

2.65 The above table shows that generally, apart from a small difference for the Marks & Spencer foodhall in the town centre, our trade diversion levels are materially higher for the main stores in Yeovil. This is primarily due to two factors: the use of the total convenience goods turnover within our assessment and also due to a lower amount of trade diversion from stores outside of Yeovil and the study area (particularly the latter).

2.66 Table 2.5 below outlines the different levels of comparison goods trade diversion from the GVA and WYG assessments for the impact on Yeovil town centre. As outlined earlier in this chapter, we have provided two alternative impact scenarios for the town centre's comparison goods sector on the basis of: (A) WYG's forecast turnover for the town centre, and (B) an alternative higher turnover calculated by GVA using the raw survey data from the 2017 retail study and new population and per capita retail expenditure data from Experian. Both are shown in Table 2.5 below.

Table 2.5 – GVA and WYG comparison goods trade diversion estimates

	GVA assessment (£m)	WYG assessment (£m)
Scenario A (WYG town centre comparison goods turnover)	£10.1m (-5.1% loss in trade)	£4.4m
Scenario B (GVA re-calculation of 2017 retail study town centre comparison goods turnover)	£10.1m (-4.0% loss of trade)	

2.67 Our estimate of comparison goods trade loss from Yeovil town centre is around 2.3 times higher than WYG, which is based upon our view that whilst the Tesco Extra store is likely to be a key competitor for the Bunford Park store, the remainder of the town centre has a much wider range and choice of comparison goods and as a result is likely, in our opinion, to suffer a larger loss of trade. Indeed, this situation is likely to be reinforced in a situation where the proposed store is occupied by Sainsburys and an Argos concession area is contained within the store.

2.68 In contrast to the WYG assessment, our assessment has a closer relationship with the market share data contained within the WYG household survey. In order words, it bases the level of diversion on the pre-impact market share of existing facilities rather than assuming (as WYG do) that: (A) all of the £2.5m survey-predicted turnover of ASDA will be lost to Bunford Park, and (B) a similar amount of trade will be lost from Morrisons when this store is not picked up by the survey.

2.69 Table 30 at Appendix III outlines the overall convenience and comparison goods impacts of the proposed supermarket on Yeovil town centre. It draws upon the contents of Tables 18 and 29 and indicates that the convenience goods sector in the town centre will lose 22% of its turnover (at 2021 impact levels). This is primarily based upon the impact upon the Tesco Extra store, but is nevertheless is significant loss of convenience goods expenditure from the town centre. As noted above, the large loss of trade is unlikely to force the closure of the Tesco store and instead we consider that the focus of the severity of the convenience goods impact will lie in the indirect/knock-on impacts of the loss of £13.0m of convenience goods expenditure from the town centre.

2.70 Tables 30 and 32 indicate that the town centre's comparison goods sector is forecast to lose between 4.0% and 5.1% of its pre-impact 2021 turnover level, depending on which pre-impact turnover scenario is adopted. Expressed in a different way, these forecast impacts suggest a loss of between £4.00 and £5.10 in every £100 spent in the town centre. This is a reasonably large level of trade loss although these direct losses need to be put into context with the wider impacts of the proposal which are explored in the next sub-section.

2.71 The preceding analysis is based upon the proposed supermarket achieving a performance in the region of 85% of the Sainsburys company average. As noted earlier in this chapter, we have some concerns that trading at this level is not a certainty as there is evidence of other large supermarkets in Yeovil being able to trade at company average levels. Whilst this is based upon pre-impact turnover levels, the proposed store will be a large modern attractive store in a good location within the town.

2.72 As a consequence, we have undertaken a further sensitivity test which adopts the Sainsburys company average for the proposed convenience and comparison goods floorspace. The results of the assessment, in terms of the direct financial impact on Yeovil town centre, are shown in Table 2.6 below, which also contains the other '85% of company average turnover' scenario.

Table 2.6: results of 85% and 100% company average turnover assessments – direct proportionate trade loss in Yeovil town centre

		Convenience Impact	**Comparison Impact**	**Total Impact**
85% of company average turnover scenario	Scenario A	-21.8%	-5.7%	-9.8%
	Scenario B	-21.8%	-4.0%	-7.4%
100% of company average turnover scenario	Scenario A	-25.2%	-6.7%	-11.4%
	Scenario B	-25.2%	-4.6%	-8.5%

2.73 The contents of Table 2.6 above indicate that, unsurprisingly, the ability of the proposed supermarket to trade at Sainsburys company average performance level will increase the proportionate impacts upon the convenience and comparison goods sectors in Yeovil town centre. The largest increase occurs in relation to the convenience goods sector which is due to the majority of the proposed store being devoted to this type of sales. In overall terms the total impact on the Class A1 sector in the town centre will rise from 7.4% to 8.5% on the basis of the higher (2017 retail study derived comparison goods) turnover being adopted. If WYG's own comparison goods turnover is used, then the overall impact on the Class A1 retail sector is higher, rising from 9.8% to 11.4%.

2.74 The put this into some context, the proposed store would remove £1 in every £12[18] currently spent in the town centre based upon the 100% company average turnover scenario (assuming a higher pre-impact comparison goods turnover).

2.75 In addition, it should be noted that these conclusions do not include the further negative impact associated with the committed non-food retail unit at The Peel Centre, Babylon Hill.

Assessment of overall impact on the vitality and viability of Yeovil town centre

2.76 In order to assess the overall impact of the proposal on the health of Yeovil town centre we consider that a number of factors need to be considered, including the direct financial impact of the proposed store, the scale of trading overlap between both locations, the health of Yeovil town centre and the potential for indirect knock-on impacts (both positive and/or negative).

2.77 A useful starting point is the direct financial impact of the proposal, which has been assessed in detail in the previous section of this chapter. The scale of trade loss in the town centre is forecast to be as follows within the different scenarios.

Table 2.7: total direct impact on Class A1 retail sector in Yeovil town centre

		Total Impact (%)	Loss of Retail Expenditure (£)
85% of company average turnover scenario	Scenario A	-9.8%	£1 in every £10.2
	Scenario B	-7.4%	£1 in every £13.5
100% of company average turnover scenario	Scenario A	-11.4%	£1 in every £8.8
	Scenario B	-8.5%	£1 in every £11.7

2.78 This is, in our opinion, a substantial level of lost retail expenditure for the town centre. It is to be acknowledged that a large part of this trade loss will be due to the Tesco Extra supermarket in the town centre although, whilst there is no suggestion that the Tesco store will close as a consequence of the proposal, there is the need to acknowledge that other foodstores and comparison goods retailers in the town centre will be affected and there is the need to consider the wider affects such as indirect / knock-on impacts, the health of the town centre and the scale of trading overlap. These are considered below.

2.79 In terms of the trading overlap, the largest area in the proposed store is devoted to convenience goods sales and this element will also provide circa three-quarters of the store's

[18] Figure rounded up from £11.7

annual turnover. Stores in the town centre classified by the 2017 retail study as convenience goods retailers occupy 7% of all retail units. There are further stores, such as Marks & Spencer, Wilko and Poundland, which will add to this proportion although, on face value, this proportion could suggest a comparatively small contribution. However, the amount of floorspace devoted to convenience goods sales is proportionately higher and the 2017 retail study indicates that the convenience goods sector has an annual turnover of circa £53m against a comparison goods sector turnover of £314m. The proposed store would also be of a comparable size to the anchor food store - Tesco Extra – and will be the second largest supermarket in Yeovil[19] by some margin.

2.80 Moreover, the importance of the convenience goods sector is also highlighted by the recent in-street survey (see below) which places food and grocery shopping in a clear second place behind comparison goods trips[20] and also highlights the ability of food/grocery stores to benefit the centre via linked trips. Therefore, whilst not the largest sector (in terms of size or financial contribution), we consider that the convenience goods sector makes an important contribution.

2.81 The largest sector in terms of size and turnover is the comparison goods sector. The health check undertaken by WYG suggests that the gross floorspace associated with comparison goods sales is 33,730sq m which can be compared with the 1,500sq m net sales within the proposed store. The size of this floorspace (assuming that it is controlled) is a small proportion of the town centre floorspace and this will ultimately limit the amount of comparison goods which can be physically displayed. However, should the store (if occupied by Sainsburys) incorporate an Argos concession area then the product range can be expanded via the use of storage areas[21]. Moreover, large Sainsburys stores of the type proposed generally carry a wide product range, stretching from clothing, footwear, toys and games, household goods and furnishings, and electrical products. This would allow the store to have an overlap with a large number of stores in Yeovil town centre, although the depth and range of products may not be the same.

2.82 In relation to the health of Yeovil town centre, the 2017 retail study does not provide a concise conclusion as to whether the centre is healthy or unhealthy but does provide a useful series of strengths, weaknesses, opportunities and threats. A number of the same issues are highlighted in the WYG town centre health check[22] although that assessment does draw the conclusion that the town centre is vital and viable. Some of the most obvious issues for consideration are the good range of multiple comparison goods retailers, the presence of the large Tesco Extra supermarket and the range of A2/3/4/5 services, the higher than (national) average vacancy

[19] In terms of net sales area
[20] The answers to question 1 of the in-street survey indicate that 55% of respondents were in the town centre primarily for non-food goods, followed by 15% for food/grocery shopping and 4% for window shopping and 3% for eating/drinking out
[21] As characterised in traditional Argos stores on the high street and on retail parks
[22] See Appendix E of the RPS

rate and the pressure being placed on the town's market share by settlements such as Exeter, Taunton, Bristol and Dorchester, along with spending via the internet.

2.83 A further factor to consider is the performance of the town centre over time. On this issue we have referred to the most recent retail studies for South Somerset, these being: the 2017 retail study, the 2009 Retail Study Update prepared by GVA and the 2006 retail study prepared by DPDS. These studies show an increase in town centre comparison goods turnover from £228m in 2006, through to £267m in 2009 but a fall to £252m in our assessment of likely 2018 turnover levels. Whilst a comparative analysis of the town centre's market share over time cannot be performed due to the different study areas, the turnover data indicates a performance which grew initially in the first part of the past decade but which has subsequently faltered.

2.84 Experian indicate that consumer spending on comparison goods nationally over the period 2006-2017 rose by circa 48% whilst the evidence from recent studies in South Somerset (and the latest GVA analysis – outlined above) suggests that the rise has been only 11% over the same period. This would suggest a centre which has been able to increase its turnover by a modest amount (between 2006 and 2018) but at a much smaller rate than the wider national trend. The characteristics of the available data mean that a detailed forensic analysis of how the town centre has lost market share may not be possible although we consider that this is likely to be due to spending via the internet and/or loss of market share to other facilities (including out of centre facilities in Yeovil).

2.85 Therefore, based upon the above body of information (including the wider content of the 2017 retail study and WYG PRS) we consider that Yeovil town centre is in reasonable health but would appear to be under pressure from external factors and is, as a consequence, unable to maintain market share. Indeed, the range of retail and service uses in the centre is reasonably good, and clearly the best by some margin in South Somerset, although the on-going high vacancy rate is a sign that either there is too much space in the centre and/or demand is poor.

2.86 Beyond the direct impacts of the proposal at Bunford Park, there is also a need to consider whether there are likely to be any general and/or indirect impacts on the financial performance and vitality of Yeovil town centre.

2.87 In terms of general impacts, this issue may have a cross-over in to the 'impact on investment' policy test being examined by SSDC, but there is a need for SSDC to consider how the Bunford Park proposal could affect investor/retailer confidence in Yeovil town centre. On this issue, we would note the following:

- Some of the key considerations, in our opinion, for retailers considering to locate in Yeovil (or to remain in Yeovil town centre) are the strength and breadth of competition in the surrounding area (including scale of trading overlap) and the ability of the town centre to sustain good levels of vitality.

- In relation to the above, it is clear that Yeovil is the largest centre in South Somerset and this brings certain benefits / attributes which have positive contributions to the town centre. These include the number of national multiple retailers in the centre and the wider breadth of retail and service uses.
- However, there is significant competition from out of centre stores in the local area. These include The Peel Centre at Babylon Hill and the out of centre supermarkets in Yeovil. This is reinforced by the commitment to expand retail floorspace at Babylon Hill. Babylon Hill also offers the opportunity for high street retailers to relocate to out of centre premises whilst the supermarkets in Yeovil can provide a range of retail goods which overlap with the retail offer of the town centre.
- There is also a national trend for multiple comparison goods retailers to remain cautious over the amount of stores they need to serve their catchments. Therefore, whilst Yeovil is the largest centre in South Somerset, it has to compete with Exeter, Poole and Taunton for the attentions of major retailers. Any material effect on vitality levels and the severity of competition from out of centre locations will affect retailer requirements.

2.88 In relation to indirect impacts, these could arise as a result of the loss of linked trips associated with the diversion of convenience and comparison goods trips/expenditure away from the centre. The former is likely to be more important given the balance in favour of convenience goods sales at the proposed supermarket.

2.89 At the time of receiving instructions for the preparation of this advice, the two available sets of survey data were the surveys commissioned to inform the WYG assessment and the 2017 retail study. Both surveys included questions about linked trips associated with convenience goods shopping trips and we summarise each in turn below.

2.90 The WYG survey asked respondents whether they linked their last main food shopping trip with another activity. In terms of the proportion of 'activity' / 'no activity' responses, the response from Tesco Extra customers in Yeovil town centre was similar to the out of centre ASDA, Lidl and Morrison stores. The 'activity' responses for ASDA, Morrisons and Tesco Extra are as follows: ASDA (37%), Morrisons (31%), Tesco Extra (34%).

2.91 This could suggest that the propensity for linked trips is no different between the large supermarkets in Yeovil. However, there is a need to consider the destination of these linked trips in order to understand what proportion contribute to Yeovil town centre. The cross-tabulated data indicates the following linkages with Yeovil town centre[23]:

- Tesco Extra – 89%
- Iceland – 100%
- Lidl (Lyde Road) – 34%
- ASDA – 26%
- Morrisons – 82%

2.92 Most of the above percentages would appear to conform to the common convention that the proportion of linked trips (to a town centre) associated with town centre stores is materially higher than out of centre stores. The one surprising figure is the 82% of linkages between the Morrisons store and the town centre. One explanation for this potential anomaly could be the sample sizes involved.

2.93 The survey commissioned to support the 2017 retail study asked respondents to state whether combined a normal main food shopping trip with another activity. The asked about first and second choice main food shopping destinations and the results for the main Yeovil foodstores and supermarkets are summarised in Table 2.8 below.

Table 2.8 – linkages between main food shopping trips and other activity (2017 retail study survey)

	Yes – normally combine main food shopping trip with another activity	
	First Choice Main Food	**Second Choice Main Food**
Tesco Extra	34%	40%
ASDA	22%	35%
Morrisons	43%	23%

2.94 The above figures have some similarities with the WYG survey in that there is not a large difference between the stores although if one was to take an average of both the first and second choice figures for each store the Tesco Extra would have the highest proportion of linkages. This would again support the view that town centre foodstores/supermarkets are more likely to benefit nearby town centres in terms of linked trips.

[23] We have assumed that the 'Yeovil' responses in Q06a of the WYG survey relate to Yeovil town centre

2.95 However, this would appear to be the extent of the usefulness of the 2017 retail study survey data as, whilst it goes on to give the function of the linked trip[24], it does not give the location of the linked trip destination.

2.96 As a consequence, GVA and SSDC have commissioned an in-street survey in Yeovil town centre, undertaken in November 2017. The results of the survey are contained at Appendix IV to this advice report and include information on the following issues:

- Main and other purpose of trips to the town centre
- Amount spent on current trip by type of shopping / service etc
- Amount of time being spent in the centre
- Types and specific identities of shops and services and other businesses visited
- Frequency of visit to food and non-food shops in Yeovil town centre, and identity of stores visited
- Linkages between visits to food and non-food shops and other businesses in the town centre
- Amount of money spent on these linked trips
- Propensity for town centre visitors to visit out of centre supermarkets elsewhere in Yeovil and propensity to link that visit with Yeovil town centre.

2.97 The main results can be summarised as follows:

- When all survey responses are considered, the most popular main reason for visiting the town centre was non-food shopping (55%) followed by food and grocery shopping (15%).
- The answers to question 2 of the survey reveal that around half (52%) of respondents were undertaking a single purpose visit, meaning that the remaining 48% of respondents were undertaking a secondary activity.
- In relation to the amount of money being spent on different types of different types of goods and services, the two highest categories are food/groceries (£7.25) and clothing/footwear/fashion (£19.07). All other categories, save for gifts/jewellery[25], were on average sub-£5.
- The most popular types of shops, services and businesses visited on the day of survey were as follows: banks/building societies (16%), chemists (16%), clothing/fashion (44%), foodstore/supermarket (23%), general stores (10%), health/beauty shops (8%), household

[24] i.e. non-food shopping, services etc
[25] £6.61

goods (5%), jewellers (6%), restaurants/cafes (14%), shoe shops (5%), sports goods (5%), DIY stores (5%) and charity shops (5%).

- The most popular individual stores within the town centre at the time of survey were: Boots (18%), H&M (6%), Marks and Spencer (25%), Poundland (12%), Primark (23%), Tesco Extra (13%), Superdrug (6%), Waterstones (6%), WH Smith (9%) and Wilko (11%).
- Within those people surveyed, 43% visited Yeovil town centre at least once a week for food shopping. 37% of respondents never visited the centre for food shopping. The most popular food shops within this group of respondents were: Iceland (15%), Poundland (5%), Marks and Spencer (37%) and Tesco Extra (45%).
- Of those people who indicated that they visited food shops in the town centre, 40% indicated that they normally visited other shops or facilities in the centre on the same visit. Of this group of people, the main shops and services visited were: banks/building societies (29%), book shops (12%), charity shops (15%), chemists (15%), clothes shops (35%), foodstore/supermarket (19%), general stores (13%), hairdressers/barbers (8%), health and beauty shops (8%), post office (10%), restaurants/cafes (21%) and toy shops (6%). Within these linked trips, respondents indicated that, on average, they spent £27.50.
- The survey also asked about frequency of visits to non-food shops in Yeovil town centre. The answers to question 16 of the survey indicated that just over half (53%) of respondents visited at least once a week. The most popular individual non-food shops were: Boots (18%), Card Factory (8%), H&M (6%), JD Sports (5%), Marks & Spencer (23%), Poundland (16%), Primark (33%), Topshop (8%) and Wilko (21%). Those people who visit non-food shops in the town centre were also asked whether they visited other shops. 71% indicated that they don't and 22% indicated that they did.
- Survey respondents were also asked whether they visited foodstores and supermarkets elsewhere in Yeovil. The answers to question 26 of the survey reveal that two thirds (67%) of respondents did visit out of centre stores. The most popular stores visited were: Lidl, West Henford (22%), ASDA (40%), Morrisons (39%) and Lidl, Lyde Road (11%).
- For those people visiting out of centre foodstores/supermarkets, only 10% of respondents indicated that they visited other shops or facilities in Yeovil town centre on the same trip. This compares with 40% of linked trips between foodstores/supermarket visits in Yeovil town centre. The average amount of money spent on linked trips between out of centre foodstores/supermarkets and the town centre is circa £30. This is similar to the amount to money associated with town centre linked trips (£27.50)[26].

[26] See question 15 of in-street survey

2.98 In addition to the main results, we have also obtained a series of cross-tabulations which provide further detail on the usage of the town centre and how this compares between visits to town centre and out of centre foodstores/supermarkets:

- For those people who indicated that their main reason for visiting the town centre was no-food shopping, 17% also visited foodstores, 11% visited restaurants/cafes and 5% went window shopping. 56% of these respondents did not undertake a secondary activity.
- For those people who indicated that their main reason for visiting the town centre was food shopping, 19% also visited non-food stores, 15% visited restaurants/cafes and 7% were in the centre for work/business. 44% of these respondents did not undertake a secondary activity.
- For those people who indicated that their main reason for visiting the town centre was food shopping, £14.90 was spent on food and circa £14.70 was spent on non-food goods.
- For those people who indicated that their main reason for visiting the town centre was non-food, circa £52 was spent on non-food goods and circa £5 was spent on food goods.
- The range/type of shops/businesses/services visited by those people whose primary reason for visiting the centre was food shopping was narrower than for non-food shopping. The main types of non-store/service visited for (primary activity) food shoppers were: banks/building societies, chemists, DIY/hardware stores, hair salons, health and beauty stores, post office and gym.
- In relation to the frequency of visits to the main three foodstores, the following proportions visited each store at least once a week: Tesco Extra (78%), Marks and Spencer (63%) and Iceland (77%). Marks and Spencer and Iceland have higher levels of frequency for visits more than once a week which may be a sign of their top-up shopping style of trading.
- Around two thirds of Tesco Extra and Marks & Spencer customers visit other foodstores/supermarkets elsewhere in Yeovil. The figure for Iceland is much higher at 94%.
- Of those people who indicated that they normally visit other shops and facilities as part of a food shopping trip, 93% were regular shoppers at Tesco Extra, M&S and Iceland.
- As noted above, 67% of survey respondents visited out of centre foodstores/supermarkets but only 10% of this group normally linked their trip with Yeovil town centre. Broken down in to the main food out of centre store, this average is made up of the following: Lidl, West Hendford (15%), ASDA (6%), Morrisons (15%) and Lidl, Lyde Road (15%).

2.99 Our analysis of the in-street survey reveals the following:

- Non-food shopping is the most popular reason for visiting the town centre by some margin although there is a high frequency of trips to the centre for food shopping and visits to foodstores/supermarkets are a key reason for visiting the centre. Almost half of all visitors to the centre for regular food shopping visit the Tesco Extra store.
- There is a materially higher proportion of linked trips with Yeovil town centre associated with visits to town centre foodstores than out of centre foodstores (40% against 10%). The data also suggests that linked trips associated with town centre foodstore visits are associated with a wider range of shops, services and other businesses. Moreover, almost all of those visitors undertaking a linked trip were regular shoppers at Iceland, M&S and Tesco Extra[27].
- There is no material difference between the amount of money spent in Yeovil town centre as a result of linked trips associated with town centre and out of centre foodstores. However the out of centre linked trip spending data is based on a low sample size and is heavily influenced by just one response from an ASDA shopper.
- A large proportion of visitors to the three main town centre foodstores (Tesco, M&S and Iceland) are already visiting foodstores outside of the town centre, which could be an indication of (A) the current nature of food shopping where people are more inclined to shop around for the best value/deals, and (B) the competition faced by town centre stores.

2.100 This suggests, in our opinion, that out of centre foodstores and supermarkets in Yeovil are associated with linked trips with Yeovil town centre and therefore diversion from town centre stores to Bunford Park may still allow some retail expenditure to return to the centre (via these linked trips). This observation is supported by the cross-tabulations from the 2017 retail study and WYG surveys.

2.101 However, it would appear from the in-street survey that the proportion of linked trips associated with visits to foodstores/supermarkets is much higher for town centre stores: four times as high. This suggests that trips diverted away from town centre foodstores/supermarkets will have a further knock-on indirect impact on other stores and businesses in the town centre. This is a further negative impact of the proposal, as it could have further knock-on impacts on a wide range of businesses in the town centre.

2.102 The survey also indicates that linked trips associated with out of centre stores are likely to benefit a narrower range of businesses in the centre than town centre stores. There is also a concern that the data which suggests that the financial benefit of linked trips from out of

[27] 93% of those normally linking a food shopping trip with another purpose were Tesco (33%), M&S (48%) or Iceland (19%) shoppers.

centre stores is the same as the benefit from town centre stores is based on an unreliable small sample.

2.103 In light of the above factors we have reached the conclusion that the Bunford Park supermarket is likely to have a clear adverse impact upon the vitality and viability of Yeovil town centre. However, the key question is whether the nature of this adverse impact is significant and/or seriously affect the vitality and viability of the town centre, which are the thresholds set by the NPPF and the development plan. We consider that, based upon the available information and analysis, this case is finely balanced with a town centre which is seemingly in reasonable (but not strong) health and a proposal which will remove a large amount of expenditure/trips from the centre and lead to both direct and indirect impacts. The scale of this change and the effect on key retailers is such that, on balance, we consider that these 'significant' / 'serious' thresholds have been reached and when reaching this conclusion we have taken into account the following factors:

- Whilst there is a large impact upon the convenience goods sector within the town centre, this impact generally falls upon the Tesco Extra store. It is unlikely, in our opinion, that this store will close/substantially change as a consequence of the Bunford Park supermarket proposal.
- Assuming that the amount of comparison goods floorspace within the proposed supermarket is controlled by condition (see below), there will be a smaller impact upon the comparison goods sector in the town centre. However, this impact is still large, at circa 4%-6% of annual turnover, which will have an effect on the centre's market share.
- There will also be a further negative financial impact associated with the committed non-food retail unit at The Peel Centre, Babylon Hill.
- Given the unlikely event of closure of the anchor convenience goods store (Tesco)[28], the focus will be on the indirect impacts associated with the loss of convenience and comparison goods shopping trips/expenditure from the centre. The available evidence indicates that linked trips occur with both in-centre and out-of-centre foodstores/supermarkets although there is a materially higher propensity for linked trips between the town centre and town centre foodstores/supermarkets. Therefore, the loss of expenditure from town centre foodstores/supermarkets will have a clear knock-on negative impact on trips elsewhere in the town centre as the proposed supermarket is unlikely to replace these trips to the same/similar extent.
- This adverse impact upon the amount of expenditure and trips in the town centre needs to be set against the health of the town centre and the land uses which underpin its health and attractiveness. The comparison goods retail sector is by far the most popular sector

[28] Although the poor survey-derived trading performance of Iceland could suggest that this store is not viable in the longer term

and this sector will lose 4%-6% of trade as a consequence of the direct impacts of the proposal and possibly more trips/expenditure as a consequence of indirect impacts. Whilst food shopping lies second in terms of popularity, it is clearly still a very popular reason for visiting the centre frequently and there is likely to be a significant effect on these trips.

2.104 As a consequence of the above conclusion, we recommend that SSDC treat the effects of the proposed store upon the health of Yeovil town centre as, on balance, likely to significantly or seriously affect the health of Yeovil town centre which would lead to a conflict with part of Policy EP11 of the Local Plan and paragraphs 26 and 27 of the NPPF.

2.105 However, the final decision on the severity/seriousness of the impact of the Bunford Park supermarket proposal rests with SSDC officers/members and, as a consequence, we recommend that the contents of this advice report are taken into account when reaching a final decision on this issue, including the following factors:

- The health of Yeovil town centre, including the key land use sectors which are important to its overall health and attractiveness.
- The scale of trade loss from the town centre in terms of both convenience and comparison goods expenditure.
- The scale of trading overlap between the store and town centre's ley retail sectors.
- The indirect impacts of the proposal on Yeovil town centre including the loss of linked trips associated with loss of expenditure from existing town centre foodstores/supermarkets and the potential for linked trips associated with the proposed supermarket.

3. Assessment of Cumulative Impact

3.1 As noted in the introductory section of this advice report, the issue of impact on the health of, and investment within, defined 'town centres' is not a material consideration for the current application for a Class A1 retail unit at the former Olds Garage site, due to its size[29]. However, the issue of the combined impact of the Bunford Park and Olds Garage proposals is a material consideration for SSDC as part of its determination of the Bunford Park scheme on the basis that it is minded to approve the Olds Garage proposal.

3.2 As a consequence, we have expanded our convenience goods financial impact assessment to include the trading impact of the Olds Garage store proposal. This is contained in Tables 21-24 at Appendix III and adopts the following methodology/data/assumptions:

- For the purposes of the assessment we have adopted the national average ALDI convenience goods sales density for the proposed store and have assumed that the pattern of trade draw to the store will be similar to the existing Lidl stores in Yeovil.
- The trade diversion assessment follows the same format as the Lidl and Bunford Park assessments, with Table 22 outlining the % trade diversion and Table 23 translating this into a monetary amount. Table 24 indicates the scale of cumulative trade loss from the key convenience goods stores in Yeovil.

3.3 Table 3.1 below shows the cumulative impact of the Bunford Park and Olds Garage proposals on key convenience goods stores in Yeovil. The table also provides the solus impact of the Bunford Park proposal in order that a comparison can be made between the two.

[29] 1,743sq m gross

Table 3.1: Solus and Cumulative Impacts on Convenience Goods Stores in Yeovil

Store / Location	Solus Impact of Bunford Park (%)	Cumulative Impact of Bunford Park & Olds Garage (%)
Farmfoods	-3.5%	-4.0%
Iceland	-3.9%	-4.5%
Lidl, Lyde Road	-16.8%	-25.4%
M&S, Yeovil town centre	-1.7%	-2.1%
Tesco Extra, Yeovil town centre	-24.6%	-29.7%
Other stores Yeovil town centre	-1.8%	-2.2%
ASDA	-26.7%	-31.8%
Morrisons	-24.8%	-30.2%
Lidl, West Henford	-17.4%	-25.8%

3.4 The above summary data indicates that the Olds Garage store will generally add around five percentage points to the impact on the larger supermarkets in Yeovil whilst the increase in impact on the two existing Lidl stores is understandably higher at around eight percentage points (due to the occupier being likely to be ALDI). The change in impact on stores in Yeovil town centre is much smaller, at generally less than one percentage point, although the negative impact on the town centre's convenience goods turnover level still rises.

3.5 We also provide, at Tables 33 and 34, a cumulative total impact of the Bunford Park and Olds Garage proposals on the convenience and comparison goods sectors in Yeovil town centre. This follows the same format as the Bunford Park total retail impact tables (30 & 32) and presents two scenarios incorporating the different levels of pre-impact comparison goods turnover in Yeovil town centre.

3.6 In relation to the comparison goods impact of the Olds Garage store, we have assumed that a maximum of 20% of the net sales area of the store will sell comparison goods and that no more than 30% of the comparison goods turnover will be diverted from stores in Yeovil town centre. This is lower than the proportion of the Bunford Park comparison goods turnover being diverted from the town centre but can be explained on the basis of the significantly different offer of the two proposed stores.

3.7 A summary of the contents of Tables 33 and 34 are contained in Table 3.2 below:

Table 3.2: Total Cumulative Impacts on Class A1 Retail Sector in Yeovil town centre

Store / Location	**Lower Pre-Impact Comparison Goods Scenario** (%)	**Higher Pre-Impact Comparison Goods Scenario** (%)
Convenience goods	-26.3%	-26.3%
Comparison goods	-6.0%	-4.2%
Total Class A1 retail impact	-11.2%	-8.4%

3.8 The above data indicates that the total cumulative impact on the town centre's Class A1 retail sector will be between -8.4% and -11.2% depending upon which pre-impact comparison goods turnover for the centre is chosen. That is an increase of between -7.4% and -9.8% from the solus impact of the Bunford Park store proposal.

3.9 In terms of the implications of this cumulative impact analysis, it demonstrates that the combined effect of the Bunford Park and Olds Garage stores will increase the direct negative impact upon the annual turnover of Yeovil town centre. The Olds Garage store contributes a minority element to this combined impact and whilst it lies in an edge of centre location (and thus could provide for better linked trips than out of centre stores) the effect of permitting Bunford Park in addition to Olds Garage will increase the scale of negative impact on the town centre.

3.10 As such, we would advise the Council that, should it be minded to support the Olds Garage application, this would increase the severity of the likely impact of the Bunford Park proposal over and above the conclusions reached in Section 2 of this advice report.

4. Summary and Conclusions

Introduction

4.1 This report has been prepared by GVA for SSDC in relation to the impact of two proposed Class A1 retail stores in Yeovil on shopping patterns in the local area and the vitality and viability of Yeovil town centre. The two proposals are as follows:

- A mixed use development proposal by Abbey Manor Group and Sainsburys for Class B land uses and a Class A1 supermarket on land known as Bunford Park in Yeovil. The Class A1 store extends to 8,443sq m gross.
- A proposal for the redevelopment of the former Olds Garage site on Sherborne Road in Yeovil. This proposal includes the provision of a Class A1 store extending to 1,743sq m gross and associated development including car parking and access arrangements.

4.2 Both proposals lie outside of the defined boundary of Yeovil town centre and therefore, depending upon the scale of proposed floorspace, issues of 'town centre impact' will be a material consideration.

4.3 The development plan sets a threshold for the assessment of impact issues for retail land use proposals of 2,500sq m gross[30] and therefore the assessment of impact is only a material planning consideration for the Bunford Park proposal. SSDC are considering the compliance of both proposals against the sequential test and the scale of impact of the Bunford Park proposal on investment in nearby town centres. Therefore, the scope of advice sought from GVA in this instance is limited to the impact of the proposals on the vitality and viability of Yeovil town centre.

4.4 For the avoidance of doubt, whilst the impact on the health of nearby town centres is not a material consideration for the Olds Garage proposal on its own, an assessment of the trading effects of that scheme is required in order to assess the cumulative impact of both proposals in order for SSDC to consider whether it can, potentially, grant planning permission for Bunford Park in addition to the Olds Garage scheme.

The Impact of Bunford Park

4.5 Following a detailed analysis of the applicant's supporting information and analysis, along with our own assessment of impact, we have reached the conclusion that the Bunford Park supermarket is likely to have a clear adverse impact upon the vitality and viability of Yeovil town centre. In terms of the scale of this adverse impact, the key question is whether the

[30] Which is the same as the national default threshold of 2,500sq m in paragraph 26 of the NPPF

nature of this adverse impact is significant and/or seriously affects the vitality and viability of the town centre, which are the thresholds set by the NPPF and the development plan.

4.6 We consider that, based upon the available information and analysis, this case is finely balanced with a town centre which is seemingly in reasonable (but not strong) health and a proposal which will remove a large amount of expenditure/trips from the centre and lead to both direct and indirect impacts. The scale of this change and the effect on key retailers is such that, on balance, we consider that these ‘significant’ / ‘serious’ thresholds have been reached and when reaching this conclusion we have taken into account the following factors:

- Whilst there is a large impact upon the convenience goods sector within the town centre, this impact generally falls upon the Tesco Extra store. It is unlikely, in our opinion, that this store will close/substantially change as a consequence of the Bunford Park supermarket proposal.
- Assuming that the amount of comparison goods floorspace within the proposed supermarket is controlled by condition (see below), there will be a smaller impact upon the comparison goods sector in the town centre. However, this impact is still large, at circa 4%-6% of annual turnover, which will have an effect on the centre’s market share.
- There will also be a further negative financial impact associated with the committed non-food retail unit at The Peel Centre, Babylon Hill.
- Given the unlikely event of closure of the anchor convenience goods store (Tesco)[31], the focus will be on the indirect impacts associated with the loss of convenience and comparison goods shopping trips/expenditure from the centre. The available evidence indicates that linked trips occur with both in-centre and out-of-centre foodstores/supermarkets although there is a materially higher propensity for linked trips between the town centre and town centre foodstores/supermarkets. Therefore, the loss of expenditure from town centre foodstores/supermarkets will have a clear knock-on negative impact on trips elsewhere in the town centre as the proposed supermarket is unlikely to replace these trips to the same/similar extent.
- This adverse impact upon the amount of expenditure and trips in the town centre needs to be set against the health of the town centre and the land uses which underpin its health and attractiveness. The comparison goods retail sector is by far the most popular sector and this sector will lose 4%-6% of trade as a consequence of the direct impacts of the proposal and possibly more trips/expenditure as a consequence of indirect impacts. Whilst food shopping lies second in terms of popularity, it is clearly still a very popular

[31] Although the poor survey-derived trading performance of Iceland could suggest that this store is not viable in the longer term

reason for visiting the centre frequently and there is likely to be a significant effect on these trips.

4.7 As a consequence of the above conclusion, we recommend that SSDC treat the effects of the proposed store upon the health of Yeovil town centre as, on balance, likely to significantly or seriously affect the health of Yeovil town centre which would lead to a conflict with part of Policy EP11 of the Local Plan and paragraphs 26 and 27 of the NPPF.

4.8 However, the final decision on the severity/seriousness of the impact of the Bunford Park supermarket proposal rests with SSDC officers/members and, as a consequence, we recommend that the contents of this advice report are taken into account when reaching a final decision on this issue, including the following factors:

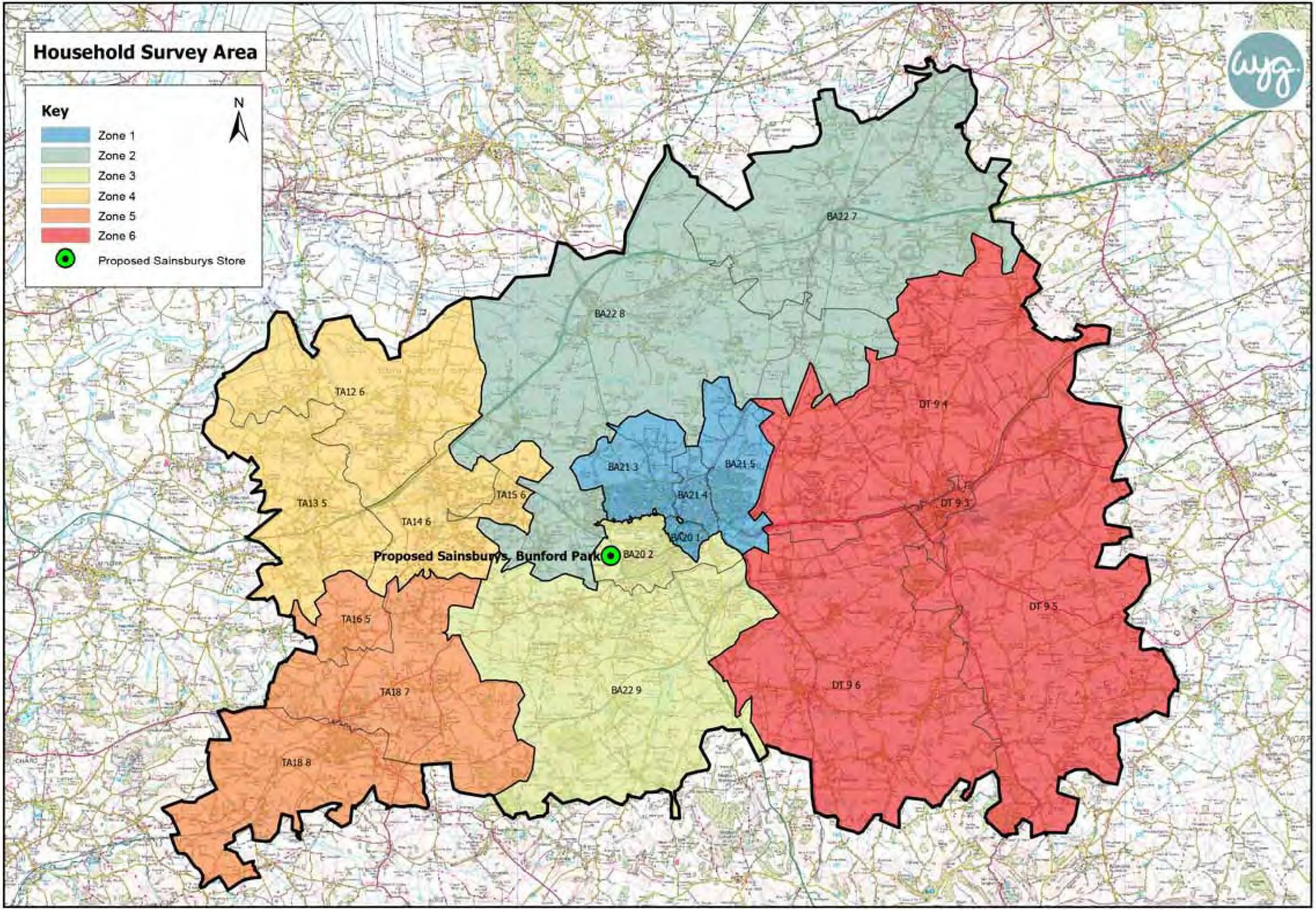
- The health of Yeovil town centre, including the key land use sectors which are important to its overall health and attractiveness.
- The scale of trade loss from the town centre in terms of both convenience and comparison goods expenditure.
- The scale of trading overlap between the store and town centre's ley retail sectors.
- The indirect impacts of the proposal on Yeovil town centre including the loss of linked trips associated with loss of expenditure from existing town centre foodstores/supermarkets and the potential for linked trips associated with the proposed supermarket.

Cumulative Impact of Olds Garage and Bunford Park

4.9 We have also considered the combined impact of the Olds Garage and Bunford Park proposals. Our analysis demonstrates that the combined effect of these proposed stores will increase the direct negative impact upon the annual turnover of Yeovil town centre. The Olds Garage store contributes a minority element to this combined impact and whilst it lies in an edge of centre location (and thus could provide for better linked trips than out of centre stores) the effect of permitting Bunford Park in addition to Olds Garage will increase the scale of negative impact on the town centre.

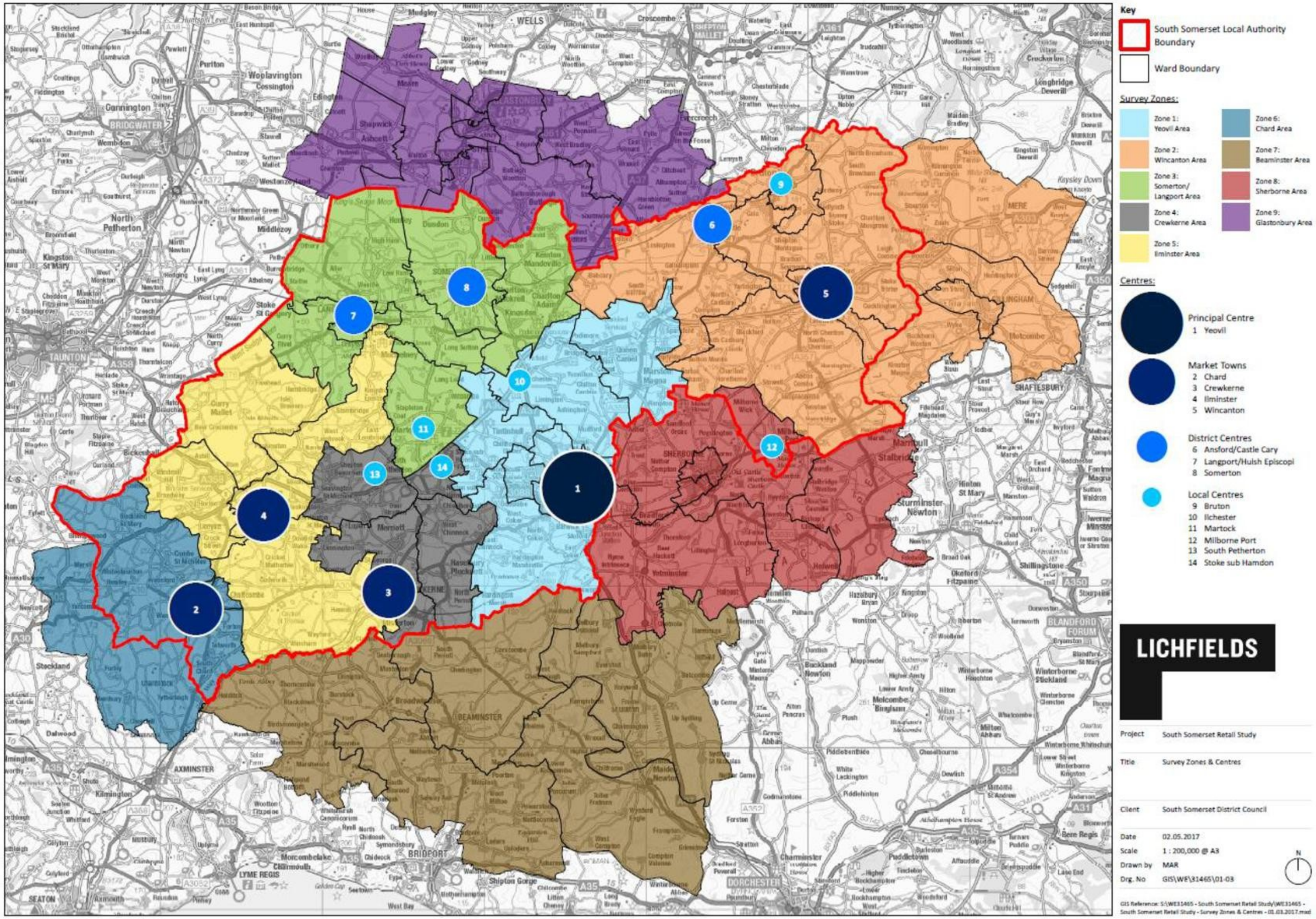
4.10 As such, we would advise the Council that, should it be minded to support the Olds Garage application, this would increase the severity of the likely impact of the Bunford Park proposal over and above the conclusions reached in relation to the solus impact of the Bunford Park proposal.

Appendix I
WYG / Sainsburys Study Area



Household Survey Area
Key
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Proposed Sainsburys Store
N
BA22 7
BA22 8
TA12 6
TA13 5
TA14 6
TA15 6
BA21 3
BA21 5
BA21 4
BA20 1
BA20 2
Proposed Sainsburys, Bunford Park
DT9 4
DT9 3
DT9 5
DT9 6
TA16 5
TA18 7
TA18 8
BA22 9

Appendix II
2017 Retail Study study area


Key
South Somerset Local Authority Boundary
Ward Boundary
Survey Zones:
Zone 1: Yeovil Area
Zone 2: Wincanton Area
Zone 3: Somerton/ Langport Area
Zone 4: Crewkerne Area
Zone 5: Ilminster Area
Zone 6: Chard Area
Zone 7: Beaminster Area
Zone 8: Sherborne Area
Zone 9: Glastonbury Area
Centres:
Principal Centre
1 Yeovil
Market Towns
2 Chard
3 Crewkerne
4 Ilminster
5 Wincanton
District Centres
6 Ansford/Castle Cary
7 Langport/Huish Episcopi
8 Somerton
Local Centres
9 Bruton
10 Ilchester
11 Martock
12 Milborne Port
13 South Petherton
14 Stoke sub Hamdon
LICHFIELDS
Project South Somerset Retail Study
Title Survey Zones & Centres
Client South Somerset District Council
Date 02.05.2017
Scale 1 : 200,000 @ A3
Drawn by MAR
Drg. No GIS\WE\31465\01-03
N
GIS Reference: S:\WE31465 - South Somerset Retail Study\WE31465 - South Somerset Retail Study - Survey Zones & Centres - 01.03.2017.mxd

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Appendix III GVA Impact Analysis

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 1: POPULATION WITHIN WYG STUDY AREA, BY ZONE

YEAR	ZONE					
	1	2	3	4	5	6
2018	38445	13268	14361	14588	12838	21122
2021	39180	13489	14597	14794	13046	21338

Notes:
Population data supplied by Experian Location Analyst (January 2018)

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 2: PER CAPITA CONVENIENCE GOODS EXPENDITURE WITHIN WYG STUDY AREA, BY ZONE

YEAR	ZONE					
	1	2	3	4	5	6
2018	£1,895	£2,244	£2,164	£2,201	£2,159	£2,245
2021	£1,887	£2,235	£2,156	£2,192	£2,150	£2,236

Notes:
Base 2016 per capita expenditure data supplied by Experian Location Analyst (January 2018)
Forecast change in conveneince goods expenditure to 2018 and 2021 based on contents of Figure 6 (Appendix 3) in Experian Retail Planner Briefing Note 15.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 3: TOTAL CONVENIENCE GOODS EXPENDITURE WITHIN WYG STUDY AREA, BY ZONE

YEAR	ZONE					
	1	2	3	4	5	6
2018	£72.8	£29.8	£31.1	£32.1	£27.7	£47.4
2021	£73.9	£30.1	£31.5	£32.4	£28.0	£47.7

Notes:
Total expenditure calculated using the contents of Tables 1 and 2.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 4a: PER CAPITA COMPARISON GOODS EXPENDITURE WITHIN WYG STUDY AREA, BY ZONE, 2018

YEAR	ZONE					
	1	**2**	**3**	**4**	**5**	**6**
Clothing and footwear	£688	£784	£757	£680	£672	£741
Books, CDs, DVDs	£126	£185	£168	£164	£154	£182
Furnishings and textiles	£65	£109	£93	£90	£83	£99
Glassware, utensils, clocks, jewellery, watches	£168	£247	£211	£198	£179	£223
Toys, games, bicycles, pets	£361	£487	£436	£430	£408	£452
Health and beauty goods	£394	£493	£470	£448	£434	£489
Large electrical goods	£96	£111	£109	£99	£99	£115
Small electrical goods	£143	£196	£187	£169	£156	£184
DIY and gardening	£107	£179	£165	£161	£148	£177
Furniture and carpets	£210	£271	£271	£234	£222	£262

Notes:
Base 2016 per capita expenditure data supplied by Experian Location Analyst (January 2018)
Forecast change in comparison goods expenditure to 2018 based on contents of Figure 6 (Appendix 3) in Experian Retail Planner Briefing Note 15.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 4b: PER CAPITA COMPARISON GOODS EXPENDITURE WITHIN WYG STUDY AREA, BY ZONE, 2021

YEAR	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
Clothing and footwear	£733	£836	£807	£725	£717	£790
Books, CDs, DVDs	£134	£197	£180	£175	£164	£194
Furnishings and textiles	£70	£116	£100	£96	£88	£106
Glassware, utensils, clocks, jewellery, watches	£179	£263	£225	£211	£191	£237
Toys, games, bicycles, pets	£385	£519	£464	£459	£435	£482
Health and beauty goods	£420	£526	£501	£477	£463	£521
Large electrical goods	£102	£118	£116	£105	£105	£123
Small electrical goods	£153	£208	£199	£181	£167	£196
DIY and gardening	£114	£191	£176	£171	£158	£189
Furniture and carpets	£224	£289	£289	£249	£236	£279

Notes:
Base 2016 per capita expenditure data supplied by Experian Location Analyst (January 2018)
Forecast change in comparison goods expenditure to 2021 based on contents of Figure 6 (Appendix 3) in Experian Retail Planner Briefing Note 15.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 5a: TOTAL COMPARISON GOODS EXPENDITURE WITHIN WYG STUDY AREA, BY ZONE, 2018

YEAR	ZONE (£m)					
	1	2	3	4	5	6
Clothing and footwear	£26.4	£10.4	£10.9	£9.9	£8.6	£15.7
Books, CDs, DVDs	£4.8	£2.5	£2.4	£2.4	£2.0	£3.8
Furnishings and textiles	£2.5	£1.4	£1.3	£1.3	£1.1	£2.1
Glassware, utensils, clocks, jewellery, watches	£6.4	£3.3	£3.0	£2.9	£2.3	£4.7
Toys, games, bicycles, pets	£13.9	£6.5	£6.3	£6.3	£5.2	£9.5
Health and beauty goods	£15.1	£6.5	£6.7	£6.5	£5.6	£10.3
Large electrical goods	£3.7	£1.5	£1.6	£1.4	£1.3	£2.4
Small electrical goods	£5.5	£2.6	£2.7	£2.5	£2.0	£3.9
DIY and gardening	£4.1	£2.4	£2.4	£2.3	£1.9	£3.7
Furniture and carpets	£8.1	£3.6	£3.9	£3.4	£2.8	£5.5

Notes:
Total comparison goods expenditure calculated using the contents of Tables 1 and 4a.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 5b: TOTAL COMPARISON GOODS EXPENDITURE WITHIN WYG STUDY AREA, BY ZONE, 2021

YEAR	ZONE (£m)					
	1	**2**	**3**	**4**	**5**	**6**
Clothing and footwear	£28.7	£11.3	£11.8	£10.7	£9.3	£16.9
Books, CDs, DVDs	£5.3	£2.7	£2.6	£2.6	£2.1	£4.1
Furnishings and textiles	£2.7	£1.6	£1.5	£1.4	£1.2	£2.3
Glassware, utensils, clocks, jewellery, watches	£7.0	£3.6	£3.3	£3.1	£2.5	£5.1
Toys, games, bicycles, pets	£15.1	£7.0	£6.8	£6.8	£5.7	£10.3
Health and beauty goods	£16.4	£7.1	£7.3	£7.1	£6.0	£11.1
Large electrical goods	£4.0	£1.6	£1.7	£1.6	£1.4	£2.6
Small electrical goods	£6.0	£2.8	£2.9	£2.7	£2.2	£4.2
DIY and gardening	£4.5	£2.6	£2.6	£2.5	£2.1	£4.0
Furniture and carpets	£8.8	£3.9	£4.2	£3.7	£3.1	£6.0

Notes:
Total comparison goods expenditure calculated using the contents of Tables 1 and 4b.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 6: CONVENIENCE GOODS MARKET SHARES, BY ZONE (PRE-LIDL, WEST HENFORD)

STORE / CENTRE	FIRST CHOICE MAIN FOOD						SECOND CHOICE MAIN FOOD						TOP-UP FOOD SHOPPING					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
1 - Central Yeovil																		
Co-op, Mudford Road, Yeovil, BA21 4NF	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.76%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, St Michaels Avenue, Yeovil	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.76%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	4.48%	1.14%	0.00%	0.00%	0.00%	0.00%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	3.45%	0.67%	0.00%	0.00%	0.84%	2.24%	0.00%	1.44%	0.00%	0.00%	0.00%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	2.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Lyde Road, Yeovil, BA21 5DW	13.25%	4.22%	11.31%	6.74%	0.00%	4.13%	12.09%	5.02%	11.88%	9.54%	0.00%	3.54%	3.46%	2.59%	13.37%	0.00%	1.25%	1.16%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	0.66%	0.00%	1.34%	2.19%	0.00%	0.00%	1.37%	1.57%	2.00%	3.36%	2.13%	0.84%	2.44%	1.14%	3.60%	4.87%	0.00%	0.00%
One Stop, Rosebery Avenue, Pen Mill, Yeovil	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.31%	0.00%	0.00%	0.00%	0.00%	0.00%	9.93%	6.43%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	16.27%	8.95%	0.00%	0.00%	0.00%	0.00%
Tesco Express, The Forum, Yeovil, BA21 3TL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.63%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Queensway Place, Yeovil, BA20 1DL	37.76%	31.42%	28.14%	20.47%	11.28%	12.10%	29.14%	24.72%	22.54%	19.69%	7.26%	12.90%	20.49%	10.52%	10.76%	2.71%	0.00%	5.63%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yeovil	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.87%	0.00%	0.00%	0.00%	0.73%	0.00%	3.25%	12.82%	10.37%	1.72%	1.05%	0.00%
2 - North Yeovil																		
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ilchester	0.00%	3.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%
Local shops, Limington Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.57%	0.00%	0.00%	0.00%	0.00%
Local shops, North Cadbury Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%
Local shops, Queen Camel Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.89%	0.00%	0.00%	0.00%	0.00%
Local shops, Sparkford Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.00%	0.00%	0.00%	0.00%
3 - South Yeovil																		
Asda, Preston Road, Yeovil, BA20 2HE	24.55%	22.68%	19.77%	21.71%	7.43%	1.38%	29.54%	20.88%	16.54%	17.42%	9.30%	2.47%	13.09%	5.36%	11.05%	0.99%	2.85%	2.02%
Local shops, East Coker Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%
Local shops, Halstock Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.60%	0.00%	0.00%	0.00%
Local shops, West Coker Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.57%	0.00%	0.00%	0.00%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Lysander Road, Yeovil, BA20 2AU	13.11%	7.79%	32.39%	12.17%	4.15%	1.59%	15.97%	13.74%	34.32%	10.58%	4.98%	2.30%	5.19%	2.77%	30.61%	0.99%	0.00%	0.00%
4 - West Yeovil																		
Co-op, Martock Shopping Centre, Martock, TA12 6DL	0.00%	0.00%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	5.61%	0.00%	0.00%	0.00%	8.79%	0.00%	33.73%	0.00%	0.00%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	0.00%	5.27%	0.00%	0.00%
Co-op, St James Street, South Petherton, TA13 5BS	0.00%	0.00%	0.00%	2.41%	0.00%	0.00%	0.00%	0.00%	0.00%	1.68%	0.00%	0.00%	0.00%	0.00%	0.00%	12.09%	0.00%	0.00%
Local shops, Montacute Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%
Martock	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.42%	0.00%	0.00%
Martock Shopping Centre, North Street, Martock, TA12 6DL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stoke sub Hamdon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.43%	0.00%	0.00%
5 - Crewkerne																		
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%	3.34%	0.00%
Co-op, Knapp, Merriott, TA16 5NQ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.75%	0.00%
Crewkerne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.16%	0.00%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	0.00%	0.00%	0.00%	5.01%	35.62%	0.00%	0.00%	0.00%	0.00%	8.45%	30.43%	0.00%	0.00%	0.00%	0.00%	0.00%	38.05%	0.00%
Local shops, Merriott Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%
The George Shopping Centre, Crewkerne, TA18 7LU	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, South Street, Crewkerne, TA18 8DA	0.00%	0.00%	4.56%	9.98%	33.68%	0.00%	0.00%	0.00%	3.09%	6.75%	32.97%	0.00%	0.00%	0.00%	5.57%	2.74%	14.34%	0.00%
6 - Sherborne																		
Budgens, Yeovil Road, Sherbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.35%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.45%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%	1.76%	0.00%	0.00%	0.00%	0.00%	6.29%
Local shops, Bishop's Caundle Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%
Local shops, Charlton Horethorne Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
Local shops, Chetnole Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
Local shops, Leigh Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%
Local shops, Thornford Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%
Local shops, Yetminster Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.49%
Milborne Port	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.56%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	4.00%	5.40%	0.67%	0.00%	0.00%	46.20%	1.37%	3.50%	0.80%	0.00%	0.00%	54.72%	0.00%	0.00%	0.00%	0.00%	0.00%	25.14%
Sherborne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	0.00%	12.15%
Waitrose, Cheap Street, Sherborne, DT9 3BA	2.47%	10.93%	0.00%	0.00%	0.00%	24.45%	0.00%	7.09%	1.82%	0.00%	0.00%	15.31%	0.00%	5.52%	0.00%	0.00%	0.00%	13.05%
Outside Study Area	1.15%	14.24%	1.83%	17.81%	7.16%	9.21%	3.31%	19.20%	5.70%	14.62%	10.76%	6.06%	0.00%	13.73%	2.64%	17.05%	6.96%	2.56%

Notes: market share data taken from WYG household survey.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 7: CONVENIENCE GOODS TURNOVER, BY ZONE (PRE-LIDL, WESTHENFORD) 2018

STORE / CENTRE	FIRST CHOICE MAIN FOOD						SECOND CHOICE MAIN FOOD						TOP-UP FOOD SHOPPING						TOTAL
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	(£m)
1 - Central Yeovil																			
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, St Michaels Avenue, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.1	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£1.4
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Lidl, Lyde Road, Yeovil, BA21 5DW	£3.9	£0.5	£1.4	£0.9	£0.0	£0.8	£3.5	£0.6	£1.5	£1.2	£0.0	£0.7	£0.5	£0.2	£0.8	£0.0	£0.1	£0.1	£16.6
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.2	£0.0	£0.2	£0.3	£0.0	£0.0	£0.4	£0.2	£0.2	£0.4	£0.2	£0.2	£0.4	£0.1	£0.2	£0.3	£0.0	£0.0	£3.3
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.4	£0.0	£0.0	£0.0	£0.0	£2.8
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.5	£0.0	£0.0	£0.0	£0.0	£3.4
Tesco Express, The Forum, Yeovil, BA21 3TL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Tesco Extra, Queensway Place, Yeovil, BA20 1DL	£11.0	£3.7	£3.5	£2.6	£1.3	£2.3	£8.5	£2.9	£2.8	£2.5	£0.8	£2.4	£3.0	£0.6	£0.7	£0.2	£0.0	£0.5	£49.4
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	£0.8	£0.6	£0.1	£0.1	£0.0	£2.7
2 - North Yeovil																			
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Ha	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilchester	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5
Local shops, Limington Village 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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Local shops, North Cadbury Village 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	£0.0	£0.0	£0.0	£0.0	£0.1
Local shops, Queen Camel Village 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	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Local shops, Sparkford Village 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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
3 - South Yeovil																			
Asda, Preston Road, Yeovil, BA20 2HB	£7.2	£2.7	£2.5	£2.8	£0.8	£0.3	£8.6	£2.5	£2.1	£2.2	£1.0	£0.5	£1.9	£0.3	£0.7	£0.1	£0.2	£0.2	£36.4
Local shops, East Coker Village 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	£0.1	£0.0	£0.0	£0.0	£0.1
Local shops, Halstock Village 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	£0.2	£0.0	£0.0	£0.0	£0.2
Local shops, West Coker Village 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	£0.3	£0.0	£0.0	£0.0	£0.3
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Lysander Road, Yeovil, BA20 2AU	£3.8	£0.9	£4.0	£1.6	£0.5	£0.3	£4.7	£1.6	£4.3	£1.4	£0.6	£0.4	£0.8	£0.2	£1.9	£0.1	£0.0	£0.0	£26.9
4 - West Yeovil																			
Co-op, Martock Shopping Centre, Martock, TA12 6DL	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.5	£0.0	£2.2	£0.0	£0.0	£3.6
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£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	£0.0	£0.6
Co-op, St James Street, South Petherton, TA13 5BS	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£1.3
Local shops, Montacute Village 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	£0.1	£0.0	£0.0	£0.1
Martock	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.7
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
5 - Crewkerne																			
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Crewkerne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.6	£3.9	£0.0	£0.0	£0.0	£0.0	£1.1	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£11.2
Local shops, Merriott Village 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	£0.1	£0.0	£0.1
The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£0.6	£1.3	£3.7	£0.0	£0.0	£0.0	£0.4	£0.9	£3.7	£0.0	£0.0	£0.0	£0.3	£0.2	£0.8	£0.0	£11.8
6 - Sherborne																			
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.6	£1.2
Local shops, Bishop's Caundle Village 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	£0.0	£0.2	£0.2
Local shops, Charlton Horethorne Village 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	£0.0	£0.1	£0.1
Local shops, Chetnole Village 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	£0.0	£0.1	£0.1
Local shops, Leigh Village 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	£0.0	£0.1	£0.1
Local shops, Thornford Village 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	£0.0	£0.1	£0.1
Local shops, Yetminster Village 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	£0.0	£0.3	£0.3
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£1.2	£0.6	£0.1	£0.0	£0.0	£8.8	£0.4	£0.4	£0.1	£0.0	£0.0	£10.4	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£24.3
Sherborne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£1.2
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.7	£1.3	£0.0	£0.0	£0.0	£4.6	£0.0	£0.8	£0.2	£0.0	£0.0	£2.9	£0.0	£0.3	£0.0	£0.0	£0.0	£1.2	£12.2
Outside Study Area	£0.3	£1.7	£0.2	£2.3	£0.8	£1.7	£1.0	£2.3	£0.7	£1.9	£1.2	£1.2	£0.0	£0.8	£0.2	£1.1	£0.4	£0.2	£18.0

Notes: study area derived turnover calculated by applying market share to available expenditure per zones

TABLE 8: CONVENIENCE GOODS TURNOVER, BY ZONE (PRE-LIDL, WEST HENFORD) 2018 - SUMMARY

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, St Michaels Avenue, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.7	£0.4	£0.2	£0.0	£0.0	£0.2	£1.4
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.7
Lidl, Lyde Road, Yeovil, BA21 5DW	£7.9	£1.3	£3.7	£2.1	£0.1	£1.6	£16.6
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.9	£0.3	£0.6	£1.0	£0.2	£0.2	£3.3
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£2.4	£0.4	£0.0	£0.0	£0.0	£0.0	£2.8
Tesco Express, Ilchester Road, Yeovil, BA21 3BI	£2.8	£0.5	£0.0	£0.0	£0.0	£0.0	£3.4
Tesco Express, The Forum, Yeovil, BA21 3TI	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£22.5	£7.3	£7.0	£5.3	£2.1	£5.3	£49.4
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hom	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Yeovil	£1.0	£0.8	£0.6	£0.1	£0.1	£0.0	£2.7
ALDI, Olds Garage							
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Ha	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilchester	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Local shops, Limington Village Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Local shops, North Cadbury Village Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Local shops, Queen Camel Village Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Local shops, Sparkford Village Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HE	£17.7	£5.5	£5.2	£5.1	£2.0	£0.9	£36.4
Local shops, East Coker Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Local shops, Halstock Village Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Local shops, West Coker Village Centre	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Lysander Road, Yeovil, BA20 2AU	£9.2	£2.7	£10.2	£3.0	£1.0	£0.7	£26.9
Sainsburys, Bunford Park							
Lidl, West Hendford							
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.5	£0.0	£3.1	£0.0	£0.0	£3.6
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
Co-op, St James Street, South Petherton, TA13 5BS	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Martock	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Crewkerne	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£1.7	£9.4	£0.0	£11.2
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£1.3	£2.3	£8.2	£0.0	£11.8
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EL	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£1.2
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£1.6	£1.1	£0.2	£0.0	£0.0	£21.5	£24.3
Sherborne	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£1.2
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.7	£2.5	£0.2	£0.0	£0.0	£8.8	£12.2
Outside Study Area	£1.3	£4.8	£1.1	£5.3	£2.4	£3.1	£18.0

Notes: study area derived turnover calculated by applying market share to available expenditure per zones

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 9: CONVENIENCE GOODS MARKET SHARE, BY ZONE (PRE-LIDL, WEST HENFORD) 2018 - SUMMARY

STORE / CENTRE	1	2	3	4	5	6
1 - Central Yeovil						
Co-op, Mudford Road, Yeovil, BA21 4NP	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Michaels Avenue, Yeovil	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.9%	1.4%	0.6%	0.0%	0.0%	0.3%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	0.9%	0.0%	0.3%	0.0%	0.0%	0.0%
Lidl, Lyde Road, Yeovil, BA21 5DW	10.8%	4.2%	11.9%	6.5%	0.3%	3.3%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	1.3%	0.9%	2.1%	3.2%	0.9%	0.3%
One Stop, Roseberry Avenue, Pen Mill, Yeovil	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	3.3%	1.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ilchester Road, Yeovil, BA21 3BI	3.9%	1.8%	0.0%	0.0%	0.0%	0.0%
Tesco Express, The Forum, Yeovil, BA21 3TI	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	30.9%	24.6%	22.4%	16.6%	7.4%	11.1%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hom	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yeovil	1.4%	2.6%	2.1%	0.3%	0.5%	0.0%
ALDI, Olds Garage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2 - North Yeovil						
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Ha	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilchester	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Local shops, Limington Village Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cadbury Village Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Local shops, Queen Camel Village Centre	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Sparkford Village Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil, BA20 2HE	24.3%	18.5%	16.7%	15.8%	7.3%	1.9%
Local shops, East Coker Village Centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Local shops, Halstock Village Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Local shops, West Coker Village Centre	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Lysander Road, Yeovil, BA20 2AU	12.7%	9.2%	32.8%	9.3%	3.7%	1.6%
Sainsburys, Bunford Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, West Hendford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4 - West Yeovil						
Co-op, Martock Shopping Centre, Martock, TA12 6DI	0.0%	1.8%	0.0%	9.6%	0.0%	0.0%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Co-op, St James Street, South Petherton, TA13 5BS	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%
Local shops, Montacute Village Centre	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Martock	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke sub Hamdon	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
5 - Crewkerne						
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Co-op, Knapp, Merriott, TA16 5NQ	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	5.4%	34.0%	0.0%
Local shops, Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne, TA18 8DA	0.0%	0.0%	4.2%	7.2%	29.5%	0.0%
6 - Sherborne						
Budgens, Yeovil Road, Sherbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EL	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%
Local shops, Bishop's Caundle Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Charlton Horethorne Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local shops, Chetnole Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local shops, Leigh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Thornford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	2.1%	3.6%	0.6%	0.0%	0.0%	45.4%
Sherborne	0.0%	0.2%	0.0%	0.0%	0.0%	2.4%
Waitrose, Cheap Street, Sherborne, DT9 3BA	1.0%	8.3%	0.7%	0.0%	0.0%	18.5%
Outside Study Area	1.8%	16.1%	3.5%	16.4%	8.6%	6.6%

TABLE 10: TURNOVER AND TRADE DRAW OF LIDL, WEST HENDFORD

	ZONE 1	2	3	4	5	6	TOTAL
Total net sales area							1583
Convenience goods floorspace (sq m net)							1266
Comparison goods floorspace (sq m net)							317
Sales density (£/sq m)							£7,760
Convenience goods turnover (£m)							£9.8
Comparison goods turnover (£m)							£2.5
Convenience goods trade draw (%)	25%	5%	40%	25%	5%	0%	100%
Convenience goods trade draw (£m)	£2.5	£0.5	£3.9	£2.5	£0.5	£0.0	£9.8

Notes:
Net sales area figure taken from WYG retail planning statement.
Assumed that 80% of total net sales is devoted to convenience goods sales.
Sales density for Lidl taken from 2017 edition of Retail Rankings (published by Mintel).
Pattern of trade draw is a GVA forecast.

TABLE 11: CONVENIENCE GOODS TRADE DIVERSION (%) TO LIDL, WEST HENFORD

STORE / CENTRE	1	2	3	4	5	6
1 - Central Yeovil						
Co-op, Mudford Road, Yeovil, BA21 4NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Michaels Avenue, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.1%	0.3%	0.1%	0.0%	0.0%	0.1%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Lyde Road, Yeovil, BA21 5DW	34.2%	19.8%	34.8%	31.8%	2.1%	23.4%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	0.2%	0.2%	0.3%	0.8%	0.3%	0.1%
One Stop, Roseberry Avenue, Pen Mill, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, The Forum, Yeovil, BA21 3TL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	29.2%	34.6%	19.6%	24.3%	18.3%	23.7%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yeovil	0.2%	0.6%	0.3%	0.1%	0.2%	0.0%
2 - North Yeovil						
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Limington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cadbury Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Queen Camel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Sparkford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil, BA20 2HB	23.0%	26.0%	14.6%	23.2%	17.9%	4.1%
Local shops, East Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Halstock Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, West Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Lysander Road, Yeovil, BA20 2AU	12.0%	12.9%	28.7%	13.6%	9.0%	3.3%
4 - West Yeovil						
Co-op, Martock Shopping Centre, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St James Street, South Petherton, TA13 5BS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Montacute Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke sub Hamdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5 - Crewkerne						
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Knapp, Merriott, TA16 5NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LL	0.0%	0.0%	0.0%	2.6%	28.0%	0.0%
Local shops, Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne, TA18 8DA	0.0%	0.0%	1.2%	3.5%	24.3%	0.0%
6 - Sherborne						
Budgens, Yeovil Road, Sherbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Bishop's Caundle Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton Horethorne Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Chetnole Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Leigh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Thornford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	0.7%	1.7%	0.2%	0.0%	0.0%	32.2%
Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Cheap Street, Sherborne, DT9 3BA	0.3%	3.9%	0.2%	0.0%	0.0%	13.1%
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

TABLE 12: CONVENIENCE GOODS TRADE DIVERSION (£m) TO LIDL, WEST HENFORD

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, St Michaels Avenue, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Lyde Road, Yeovil, BA21 5DW	£0.8	£0.1	£1.4	£0.8	£0.0	£0.0	£3.1
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, The Forum, Yeovil, BA21 3TL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£0.7	£0.2	£0.8	£0.6	£0.1	£0.0	£2.3
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilchester	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Limington Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, North Cadbury Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Queen Camel Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Sparkford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HB	£0.6	£0.1	£0.6	£0.6	£0.1	£0.0	£1.9
Local shops, East Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Halstock Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, West Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Lysander Road, Yeovil, BA20 2AU	£0.3	£0.1	£1.1	£0.3	£0.0	£0.0	£1.9
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, St James Street, South Petherton, TA13 5B	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Martock	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Martock Shopping Centre, North Street, Martock, TA12 6D	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7J	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Crewkerne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, The George Shopping Centre, Crewkerne, TA18 7LI	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.2
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The George Shopping Centre, Crewkerne, TA18 7LI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.3
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sherborne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Outside Study Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 13a: CONVENIENCE GOODS TURNOVER POST LIDL, WEST HENFORD, 2018

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, St Michaels Avenue, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.7	£0.4	£0.2	£0.0	£0.0	£0.2	£1.4
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.7
Lidl, Lyde Road, Yeovil, BA21 5DW	£7.0	£1.2	£2.3	£1.3	£0.1	£1.6	£13.5
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.9	£0.3	£0.6	£1.0	£0.2	£0.2	£3.2
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£2.4	£0.4	£0.0	£0.0	£0.0	£0.0	£2.8
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	£2.8	£0.5	£0.0	£0.0	£0.0	£0.0	£3.4
Tesco Express, The Forum, Yeovil, BA21 3TL	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£21.8	£7.1	£6.2	£4.7	£2.0	£5.3	£47.1
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Ho	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Yeovil	£1.0	£0.8	£0.6	£0.1	£0.1	£0.0	£2.7
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilchester	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Local shops, Limington Village Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Local shops, North Cadbury Village Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Local shops, Queen Camel Village Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Local shops, Sparkford Village Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HB	£17.1	£5.4	£4.6	£4.5	£1.9	£0.9	£34.5
Local shops, East Coker Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Local shops, Halstock Village Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Local shops, West Coker Village Centre	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Lysander Road, Yeovil, BA20 2AU	£8.9	£2.7	£9.1	£2.7	£1.0	£0.7	£25.0
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.5	£0.0	£3.1	£0.0	£0.0	£3.6
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
Co-op, St James Street, South Petherton, TA13 5BS	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Martock	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Crewkerne	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
Lidl, The George Shopping Centre, Crewkerne, TA18 7LL	£0.0	£0.0	£0.0	£1.7	£9.3	£0.0	£11.0
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
The George Shopping Centre, Crewkerne, TA18 7LL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£1.2	£2.2	£8.1	£0.0	£11.6
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£1.2
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£1.5	£1.1	£0.2	£0.0	£0.0	£21.5	£24.3
Sherborne	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£1.2
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.7	£2.5	£0.2	£0.0	£0.0	£8.8	£12.2
Outside Study Area	£1.3	£4.8	£1.1	£5.3	£2.4	£3.1	£18.0

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 13b: CONVENIENCE GOODS TURNOVER POST LIDL, WEST HENFORD, 2021

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, St Michaels Avenue, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.7	£0.4	£0.2	£0.0	£0.0	£0.2	£1.4
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.7
Lidl, Lyde Road, Yeovil, BA21 5DW	£7.2	£1.2	£2.4	£1.3	£0.1	£1.6	£13.7
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£1.0	£0.3	£0.6	£1.0	£0.2	£0.2	£3.3
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£2.4	£0.4	£0.0	£0.0	£0.0	£0.0	£2.8
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	£2.9	£0.5	£0.0	£0.0	£0.0	£0.0	£3.4
Tesco Express, The Forum, Yeovil, BA21 3TL	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£22.1	£7.2	£6.3	£4.8	£2.0	£5.3	£47.7
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Yeovil	£1.0	£0.8	£0.6	£0.1	£0.1	£0.0	£2.7
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilchester	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Local shops, Limington Village Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Local shops, North Cadbury Village Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Local shops, Queen Camel Village Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Local shops, Sparkford Village Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HB	£17.4	£5.4	£4.7	£4.6	£1.9	£0.9	£34.9
Local shops, East Coker Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Local shops, Halstock Village Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Local shops, West Coker Village Centre	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.4
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Lysander Road, Yeovil, BA20 2AU	£9.1	£2.7	£9.2	£2.7	£1.0	£0.7	£25.3
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.5	£0.0	£3.1	£0.0	£0.0	£3.6
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
Co-op, St James Street, South Petherton, TA13 5BS	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Martock	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Crewkerne	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
Lidl, The George Shopping Centre, Crewkerne, TA18 7LL	£0.0	£0.0	£0.0	£1.7	£9.4	£0.0	£11.1
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
The George Shopping Centre, Crewkerne, TA18 7LL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£1.3	£2.3	£8.2	£0.0	£11.7
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£1.2
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£1.6	£1.1	£0.2	£0.0	£0.0	£21.7	£24.5
Sherborne	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£1.2
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.7	£2.5	£0.2	£0.0	£0.0	£8.8	£12.3
Outside Study Area	£1.3	£4.9	£1.1	£5.3	£2.4	£3.2	£18.2

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 14: CONVENIENCE GOODS MARKET SHARE POST LIDL, WEST HENFORD

STORE / CENTRE	1	2	3	4	5	6
1 - Central Yeovil						
Co-op, Mudford Road, Yeovil, BA21 4NP	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Michaels Avenue, Yeovil	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.9%	1.4%	0.5%	0.0%	0.0%	0.3%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	0.9%	0.0%	0.3%	0.0%	0.0%	0.0%
Lidl, Lyde Road, Yeovil, BA21 5DW	9.7%	3.9%	7.5%	4.1%	0.2%	3.3%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	1.3%	0.9%	2.0%	3.1%	0.8%	0.3%
One Stop, Roseberry Avenue, Pen Mill, Yeovil	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	3.3%	1.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	3.9%	1.8%	0.0%	0.0%	0.0%	0.0%
Tesco Express, The Forum, Yeovil, BA21 3TL	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	29.9%	24.0%	19.9%	14.7%	7.1%	11.1%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yeovil	1.4%	2.6%	2.0%	0.3%	0.5%	0.0%
2 - North Yeovil						
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilchester	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Local shops, Limington Village Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cadbury Village Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Local shops, Queen Camel Village Centre	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Sparkford Village Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil, BA20 2HB	23.5%	18.1%	14.9%	14.1%	6.9%	1.9%
Local shops, East Coker Village Centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Local shops, Halstock Village Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Local shops, West Coker Village Centre	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Lysander Road, Yeovil, BA20 2AU	12.3%	9.0%	29.2%	8.3%	3.5%	1.6%
4 - West Yeovil						
Co-op, Martock Shopping Centre, Martock, TA12 6DI	0.0%	1.8%	0.0%	9.6%	0.0%	0.0%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Co-op, St James Street, South Petherton, TA13 5B	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%
Local shops, Montacute Village Centre	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Martock	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke sub Hamdon	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
5 - Crewkerne						
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Co-op, Knapp, Merriott, TA16 5NQ	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LI	0.0%	0.0%	0.0%	5.2%	33.5%	0.0%
Local shops, Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne, TA18 8DA	0.0%	0.0%	4.0%	7.0%	29.1%	0.0%
6 - Sherborne						
Budgens, Yeovil Road, Sherbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%
Local shops, Bishop's Caundle Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Charlton Horethorne Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local shops, Chetnole Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local shops, Leigh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Thornford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	2.1%	3.5%	0.6%	0.0%	0.0%	45.4%
Sherborne	0.0%	0.2%	0.0%	0.0%	0.0%	2.4%
Waitrose, Cheap Street, Sherborne, DT9 3BA	1.0%	8.2%	0.7%	0.0%	0.0%	18.5%
Outside Study Area	1.8%	16.1%	3.5%	16.4%	8.6%	6.6%

TABLE 15: TURNOVER AND TRADE DRAW OF BUNFORD PARK SUPERMARKET

	ZONE 1	2	3	4	5	6	TOTAL
Total net sales area							5108
Convenience goods floorspace (sq m net)							3576
Comparison goods floorspace (sq m net)							1532
Convenience goods sales density (£/sq m)							£10,375
Comparison goods sales density (£/sq m)							£9,048
Convenience goods turnover (£m)							£33.4
Comparison goods turnover (£m)							£12.5
Convenience goods trade draw (%)	50%	15%	15%	12%	6%	2%	100%
Convenience goods trade draw (£m)	£16.7	£5.0	£5.0	£4.0	£2.0	£0.7	£33.4
Comparison goods trade draw (%)	50%	15%	15%	12%	6%	2%	100%
Comparison goods trade draw (£m)	£6.2	£1.9	£1.9	£1.5	£0.7	£0.2	£12.5

Notes:
Net sales area figure taken from WYG retail planning statement.
Assumed that 70% of total net sales is devoted to convenience goods sales.
Sales density based on 85% of Sainsburys company average, as per WYG assessment.
Pattern of trade draw taken from Figure 5.1 of WYG assessment.

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 16: CONVENIENCE GOODS TRADE DIVERSION (%) BUNFORD PARK

STORE / CENTRE	1	2	3	4	5	6
1 - Central Yeovil						
Co-op, Mudford Road, Yeovil, BA21 4NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Michaels Avenue, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.2%	0.3%	0.1%	0.0%	0.0%	0.1%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Lyde Road, Yeovil, BA21 5DW	8.2%	4.2%	6.4%	5.8%	0.6%	4.1%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	0.1%	0.1%	0.2%	0.4%	0.2%	0.0%
One Stop, Roseberry Avenue, Pen Mill, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, The Forum, Yeovil, BA21 3TL	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	37.9%	39.2%	25.3%	31.4%	31.4%	20.6%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yeovil	0.1%	0.3%	0.2%	0.0%	0.1%	0.0%
2 - North Yeovil						
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilchester	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Local shops, Limington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cadbury Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Queen Camel Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Local shops, Sparkford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil, BA20 2HB	29.8%	29.5%	18.9%	30.0%	30.8%	3.6%
Local shops, East Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Halstock Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, West Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Lysander Road, Yeovil, BA20 2AU	15.6%	14.6%	37.0%	17.6%	15.5%	2.9%
4 - West Yeovil						
Co-op, Martock Shopping Centre, Martock, TA12 6DI	0.0%	0.1%	0.0%	0.7%	0.0%	0.0%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Co-op, St James Street, South Petherton, TA13 5BS	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Local shops, Montacute Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martock	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke sub Hamdon	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
5 - Crewkerne						
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Co-op, Knapp, Merriott, TA16 5NQ	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LL	0.0%	0.0%	0.0%	0.4%	5.0%	0.0%
Local shops, Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne, TA18 8DA	0.0%	0.0%	0.3%	1.0%	8.6%	0.0%
6 - Sherborne						
Budgens, Yeovil Road, Sherbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local shops, Bishop's Caundle Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton Horethorne Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Chetnole Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Leigh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Thornford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	3.6%	3.8%	0.5%	0.0%	0.0%	56.0%
Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose, Cheap Street, Sherborne, DT9 3BA	0.4%	4.5%	0.3%	0.0%	0.0%	11.4%
Outside Study Area	0.1%	0.9%	0.1%	1.2%	1.3%	0.4%

Notes:
Pattern of trade diversion is GVA forecast based upon location and retail offer of competing facilities

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 17: CONVENIENCE GOODS TRADE DIVERSION (£m) BUNFORD PARK

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, St Michaels Avenue, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.02
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.05
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.03
Lidl, Lyde Road, Yeovil, BA21 5DW	£1.4	£0.2	£0.3	£0.2	£0.0	£0.0	£2.17
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.05
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.05
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.06
Tesco Express, The Forum, Yeovil, BA21 3TL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.03
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£6.3	£2.0	£1.3	£1.3	£0.6	£0.1	£11.59
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.05
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Ilchester	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Limington Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, North Cadbury Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Queen Camel Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Local shops, Sparkford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HB	£5.0	£1.5	£0.9	£1.2	£0.6	£0.0	£9.24
Local shops, East Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Halstock Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, West Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Morrisons, Lysander Road, Yeovil, BA20 2AU	£2.6	£0.7	£1.9	£0.7	£0.3	£0.0	£6.22
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.03
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Co-op, St James Street, South Petherton, TA13 5B!	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Martock	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Crewkerne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Lidl, The George Shopping Centre, Crewkerne, TA18 7LI	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.11
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
The George Shopping Centre, Crewkerne, TA18 7LI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.23
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£0.6	£0.2	£0.0	£0.0	£0.0	£0.4	£1.19
Sherborne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.39
Outside Study Area	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.14

Notes:
Pattern of £m trade diversion calculated by applying % diversion in Table 16 to £m turnover from each zone in Table 15

TABLE 18: CONVENIENCE GOODS IMPACT OF BUNFORD PARK SUPERMARKET

STORE / CENTRE	STUDY AREA TURNOVER, 2021	INFLOW (%)	TOTAL TURNOVER (£m)	TRADE DIVERSION STUDY AREA (£m)	TRADE DIVERSION INFLOW (£m)	TRADE DIVERSION TOTAL (£m)	RESIDUAL TURNOVER (£m)	IMPACT (%)
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£1.4	3%	£1.5	£0.0	£0.01	£0.1	£1.4	-3.5%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.7	5%	£0.8	£0.0	£0.00	£0.0	£0.8	-3.9%
Lidl, Lyde Road, Yeovil, BA21 5DW	£13.7	5%	£14.3	£2.2	£0.24	£2.4	£11.9	-16.8%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£3.3	10%	£3.6	£0.1	£0.01	£0.1	£3.5	-1.7%
Tesco Extra, Queensway Place, Yeovil, BA20 1DL	£47.7	10%	£52.4	£11.6	£1.29	£12.9	£39.6	-24.6%
Yeovil	£2.7	10%	£3.0	£0.0	£0.01	£0.1	£2.9	-1.8%
Asda, Preston Road, Yeovil, BA20 2HB	£34.9	10%	£38.4	£9.2	£1.03	£10.3	£28.2	-26.7%
Morrisons, Lysander Road, Yeovil, BA20 2AU	£25.3	10%	£27.9	£6.2	£0.69	£6.9	£21.0	-24.8%
Lidl, West Hendford	£9.9	5%	£10.4	£1.6	£0.18	£1.8	£8.6	-17.4%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£24.5	5%	£25.7	£1.2	£0.13	£1.3	£24.4	-5.1%
Waitrose, Cheap Street, Sherborne, DT9 3BA	£12.3	5%	£12.9	£0.4	£0.04	£0.4	£12.4	-3.3%

Notes:
Pre-impact turnover taken from Table 13b
Inflow based upon WYG assumptions
Trade diversion taken from Table 17 plus allowance for trade diversion associated with inflow from outside study area.

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TABLE 19: CONVENIENCE GOODS TURNOVER POST BUNFORD PARK SUPERMARKET, 2021

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, St Michaels Avenue, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.8
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.7	£0.4	£0.2	£0.0	£0.0	£0.2	£1.4
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.7
Lidl, Lyde Road, Yeovil, BA21 5DW	£5.8	£1.0	£2.1	£1.1	£0.0	£1.5	£11.5
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.9	£0.3	£0.6	£1.0	£0.2	£0.2	£3.2
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£2.4	£0.4	£0.0	£0.0	£0.0	£0.0	£2.8
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	£2.8	£0.5	£0.0	£0.0	£0.0	£0.0	£3.4
Tesco Express, The Forum, Yeovil, BA21 3TL	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£15.8	£5.3	£5.0	£3.5	£1.4	£5.2	£36.1
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hor	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Yeovil	£1.0	£0.8	£0.6	£0.1	£0.1	£0.0	£2.6
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, H	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilchester	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Local shops, Limington Village Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Local shops, North Cadbury Village Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Local shops, Queen Camel Village Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Local shops, Sparkford Village Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HB	£12.4	£4.0	£3.7	£3.4	£1.3	£0.9	£25.7
Local shops, East Coker Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Local shops, Halstock Village Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
Local shops, West Coker Village Centre	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Lysander Road, Yeovil, BA20 2AU	£6.5	£2.0	£7.3	£2.0	£0.7	£0.7	£19.1
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.5	£0.0	£3.1	£0.0	£0.0	£3.6
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
Co-op, St James Street, South Petherton, TA13 5BS	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Martock	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Crewkerne	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.2
Lidl, The George Shopping Centre, Crewkerne, TA18 7LI	£0.0	£0.0	£0.0	£1.7	£9.3	£0.0	£11.0
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
The George Shopping Centre, Crewkerne, TA18 7LI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£1.2	£2.2	£8.0	£0.0	£11.5
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EI	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.3	£0.0	£0.0	£0.0	£0.0	£1.0	£1.2
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£1.0	£0.9	£0.2	£0.0	£0.0	£21.3	£23.3
Sherborne	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2	£1.2
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.7	£2.3	£0.2	£0.0	£0.0	£8.8	£11.9
Outside Study Area	£1.3	£4.8	£1.1	£5.3	£2.4	£3.2	£18.0

TABLE 20: CONVENIENCE GOODS MARKET SHARE POST BUNFORD PARK SUPERMARKET, 2021

STORE / CENTRE	1	2	3	4	5	6
1 - Central Yeovil						
Co-op, Mudford Road, Yeovil, BA21 4NP	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Michaels Avenue, Yeovil	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.9%	1.3%	0.5%	0.0%	0.0%	0.3%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	0.9%	0.0%	0.3%	0.0%	0.0%	0.0%
Lidl, Lyde Road, Yeovil, BA21 5DW	7.8%	3.2%	6.5%	3.4%	0.2%	3.2%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	1.3%	0.8%	2.0%	3.1%	0.8%	0.3%
One Stop, Roseberry Avenue, Pen Mill, Yeovil	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	3.2%	1.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ilchester Road, Yeovil, BA21 3BI	3.8%	1.8%	0.0%	0.0%	0.0%	0.0%
Tesco Express, The Forum, Yeovil, BA21 3TI	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	21.3%	17.5%	15.9%	10.9%	4.8%	10.8%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hom	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yeovil	1.4%	2.5%	2.0%	0.3%	0.5%	0.0%
ALDI, Olds Garage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2 - North Yeovil						
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Ha	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilchester	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Local shops, Limington Village Centre	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cadbury Village Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Local shops, Queen Camel Village Centre	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Sparkford Village Centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil, BA20 2HE	16.8%	13.2%	11.9%	10.4%	4.7%	1.9%
Local shops, East Coker Village Centre	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Local shops, Halstock Village Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Local shops, West Coker Village Centre	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Lysander Road, Yeovil, BA20 2AU	8.7%	6.5%	23.3%	6.1%	2.4%	1.5%
Sainsburys, Bunford Park	22.6%	16.6%	15.9%	12.4%	7.1%	1.4%
Lidl, West Hendford	2.7%	1.4%	10.9%	6.3%	1.4%	0.0%
4 - West Yeovil						
Co-op, Martock Shopping Centre, Martock, TA12 6DI	0.0%	1.7%	0.0%	9.5%	0.0%	0.0%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
Co-op, St James Street, South Petherton, TA13 5BS	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%
Local shops, Montacute Village Centre	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Martock	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke sub Hamdon	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
5 - Crewkerne						
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Co-op, Knapp, Merriott, TA16 5NQ	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	5.1%	33.2%	0.0%
Local shops, Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne, TA18 8DA	0.0%	0.0%	4.0%	6.8%	28.5%	0.0%
6 - Sherborne						
Budgens, Yeovil Road, Sherbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EL	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.3%	0.0%	0.0%	0.0%	0.0%	2.0%
Local shops, Bishop's Caundle Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Charlton Horethorne Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local shops, Chetnole Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Local shops, Leigh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Thornford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local shops, Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	1.3%	2.9%	0.5%	0.0%	0.0%	44.6%
Sherborne	0.0%	0.2%	0.0%	0.0%	0.0%	2.4%
Waitrose, Cheap Street, Sherborne, DT9 3BA	0.9%	7.5%	0.7%	0.0%	0.0%	18.4%
Outside Study Area	1.8%	16.0%	3.5%	16.2%	8.5%	6.6%

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TABLE 21: TURNOVER AND TRADE DRAW OF ALDI (OLDS GARAGE)

	ZONE						TOTAL
	1	2	3	4	5	6	
Total net sales area							1254
Convenience goods floorspace (sq m net)							1003
Comparison goods floorspace (sq m net)							251
Convenience goods sales density (£/sq m)							£11,552
Comparison goods sales density (£/sq m)							£7,007
Convenience goods turnover (£m)							£11.6
Comparison goods turnover (£m)							£1.8
Convenience goods trade draw (%)	48%	8%	22%	12%	1%	9%	100%
Convenience goods trade draw (£m)	£5.6	£0.9	£2.5	£1.4	£0.1	£1.0	£11.6
Comparison goods trade draw (%)	48%	8%	22%	12%	1%	9%	100%
Comparison goods trade draw (£m)	£0.8	£0.1	£0.4	£0.2	£0.0	£0.2	£1.8

Notes:
Net sales area figure taken from Mango retail assessment.
Assumed that 80% of total net sales is devoted to convenience goods sales.
Sales density based research by Verdict.
Pattern of trade draw based on existing pattern of trade draw to Lidl store at Lyde Road.

TABLE 22: CONVENIENCE GOODS TRADE DIVERSION (%) OLDS GARAGE

STORE / CENTRE	1	2	3	4	5	6
	£72.84	£29.77	£31.08	£32.11	£27.71	£47.42
1 - Central Yeovil						
Co-op, Mudford Road, Yeovil, BA21 4NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St Michaels Avenue, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stiby Road, Yeovil, BA21 3EG	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Lyde Road, Yeovil, BA21 5DW	12.2%	6.5%	9.5%	7.8%	0.6%	12.9%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	0.1%	0.1%	0.1%	0.4%	0.2%	0.1%
One Stop, Roseberry Avenue, Pen Mill, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Ilchester Road, Yeovil, BA21 3BL	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%
Tesco Express, The Forum, Yeovil, BA21 3TL	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Queensway Place, Yeovil, BA20 1DL	25.0%	26.9%	17.4%	19.0%	13.8%	32.3%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Home	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yeovil	0.1%	0.3%	0.1%	0.0%	0.1%	0.0%
ALDI, Olds Garage						
2 - North Yeovil						
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Ha	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Limington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cadbury Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Queen Camel Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Sparkford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil, BA20 2HB	19.6%	20.3%	12.9%	18.1%	13.5%	5.6%
Local shops, East Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Halstock Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, West Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Lysander Road, Yeovil, BA20 2AU	10.3%	10.0%	25.4%	10.6%	6.8%	4.5%
Sainsburys, Bunford Park	26.5%	25.6%	17.3%	21.6%	20.4%	4.2%
Lidl, West Hendford	4.3%	2.8%	15.9%	14.7%	5.3%	0.0%
4 - West Yeovil						
Co-op, Martock Shopping Centre, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, St James Street, South Petherton, TA13 5BS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Montacute Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke sub Hamdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5 - Crewkerne						
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Knapp, Merriott, TA16 5NQ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	1.8%	18.9%	0.0%
Local shops, Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne, TA18 8DA	0.0%	0.0%	0.9%	2.4%	16.2%	0.0%
6 - Sherborne						
Budgens, Yeovil Road, Sherbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Westbridge Park, Sherborne, DT9 6AW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Bishop's Caundle Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton Horethorne Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Chetnole Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Leigh Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Thornford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	0.3%	0.9%	0.1%	0.0%	0.0%	26.6%
Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Cheap Street, Sherborne, DT9 3BA	0.2%	2.3%	0.1%	0.0%	0.0%	10.9%
Outside Study Area	0.4%	3.9%	0.1%	3.7%	4.1%	2.8%

Notes:
Pattern of trade diversion is GVA forecast based upon location and retail offer of competing facilities.

TABLE 23: CONVENIENCE GOODS TRADE DIVERSION (£m) OLDS GARAGE

STORE / CENTRE	1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Co-op, Mudford Road, Yeovil, BA21 4NP	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, St Michaels Avenue, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Stiby Road, Yeovil, BA21 3EG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Lidl, Lyde Road, Yeovil, BA21 5DW	£0.7	£0.1	£0.2	£0.1	£0.0	£0.1	£1.23
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.02
One Stop, Roseberry Avenue, Pen Mill, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Tesco Express, Cavalier Way, Yeovil, BA21 5UB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.02
Tesco Express, Ilchester Road, Yeovil, BA21 3BI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.02
Tesco Express, The Forum, Yeovil, BA21 3TI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£1.4	£0.2	£0.4	£0.3	£0.0	£0.3	£2.70
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Hom	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.01
2 - North Yeovil							
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Ha	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Ilchester	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Limington Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, North Cadbury Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Queen Camel Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Sparkford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
3 - South Yeovil							
Asda, Preston Road, Yeovil, BA20 2HE	£1.1	£0.2	£0.3	£0.3	£0.0	£0.1	£1.94
Local shops, East Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Halstock Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, West Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Lysander Road Retail Park (B&Q, B&M Bargains)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Morrisons, Lysander Road, Yeovil, BA20 2AU	£0.6	£0.1	£0.6	£0.1	£0.0	£0.0	£1.51
Sainsburys, Bunford Park	£1.5	£0.2	£0.4	£0.3	£0.0	£0.0	£2.52
Lidl, West Hendford	£0.2	£0.0	£0.4	£0.2	£0.0	£0.0	£0.88
4 - West Yeovil							
Co-op, Martock Shopping Centre, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Montacute Road, Stoke-sub-hamdon, TA14 6UQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, St James Street, South Petherton, TA13 5BS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Montacute Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Martock	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
5 - Crewkerne							
Co-op (BUDGENS), Falkland Square, Crewkerne, TA18 7JS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Knapp, Merriott, TA16 5NQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Crewkerne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Lidl, The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.05
Local shops, Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Waitrose, South Street, Crewkerne, TA18 8DA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.07
6 - Sherborne							
Budgens, Yeovil Road, Sherbourne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Cold Harbour, Milborne Port (Sherborne), DT9 5EL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Co-op, Westbridge Park, Sherborne, DT9 6AW	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Bishop's Caundle Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Charlton Horethorne Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Chetnole Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Leigh Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Thornford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Local shops, Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.31
Sherborne	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.00
Waitrose, Cheap Street, Sherborne, DT9 3BA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.15
Outside Study Area	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.15

Notes:
Pattern of £m trade diversion calculated by applying % diversion in Table 16 to £m turnover from each zone in Table 15.

TABLE 24: CUMULATIVE CONVENIENCE GOODS IMPACT OF BUNFORD PARK AND OLDS GARAGE

STORE / CENTRE	TOTAL TURNOVER (£m)	TRADE DIVERSION TO BUNFORD PARK (£m)	TRADE DIVERSION TO OLDS GARAGE (£m)	RESIDUAL TURNOVER (£m)	IMPACT (%)
Farmfoods, Sherborne Road, Yeovil, BA21 4HA	£1.5	£0.1	£0.0	£1.4	-4.0%
Iceland, The Quedam Centre, Ivel Square, Yeovil, BA20 1EY	£0.8	£0.0	£0.0	£0.7	-4.5%
Lidl, Lyde Road, Yeovil, BA21 5DW	£14.3	£2.4	£1.2	£10.7	-25.4%
M&S Foodhall, Middle Street, Yeovil, BA20 1LE	£3.6	£0.1	£0.0	£3.5	-2.1%
Tesco Extra, Queensway Place, Yeovil, BA20 1DI	£52.4	£12.9	£2.7	£36.9	-29.7%
Yeovil	£3.0	£0.1	£0.0	£2.9	-2.2%
Asda, Preston Road, Yeovil, BA20 2HI	£38.4	£10.3	£1.9	£26.2	-31.8%
Morrisons, Lysander Road, Yeovil, BA20 2AU	£27.9	£6.9	£1.5	£19.5	-30.2%
Sainsburys, Bunford Park	£33.4	£0.0	£2.5	£30.9	-7.5%
Lidl, West Hendford	£10.4	£1.8	£0.9	£7.7	-25.8%
Sainsburys, Ludbourne Road, Sherborne, DT9 3ND	£25.7	£1.3	£0.3	£24.1	-6.3%
Waitrose, Cheap Street, Sherborne, DT9 3BA	£12.9	£0.4	£0.2	£12.3	-4.5%
Outside Study Area	£18.2	£0.2	£0.1	£17.9	-1.7%

Notes:
Pre-impact turnover taken from Table 13b
Inflow based upon WYG assumptions
Trade diversion taken from Table 17 plus allowance for trade diversion associated with inflow from outside study area.

TABLE 25: COMPARISON GOODS MARKET SHARES BY CATEGORY AND ZONE

TABLE 26a: COMPARISON GOODS STUDY AREA DERIVED TURNOVER BY CATEGORY AND ZONE, 2018

[illegible]
[illegible]

TABLE 26b: COMPARISON GOODS STUDY AREA DERIVED TURNOVER BY CATEGORY AND ZONE, 2021

[illegible]	CLOTHING AND FOOTWEAR						BOOKS, CDs, DVDs						[illegible]						[illegible]						[illegible]						HEALTH AND BEAUTY						LARGE ELECTRICAL GOODS						SMALL ELECTRICAL GOODS						DIY AND GARDENING						[illegible]					
	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6
1 Central York																																																												
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 26c: COMPARISON GOODS STUDY AREA DERIVED TURNOVER BY ZONE, 2018 - SUMMARY

STORE / CENTRE	ZONE 1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1LQ	£0.6	£0.3	£0.0	£0.6	£0.0	£0.3	£1.9
Miles Tool & Machinery Centre, 18 Oxford Road, Yeovil, BA21 5HR	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Mole Valley Farmers, Sherborne Road, Yeovil, BA21 5BJ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Pen Mill Trading Estate, Yeovil	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.4	£0.8	£0.2	£0.3	£0.2	£1.9	£3.9
Tesco Extra, Queensway Place, Yeovil	£1.4	£1.0	£0.7	£1.0	£0.1	£0.5	£4.7
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Home, Dreams),	£7.1	£5.2	£2.1	£1.6	£0.6	£6.7	£23.3
Yeovil	£53.1	£14.7	£25.1	£15.8	£13.0	£14.2	£135.9
2 - North Yeovil							
Greensleeves Nurseries, Lower Odcombe, Yeovil, BA22 8TW	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Halfords, Curry	£6.7	£3.4	£4.7	£2.8	£2.0	£3.0	£22.6
Ilchester	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Marston Magna Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
3 - South Yeovil							
Asda, Preston Road, Yeovil	£1.3	£0.0	£0.2	£0.5	£0.3	£0.0	£2.3
Fence Stores (Somerset Fencing Centre), Merlin Road Lynx Trading Estate, Merlin	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lynx West Trading Estate (Wikes, Toolstation)	£0.2	£0.1	£0.1	£0.1	£0.0	£0.3	£0.7
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil, BA20 2E	£2.9	£1.9	£1.6	£1.2	£1.3	£2.5	£11.4
Palmers Garden Centre, Bernards Way, Bunford Lane, Yeovil, BA20 2FH	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
West Coker Village Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
4 - West Yeovil							
Martock	£0.6	£0.4	£0.1	£3.2	£0.1	£0.1	£4.4
Martock Shopping Centre, North Street, Martock, TA12 6DL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5
5 - Crewkerne							
Crewkerne	£0.0	£0.0	£0.1	£0.5	£9.5	£0.0	£10.2
Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
North Perrott Farm Shop & Garden Centre, Crewkerne, TA18 7SS	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
6 - Sherborne							
Castle Garden, New Road, Sherborne, DT9 5NR	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Harwood Retail Centre (Iceland and Pets at Home), Gillingham, SP8 4PY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Sherborne	£1.3	£1.9	£0.6	£0.2	£0.1	£22.0	£26.1
Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Outside Study Area	£14.7	£10.2	£5.3	£10.9	£4.9	£7.9	£53.9

Notes: summary of detailed turnover from Table 26a

SOUTH SOMERSET DISTRICT COUNCIL
PROPOSED SUPERMARKET, BUNFORD PARK, YEOVIL

TABLE 26d: COMPARISON GOODS STUDY AREA MARKET SHARES BY ZONE, 2018 - SUMMARY

STORE / CENTRE	ZONE 1	2	3	4	5	6
1 - Central Yeovil						
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1LQ	0.7%	0.7%	0.1%	1.5%	0.0%	0.6%
Miles Tool & Machinery Centre, 18 Oxford Road, Yeovil, BA21 5HR	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Mole Valley Farmers, Sherborne Road, Yeovil, BA21 5BJ	0.0%	0.1%	0.0%	0.0%	0.0%	0.8%
Pen Mill Trading Estate, Yeovil	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.4%	2.0%	0.5%	0.8%	0.7%	3.1%
Tesco Extra, Queensway Place, Yeovil	1.5%	2.5%	1.7%	2.5%	0.4%	0.8%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Home, Dreams), Ba	7.9%	12.8%	5.0%	4.1%	1.9%	10.9%
Yeovil	58.6%	36.2%	60.8%	40.5%	39.6%	23.1%
2 - North Yeovil						
Greensleeves Nurseries, Lower Odcombe, Yeovil, BA22 8TW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Halfords, Currys /	7.4%	8.3%	11.5%	7.1%	6.1%	4.9%
Ilchester	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Marston Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
3 - South Yeovil						
Asda, Preston Road, Yeovil	1.4%	0.1%	0.5%	1.2%	1.0%	0.0%
Fence Stores (Somerset Fencing Centre), Merlin Road Lynx Trading Estate, Merlin F	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynx West Trading Estate (Wikes, Toolstation)	0.2%	0.3%	0.2%	0.1%	0.0%	0.4%
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil, BA20 2BT	3.2%	4.6%	4.0%	3.1%	4.0%	4.0%
Palmers Garden Centre, Bernards Way, Bunford Lane, Yeovil, BA20 2FH	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
West Coker Village Centre	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
4 - West Yeovil						
Martock	0.7%	1.1%	0.2%	8.1%	0.4%	0.1%
Martock Shopping Centre, North Street, Martock, TA12 6DL	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Stoke sub Hamdon	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
5 - Crewkerne						
Crewkerne	0.0%	0.0%	0.2%	1.3%	29.1%	0.0%
Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
North Perrott Farm Shop & Garden Centre, Crewkerne, TA18 7SS	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
6 - Sherborne						
Castle Garden, New Road, Sherborne, DT9 5NR	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Harwood Retail Centre (Iceland and Pets at Home), Gillingham, SP8 4PY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Sherborne	1.5%	4.7%	1.4%	0.5%	0.3%	35.6%
Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Outside Study Area	16.2%	25.1%	12.9%	27.9%	15.0%	12.7%

TABLE 27: COMPARISON GOODS TRADE DIVERSION (%) TO BUNFORD PARK SUPERMARKET

STORE / CENTRE	ZONE					
	1	2	3	4	5	6
1 - Central Yeovil						
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1LQ	0.7%	0.9%	0.1%	2.0%	0.0%	0.9%
Miles Tool & Machinery Centre, 18 Oxford Road, Yeovil, BA21 5HR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mole Valley Farmers, Sherborne Road, Yeovil, BA21 5BJ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pen Mill Trading Estate, Yeovil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	0.4%	2.6%	0.6%	1.0%	1.0%	4.7%
Tesco Extra, Queensway Place, Yeovil	8.3%	15.9%	9.8%	16.1%	2.8%	6.1%
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Home, Dreams), Ba	8.7%	16.5%	5.7%	5.3%	2.7%	16.5%
Yeovil	65.0%	46.9%	69.3%	52.1%	55.8%	35.1%
2 - North Yeovil						
Greensleeves Nurseries, Lower Odcombe, Yeovil, BA22 8TW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Halfords, Currys /	4.1%	5.4%	6.5%	4.6%	4.3%	3.7%
Ilchester	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Marston Magna Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3 - South Yeovil						
Asda, Preston Road, Yeovil	7.9%	0.7%	3.0%	7.5%	6.9%	0.0%
Fence Stores (Somerset Fencing Centre), Merlin Road Lynx Trading Estate, Merlin Ro	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynx West Trading Estate (Wikes, Toolstation)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil, BA20 2BT	1.8%	3.0%	2.3%	2.0%	2.9%	3.1%
Palmers Garden Centre, Bernards Way, Bunford Lane, Yeovil, BA20 2FE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Coker Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4 - West Yeovil						
Martock	0.4%	0.7%	0.1%	5.2%	0.2%	0.1%
Martock Shopping Centre, North Street, Martock, TA12 6DI	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Stoke sub Hamdon	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
5 - Crewkerne						
Crewkerne	0.0%	0.0%	0.1%	0.9%	20.5%	0.0%
Merriott Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Perrott Farm Shop & Garden Centre, Crewkerne, TA18 7SS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The George Shopping Centre, Crewkerne, TA18 7LU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6 - Sherborne						
Castle Garden, New Road, Sherborne, DT9 5NR	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Harwood Retail Centre (Iceland and Pets at Home), Gillingham, SP8 4PY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sherborne	0.8%	3.0%	0.8%	0.3%	0.2%	27.1%
Yetminster Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Study Area	1.9%	3.3%	1.6%	3.1%	2.4%	2.3%

Notes:
Pattern of trade diversion is GVA forecast based upon location and retail offer of competing facilities.

TABLE 28: COMPARISON GOODS TRADE DIVERSION (£m) TO BUNFORD PARK SUPERMARKET

STORE / CENTRE	ZONE 1	2	3	4	5	6	TOTAL (£m)
1 - Central Yeovil							
Glovers Lane and Lower Middle Street, Market Street, Yeovil, BA20 1LQ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Miles Tool & Machinery Centre, 18 Oxford Road, Yeovil, BA21 5HR	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mole Valley Farmers, Sherborne Road, Yeovil, BA21 5BJ	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pen Mill Trading Estate, Yeovil	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Quedam Shopping Centre, Ival Square, Yeovil, BA20 1EY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Tesco Extra, Queensway Place, Yeovil	£0.5	£0.3	£0.2	£0.2	£0.0	£0.0	£1.3
The Peel Centre (Next, Boots, Matalan, TK Maxx, Argos, Pets at Home, Dreams), Ba	£0.5	£0.3	£0.1	£0.1	£0.0	£0.0	£1.1
Yeovil	£4.1	£0.9	£1.3	£0.8	£0.4	£0.1	£7.5
2 - North Yeovil							
Greensleeves Nurseries, Lower Odcombe, Yeovil, BA22 8TW	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Houndstone Retail Park (Homebase, Oak Furnitureland, Harveys, Halfords, Currys /	£0.3	£0.1	£0.1	£0.1	£0.0	£0.0	£0.6
Ilchester	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marston Magna Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
3 - South Yeovil							
Asda, Preston Road, Yeovil	£0.5	£0.0	£0.1	£0.1	£0.1	£0.0	£0.7
Fence Stores (Somerset Fencing Centre), Merlin Road Lynx Trading Estate, Merlin R	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lynx West Trading Estate (Wikes, Toolstation)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lysander Road Retail Park (B&Q, B&M Bargains), Lysander Road, Yeovil, BA20 2BT	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Palmers Garden Centre, Bernards Way, Bunford Lane, Yeovil, BA20 2FH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
West Coker Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
4 - West Yeovil							
Martock	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1
Martock Shopping Centre, North Street, Martock, TA12 6DI	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stoke sub Hamdon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
5 - Crewkerne							
Crewkerne	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2
Merriott Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Perrott Farm Shop & Garden Centre, Crewkerne, TA18 7SS	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The George Shopping Centre, Crewkerne, TA18 7LU	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
6 - Sherborne							
Castle Garden, New Road, Sherborne, DT9 5NR	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Harwood Retail Centre (Iceland and Pets at Home), Gillingham, SP8 4PY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sherborne	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.2
Yetminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Outside Study Area	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3

Notes:
Pattern of £m trade diversion calculated by applying % trade diversion in Table 27 to £m turnover from each zone in Table 15.

TABLE 29: COMPARISON GOODS IMPACT OF BUNFORD PARK SUPERMARKET ON YEOVIL TOWN CENTRE

YEOVIL TOWN CENTRE	PRE-IMPACT STUDY AREA DERIVED TURNOVER (£m)	INFLOW (%)	TOTAL TURNOVER (£m)	DIVERSION TO BUNFORD PARK (£m)	RESIDUAL TURNOVER (£m)	SOLUS IMPACT (%)
Comparison goods stores	£153.5	10%	£168.8	£8.6	£160.2	-5.1%
Tesco Extra	£5.0	10%	£5.6	£1.4	£4.1	-25.5%
Total	£158.5		£174.4	£10.0	£164.4	-5.7%

Notes:
Pre-impact turnover taken from Table 26b.
Expenditure inflow based on WYG assumptions.
Diversion to Bunford Park supermarket comparison goods floorspace taken from Table 28.

TABLE 30: TOTAL IMPACT OF BUNFORD PARK SUPERMARKET ON YEOVIL TOWN CENTRE

YEOVIL TOWN CENTRE	PRE-IMPACT STUDY AREA DERIVED TURNOVER (£m)	TOTAL TURNOVER (£m)	DIVERSION TO BUNFORD PARK (£m)	RESIDUAL TURNOVER (£m)	SOLUS IMPACT (%)
Convenience goods	£54.4	£59.8	£13.0	£46.8	-21.8%
Comparison goods	£158.5	£174.4	£10.0	£164.4	-5.7%
Total	£212.9	£234.2	£23.0	£211.1	-9.8%

Notes:

Pre-impact convenience goods turnover and convenience goods diversion taken from Table 18.

Pre-impact comparison goods turnover and comparison goods diversion taken from Table 29.

TABLE 31: COMPARISON GOODS IMPACT OF BUNFORD PARK SUPERMARKET ON YEOVIL TOWN CENTRE

YEOVIL TOWN CENTRE	PRE-IMPACT STUDY AREA DERIVED TURNOVER (£m)	INFLOW (%)	TOTAL TURNOVER (£m)	DIVERSION TO BUNFORD PARK (£m)	RESIDUAL TURNOVER (£m)	SOLUS IMPACT (%)
Comparison goods stores						
Tesco Extra						
Total			£252.6	£10.0	£242.6	-4.0%

Notes:
Pre-impact turnover taken from Table 26b.
Expenditure inflow based upon more optimistic assumptions regarding extent of inflow from outside study area.
Diversion to Bunford Park supermarket comparison goods floorspace taken from Table 28.

TABLE 32: TOTAL IMPACT OF BUNFORD PARK SUPERMARKET ON YEOVIL TOWN CENTRE

YEOVIL TOWN CENTRE	PRE-IMPACT STUDY AREA DERIVED TURNOVER (£m)	TOTAL TURNOVER (£m)	DIVERSION TO BUNFORD PARK (£m)	RESIDUAL TURNOVER (£m)	SOLUS IMPACT (%)
Convenience goods	£54.4	£59.8	£13.0	£46.8	-21.8%
Comparison goods		£252.6	£10.0	£242.6	-4.0%
Total		£312.4	£23.0	£289.3	-7.4%

Notes:
Pre-impact convenience goods turnover and convenience goods diversion taken from Table 18.
Pre-impact comparison goods turnover and comparison goods diversion taken from Table 31.

TABLE 33: TOTAL CUMULATIVE IMPACT OF BUNFORD PARK SUPERMARKET AND OLDS GARAGE FOODSTORE ON YEOVIL TOWN CENTRE

YEOVIL TOWN CENTRE	PRE-IMPACT STUDY AREA DERIVED TURNOVER (£m)	TOTAL TURNOVER (£m)	DIVERSION TO BUNFORD PARK (£m)	RESIDUAL TURNOVER (£m)	SOLUS IMPACT (%)
Convenience goods	£54.4	£59.8	£15.7	£44.0	-26.3%
Comparison goods	£158.5	£174.4	£10.5	£163.8	-6.0%
Total	£212.9	£234.2	£26.3	£207.9	-11.2%

Notes:
Pre-impact convenience goods turnover and convenience goods diversion taken from Table 18.
Pre-impact comparison goods turnover and comparison goods diversion taken from Table 29.

TABLE 34: TOTAL CUMULATIVE IMPACT OF BUNFORD PARK SUPERMARKET AND OLDS GARAGE FOODSTORE ON YEOVIL TOWN CENTRE

YEOVIL TOWN CENTRE	PRE-IMPACT STUDY AREA DERIVED TURNOVER (£m)	TOTAL TURNOVER (£m)	DIVERSION TO BUNFORD PARK (£m)	RESIDUAL TURNOVER (£m)	SOLUS IMPACT (%)
Convenience goods	£54.4	£59.8	£15.7	£44.0	-26.3%
Comparison goods		£252.6	£10.5	£242.1	-4.2%
Total		£312.4	£26.3	£286.1	-8.4%

Notes:
Pre-impact convenience goods turnover and convenience goods diversion taken from Table 18.
Pre-impact comparison goods turnover and comparison goods diversion taken from Table 29.

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Appendix IV
Yeovil In-Street Survey Results

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	

Q01 What is the main purpose of your visit here today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Non-food shopping (such as clothes, shoes, household goods)	55.1%	98	57.1%	40	53.7%	58	54.3%	25	65.5%	36	48.1%	37	52.2%	47	58.0%	51	51.9%	56
Food & grocery shopping (i.e. not restaurants, take-aways etc)	15.2%	27	14.3%	10	15.7%	17	13.0%	6	10.9%	6	19.5%	15	14.4%	13	15.9%	14	13.9%	15
Window shopping / browsing	3.9%	7	2.9%	2	4.6%	5	2.2%	1	1.8%	1	6.5%	5	3.3%	3	4.5%	4	3.7%	4
Eating or drinking out	2.8%	5	1.4%	1	3.7%	4	2.2%	1	1.8%	1	3.9%	3	4.4%	4	1.1%	1	2.8%	3
Education	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	2.2%	4	2.9%	2	1.9%	2	0.0%	0	3.6%	2	2.6%	2	4.4%	4	0.0%	0	2.8%	3
Health & Fitness gym	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Health (doctors / dentist)	1.7%	3	2.9%	2	0.9%	1	2.2%	1	0.0%	0	2.6%	2	1.1%	1	2.3%	2	0.9%	1
Leisure (i.e. cinema / bingo / theatre)	1.7%	3	0.0%	0	2.8%	3	0.0%	0	3.6%	2	1.3%	1	2.2%	2	1.1%	1	1.9%	2
Personal services (e.g. hairdressers, beauty salon)	1.7%	3	0.0%	0	2.8%	3	4.3%	2	1.8%	1	0.0%	0	3.3%	3	0.0%	0	2.8%	3
Other services (i.e. travel agent, estate agents)	1.7%	3	2.9%	2	0.9%	1	0.0%	0	1.8%	1	2.6%	2	2.2%	2	1.1%	1	1.9%	2
Socialising	2.8%	5	4.3%	3	1.9%	2	0.0%	0	5.5%	3	2.6%	2	3.3%	3	2.3%	2	4.6%	5
Tourism / sight-seeing	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Work / business	5.1%	9	2.9%	2	6.5%	7	10.9%	5	1.8%	1	3.9%	3	4.4%	4	5.7%	5	5.6%	6
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
Christmas shopping	3.4%	6	4.3%	3	2.8%	3	8.7%	4	0.0%	0	2.6%	2	2.2%	2	4.5%	4	5.6%	6
Job hunting	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Live here	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Pokemon hunting	0.0%	0	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:		178		70		108		46		55		77		90		88		108

Q02 What else, if anything, will you be doing here? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Non-food shopping (such as clothes, shoes, household goods)	6.7%	12	8.6%	6	5.6%	6	8.7%	4	3.6%	2	7.8%	6	6.7%	6	6.8%	6	11.1%	12
Food & grocery shopping (i.e. not restaurants, take-aways etc)	12.9%	23	12.9%	9	13.0%	14	6.5%	3	14.5%	8	15.6%	12	12.2%	11	13.6%	12	10.2%	11
Window shopping	3.9%	7	4.3%	3	3.7%	4	4.3%	2	3.6%	2	3.9%	3	3.3%	3	4.5%	4	3.7%	4
Eating or drinking out	9.0%	16	11.4%	8	7.4%	8	4.3%	2	14.5%	8	7.8%	6	8.9%	8	9.1%	8	10.2%	11
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	2.8%	5	1.4%	1	3.7%	4	2.2%	1	0.0%	0	5.2%	4	5.6%	5	0.0%	0	1.9%	2
Health & Fitness gym	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Health (doctors / dentist)	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Leisure (i.e. cinema / bingo / theatre)	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Personal services (e.g. hairdressers, beauty salon)	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	2.2%	2	0.0%	0	0.9%	1
Other services (i.e. travel agent, estate agents)	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	3.3%	3	0.0%	0	0.9%	1
Socialising	4.5%	8	5.7%	4	3.7%	4	8.7%	4	5.5%	3	1.3%	1	3.3%	3	5.7%	5	4.6%	5
Tourism / sight-seeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / business	1.7%	3	0.0%	0	2.8%	3	2.2%	1	1.8%	1	1.3%	1	3.3%	3	0.0%	0	0.9%	1
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
Nothing else	52.2%	93	55.7%	39	50.0%	54	50.0%	23	45.5%	25	58.4%	45	50.0%	45	54.5%	48	52.8%	57
Armistice Day commemoration	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Christmas shopping	2.8%	5	2.9%	2	2.8%	3	2.2%	1	1.8%	1	3.9%	3	3.3%	3	2.3%	2	3.7%	4
(Don't know)	7.3%	13	4.3%	3	9.3%	10	13.0%	6	10.9%	6	1.3%	1	7.8%	7	6.8%	6	6.5%	7
Base:		178		70		108		46		55		77		90		88		108

Q02X Any mention at Q01 & Q02 [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Non-food shopping (such as clothes, shoes, household goods)	61.8%	110	65.7%	46	59.3%	64	63.0%	29	69.1%	38	55.8%	43	58.9%	53	64.8%	57	63.0%	68
Food & grocery shopping (i.e. not restaurants, take-aways etc)	28.1%	50	27.1%	19	28.7%	31	19.6%	9	25.5%	14	35.1%	27	26.7%	24	29.5%	26	24.1%	26
Window shopping	7.9%	14	7.1%	5	8.3%	9	6.5%	3	5.5%	3	10.4%	8	6.7%	6	9.1%	8	7.4%	8
Eating or drinking out	11.8%	21	12.9%	9	11.1%	12	6.5%	3	16.4%	9	11.7%	9	13.3%	12	10.2%	9	13.0%	14
Education	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	5.1%	9	4.3%	3	5.6%	6	2.2%	1	3.6%	2	7.8%	6	10.0%	9	0.0%	0	4.6%	5
Health & Fitness gym	1.1%	2	0.0%	0	1.9%	2	0.0%	0	1.8%	1	1.3%	1	0.0%	0	2.3%	2	1.9%	2
Health (doctors / dentist)	2.2%	4	2.9%	2	1.9%	2	2.2%	1	0.0%	0	3.9%	3	1.1%	1	3.4%	3	0.9%	1
Leisure (i.e. cinema / bingo / theatre)	2.2%	4	1.4%	1	2.8%	3	0.0%	0	5.5%	3	1.3%	1	2.2%	2	2.3%	2	2.8%	3
Personal services (e.g. hairdressers, beauty salon)	2.8%	5	1.4%	1	3.7%	4	6.5%	3	3.6%	2	0.0%	0	5.6%	5	0.0%	0	3.7%	4
Other services (i.e. travel agent, estate agents)	3.4%	6	4.3%	3	2.8%	3	2.2%	1	3.6%	2	3.9%	3	5.6%	5	1.1%	1	2.8%	3
Socialising	7.3%	13	10.0%	7	5.6%	6	8.7%	4	10.9%	6	3.9%	3	6.7%	6	8.0%	7	9.3%	10
Tourism / sight-seeing	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Work / business	6.7%	12	2.9%	2	9.3%	10	13.0%	6	3.6%	2	5.2%	4	7.8%	7	5.7%	5	6.5%	7
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
(Don't know)	7.3%	13	4.3%	3	9.3%	10	13.0%	6	10.9%	6	1.3%	1	7.8%	7	6.8%	6	6.5%	7
Nothing else	52.2%	93	55.7%	39	50.0%	54	50.0%	23	45.5%	25	58.4%	45	50.0%	45	54.5%	48	52.8%	57
Armistice Day commemoration	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Christmas shopping	2.8%	5	2.9%	2	2.8%	3	2.2%	1	1.8%	1	3.9%	3	3.3%	3	2.3%	2	3.7%	4
Christmas shopping	3.4%	6	4.3%	3	2.8%	3	8.7%	4	0.0%	0	2.6%	2	2.2%	2	4.5%	4	5.6%	6
Job hunting	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Live here	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Pokemon hunting	0.0%	0	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:		178		70		108		46		55		77		90		88		108

Mean score [£]

Q03 How much have you spent or expect to spend in the shops today in Yeovil town centre on each of the following?

Food & groceries & off licence alcohol

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	68.0%	121	67.1%	47	68.5%	74	82.6%	38	63.6%	35	62.3%	48	73.3%	66	62.5%	55	69.4%	75
£5 or less	4.5%	8	4.3%	3	4.6%	5	0.0%	0	7.3%	4	5.2%	4	4.4%	4	4.5%	4	4.6%	5
£5.01 To £10	2.8%	5	4.3%	3	1.9%	2	0.0%	0	1.8%	1	5.2%	4	2.2%	2	3.4%	3	4.6%	5
£10.01 To£15	3.9%	7	2.9%	2	4.6%	5	0.0%	0	3.6%	2	6.5%	5	4.4%	4	3.4%	3	2.8%	3
£15.01 To £20	5.1%	9	5.7%	4	4.6%	5	8.7%	4	0.0%	0	6.5%	5	5.6%	5	4.5%	4	5.6%	6
£20.01 To £30	3.9%	7	2.9%	2	4.6%	5	0.0%	0	3.6%	2	6.5%	5	3.3%	3	4.5%	4	2.8%	3
£30.01 To £40	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£40.01 To £50	2.8%	5	4.3%	3	1.9%	2	2.2%	1	1.8%	1	3.9%	3	0.0%	0	5.7%	5	2.8%	3
£50.01 To £75	2.2%	4	2.9%	2	1.9%	2	0.0%	0	3.6%	2	2.6%	2	3.3%	3	1.1%	1	1.9%	2
£75.01 To £100	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£100.01 To £200	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.1%	9	4.3%	3	5.6%	6	4.3%	2	10.9%	6	1.3%	1	2.2%	2	8.0%	7	3.7%	4
Mean:		*7.25*		*8.73*		*6.27*		*6.02*		*7.86*		*7.57*		*5.23*		*9.44*		*6.25*
Base:		178		70		108		46		55		77		90		88		108

Clothing , fashion goods & footwear

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	57.9%	103	64.3%	45	53.7%	58	52.2%	24	60.0%	33	59.7%	46	56.7%	51	59.1%	52	53.7%	58
£5 or less	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£5.01 To £10	2.2%	4	0.0%	0	3.7%	4	0.0%	0	1.8%	1	3.9%	3	3.3%	3	1.1%	1	0.9%	1
£10.01 To£15	2.2%	4	4.3%	3	0.9%	1	4.3%	2	3.6%	2	0.0%	0	3.3%	3	1.1%	1	1.9%	2
£15.01 To £20	5.6%	10	5.7%	4	5.6%	6	6.5%	3	1.8%	1	7.8%	6	4.4%	4	6.8%	6	7.4%	8
£20.01 To £30	5.6%	10	8.6%	6	3.7%	4	8.7%	4	5.5%	3	3.9%	3	5.6%	5	5.7%	5	6.5%	7
£30.01 To £40	7.3%	13	4.3%	3	9.3%	10	13.0%	6	5.5%	3	5.2%	4	7.8%	7	6.8%	6	7.4%	8
£40.01 To £50	4.5%	8	2.9%	2	5.6%	6	0.0%	0	3.6%	2	7.8%	6	2.2%	2	6.8%	6	2.8%	3
£50.01 To £75	2.2%	4	2.9%	2	1.9%	2	0.0%	0	3.6%	2	2.6%	2	3.3%	3	1.1%	1	1.9%	2
£75.01 To £100	1.7%	3	2.9%	2	0.9%	1	4.3%	2	1.8%	1	0.0%	0	2.2%	2	1.1%	1	2.8%	3
£100.01 To £200	2.2%	4	1.4%	1	2.8%	3	2.2%	1	3.6%	2	1.3%	1	3.3%	3	1.1%	1	2.8%	3
£200.01 Plus	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	2.2%	2	1.1%	1	2.8%	3
(Don't know)	6.2%	11	1.4%	1	9.3%	10	4.3%	2	7.3%	4	6.5%	5	4.4%	4	8.0%	7	8.3%	9
Mean:		*19.07*		*16.70*		*20.74*		*21.93*		*21.23*		*15.80*		*22.15*		*15.80*		*23.76*
Base:		178		70		108		46		55		77		90		88		108

CDs, books, DVDs

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	84.3%	150	84.3%	59	84.3%	91	82.6%	38	80.0%	44	88.3%	68	83.3%	75	85.2%	75	83.3%	90
£5 or less	1.1%	2	0.0%	0	1.9%	2	0.0%	0	3.6%	2	0.0%	0	2.2%	2	0.0%	0	0.9%	1
£5.01 To £10	1.7%	3	1.4%	1	1.9%	2	4.3%	2	0.0%	0	1.3%	1	1.1%	1	2.3%	2	2.8%	3
£10.01 To£15	3.4%	6	4.3%	3	2.8%	3	6.5%	3	0.0%	0	3.9%	3	4.4%	4	2.3%	2	3.7%	4
£15.01 To £20	1.1%	2	1.4%	1	0.9%	1	4.3%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.9%	2
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	1.7%	3	1.4%	1	1.9%	2	0.0%	0	1.8%	1	2.6%	2	1.1%	1	2.3%	2	0.9%	1
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.2%	11	5.7%	4	6.5%	7	2.2%	1	12.7%	7	3.9%	3	5.6%	5	6.8%	6	5.6%	6
Mean:		*1.98*		*2.80*		*1.44*		*1.94*		*2.66*		*1.55*		*2.38*		*1.55*		*2.28*
Base:		178		70		108		46		55		77		90		88		108

Electrical goods (e.g TVs, PCs, tablets / Domestic appliances, etc)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	88.8%	158	88.6%	62	88.9%	96	93.5%	43	80.0%	44	92.2%	71	92.2%	83	85.2%	75	88.0%	95
£5 or less	1.1%	2	1.4%	1	0.9%	1	0.0%	0	1.8%	1	1.3%	1	1.1%	1	1.1%	1	1.9%	2
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To£15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	1.9%	2
£30.01 To £40	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
£40.01 To £50	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	13	5.7%	4	8.3%	9	4.3%	2	14.5%	8	3.9%	3	4.4%	4	10.2%	9	6.5%	7
Mean:		*1.73*		*3.37*		*0.63*		*0.57*		*1.54*		*2.53*		*0.73*		*2.82*		*1.34*
Base:		178		70		108		46		55		77		90		88		108

Column %ges.

Recreational / leisure goods / sports goods

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	89.3%	159	92.9%	65	87.0%	94	89.1%	41	80.0%	44	96.1%	74	93.3%	84	85.2%	75	89.8%	97
£5 or less	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	1.9%	2
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To£15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	1.1%	2	0.0%	0	1.9%	2	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.9%	14	5.7%	4	9.3%	10	6.5%	3	14.5%	8	3.9%	3	4.4%	4	11.4%	10	7.4%	8
Mean:		*0.46*		*0.04*		*0.74*		*0.47*		*1.17*		*0.00*		*0.23*		*0.71*		*0.40*
Base:		178		70		108		46		55		77		90		88		108

Chemist goods / personal care products

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	79.8%	142	87.1%	61	75.0%	81	76.1%	35	78.2%	43	83.1%	64	81.1%	73	78.4%	69	77.8%	84
£5 or less	2.8%	5	1.4%	1	3.7%	4	6.5%	3	1.8%	1	1.3%	1	2.2%	2	3.4%	3	3.7%	4
£5.01 To £10	1.1%	2	0.0%	0	1.9%	2	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	0.9%	1
£10.01 To£15	3.9%	7	2.9%	2	4.6%	5	2.2%	1	0.0%	0	7.8%	6	3.3%	3	4.5%	4	4.6%	5
£15.01 To £20	1.7%	3	1.4%	1	1.9%	2	2.2%	1	3.6%	2	0.0%	0	2.2%	2	1.1%	1	1.9%	2
£20.01 To £30	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£30.01 To £40	1.1%	2	0.0%	0	1.9%	2	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	1.9%	2
£40.01 To £50	1.1%	2	1.4%	1	0.9%	1	2.2%	1	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.9%	1
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.9%	14	5.7%	4	9.3%	10	4.3%	2	12.7%	7	6.5%	5	6.7%	6	9.1%	8	7.4%	8
Mean:		*2.15*		*1.36*		*2.68*		*3.41*		*1.67*		*1.70*		*2.50*		*1.78*		*2.55*
Base:		178		70		108		46		55		77		90		88		108

Furniture, carpets, floor coverings, soft furnishings, home décor

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	92.1%	164	94.3%	66	90.7%	98	93.5%	43	87.3%	48	94.8%	73	95.6%	86	88.6%	78	92.6%	100
£5 or less	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To£15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	12	4.3%	3	8.3%	9	6.5%	3	10.9%	6	3.9%	3	3.3%	3	10.2%	9	5.6%	6
Mean:		*0.23*		*0.52*		*0.03*		*0.00*		*0.05*		*0.47*		*0.03*		*0.44*		*0.37*
Base:		178		70		108		46		55		77		90		88		108

DIY / Gardening goods

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	92.1%	164	94.3%	66	90.7%	98	93.5%	43	87.3%	48	94.8%	73	94.4%	85	89.8%	79	93.5%	101
£5 or less	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£5.01 To £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10.01 To£15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	12	4.3%	3	8.3%	9	6.5%	3	10.9%	6	3.9%	3	3.3%	3	10.2%	9	5.6%	6
Mean:		*0.17*		*0.37*		*0.03*		*0.00*		*0.05*		*0.34*		*0.32*		*0.00*		*0.02*
Base:		178		70		108		46		55		77		90		88		108

Gifts, jewellery, accessories, watches etc

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	75.3%	134	78.6%	55	73.1%	79	71.7%	33	72.7%	40	79.2%	61	80.0%	72	70.5%	62	73.1%	79
£5 or less	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£5.01 To £10	2.8%	5	4.3%	3	1.9%	2	8.7%	4	0.0%	0	1.3%	1	3.3%	3	2.3%	2	3.7%	4
£10.01 To£15	1.7%	3	0.0%	0	2.8%	3	4.3%	2	1.8%	1	0.0%	0	1.1%	1	2.3%	2	0.9%	1
£15.01 To £20	1.7%	3	1.4%	1	1.9%	2	4.3%	2	1.8%	1	0.0%	0	1.1%	1	2.3%	2	2.8%	3
£20.01 To £30	2.2%	4	1.4%	1	2.8%	3	2.2%	1	3.6%	2	1.3%	1	2.2%	2	2.3%	2	1.9%	2
£30.01 To £40	1.7%	3	0.0%	0	2.8%	3	2.2%	1	0.0%	0	2.6%	2	2.2%	2	1.1%	1	1.9%	2
£40.01 To £50	2.2%	4	2.9%	2	1.9%	2	2.2%	1	3.6%	2	1.3%	1	1.1%	1	3.4%	3	1.9%	2
£50.01 To £75	2.8%	5	4.3%	3	1.9%	2	0.0%	0	1.8%	1	5.2%	4	4.4%	4	1.1%	1	3.7%	4
£75.01 To £100	1.7%	3	1.4%	1	1.9%	2	2.2%	1	0.0%	0	2.6%	2	0.0%	0	3.4%	3	2.8%	3
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	13	5.7%	4	8.3%	9	2.2%	1	12.7%	7	6.5%	5	3.3%	3	11.4%	10	6.5%	7
Mean:		*6.61*		*6.52*		*6.67*		*6.28*		*4.90*		*7.95*		*5.40*		*7.95*		*8.12*
Base:		178		70		108		46		55		77		90		88		108

Newspapers / magazines

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	91.0%	162	92.9%	65	89.8%	97	91.3%	42	85.5%	47	94.8%	73	93.3%	84	88.6%	78	90.7%	98
£5 or less	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	1.9%	2
£5.01 To £10	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
£10.01 To£15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	13	4.3%	3	9.3%	10	6.5%	3	12.7%	7	3.9%	3	4.4%	4	10.2%	9	6.5%	7
Mean:		*0.08*		*0.15*		*0.03*		*0.06*		*0.05*		*0.10*		*0.12*		*0.03*		*0.12*
Base:		178		70		108		46		55		77		90		88		108

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	

Other non-food items

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	77.0%	137	78.6%	55	75.9%	82	78.3%	36	72.7%	40	79.2%	61	82.2%	74	71.6%	63	80.6%	87
£5 or less	5.6%	10	5.7%	4	5.6%	6	6.5%	3	7.3%	4	3.9%	3	6.7%	6	4.5%	4	5.6%	6
£5.01 To £10	1.7%	3	2.9%	2	0.9%	1	2.2%	1	0.0%	0	2.6%	2	2.2%	2	1.1%	1	1.9%	2
£10.01 To£15	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	0.0%	0	3.4%	3	0.0%	0
£15.01 To £20	2.8%	5	2.9%	2	2.8%	3	2.2%	1	3.6%	2	2.6%	2	1.1%	1	4.5%	4	0.9%	1
£20.01 To £30	1.7%	3	0.0%	0	2.8%	3	2.2%	1	0.0%	0	2.6%	2	3.3%	3	0.0%	0	1.9%	2
£30.01 To £40	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	1.1%	2	0.0%	0	1.9%	2	2.2%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.9%	1
(Don't know)	7.3%	13	7.1%	5	7.4%	8	4.3%	2	12.7%	7	5.2%	4	4.4%	4	10.2%	9	6.5%	7
Mean:		*5.12*		*2.08*		*7.10*		*7.27*		*2.50*		*5.55*		*1.42*		*9.15*		*4.41*
Base:		178		70		108		46		55		77		90		88		108

Food / drink at restaurants

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	73.0%	130	71.4%	50	74.1%	80	69.6%	32	65.5%	36	80.5%	62	77.8%	70	68.2%	60	71.3%	77
£5 or less	7.3%	13	8.6%	6	6.5%	7	15.2%	7	7.3%	4	2.6%	2	4.4%	4	10.2%	9	7.4%	8
£5.01 To £10	5.1%	9	10.0%	7	1.9%	2	2.2%	1	7.3%	4	5.2%	4	5.6%	5	4.5%	4	3.7%	4
£10.01 To£15	2.8%	5	1.4%	1	3.7%	4	2.2%	1	5.5%	3	1.3%	1	2.2%	2	3.4%	3	4.6%	5
£15.01 To £20	2.2%	4	2.9%	2	1.9%	2	4.3%	2	1.8%	1	1.3%	1	1.1%	1	3.4%	3	3.7%	4
£20.01 To £30	1.7%	3	1.4%	1	1.9%	2	0.0%	0	0.0%	0	3.9%	3	3.3%	3	0.0%	0	1.9%	2
£30.01 To £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.9%	14	4.3%	3	10.2%	11	6.5%	3	12.7%	7	5.2%	4	5.6%	5	10.2%	9	7.4%	8
Mean:		*1.88*		*2.09*		*1.73*		*1.69*		*1.98*		*1.92*		*1.94*		*1.80*		*2.33*
Base:		178		70		108		46		55		77		90		88		108

Services (hairdressers, dry cleaners etc)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	88.8%	158	92.9%	65	86.1%	93	87.0%	40	81.8%	45	94.8%	73	90.0%	81	87.5%	77	88.9%	96
£5 or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £10	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£10.01 To£15	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
£15.01 To £20	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
£20.01 To £30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£30.01 To £40	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	2.2%	2	1.1%	1	1.9%	2
£40.01 To £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 To £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01 To £100	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
£100.01 To £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	13	4.3%	3	9.3%	10	6.5%	3	12.7%	7	3.9%	3	4.4%	4	10.2%	9	6.5%	7
Mean:		*1.39*		*0.71*		*1.86*		*1.28*		*2.92*		*0.47*		*2.06*		*0.66*		*1.81*
Base:		178		70		108		46		55		77		90		88		108

Q04 How did you travel to Yeovil town centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Car	51.7%	92	60.0%	42	46.3%	50	56.5%	26	52.7%	29	48.1%	37	55.6%	50	47.7%	42	58.3%	63
Bus	17.4%	31	7.1%	5	24.1%	26	8.7%	4	10.9%	6	27.3%	21	15.6%	14	19.3%	17	10.2%	11
Train	1.1%	2	0.0%	0	1.9%	2	0.0%	0	1.8%	1	1.3%	1	1.1%	1	1.1%	1	0.9%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	25.8%	46	31.4%	22	22.2%	24	32.6%	15	32.7%	18	16.9%	13	25.6%	23	26.1%	23	29.6%	32
Cycle	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter	3.4%	6	1.4%	1	4.6%	5	2.2%	1	1.8%	1	5.2%	4	1.1%	1	5.7%	5	0.9%	1
Base:		178		70		108		46		55		77		90		88		108

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Q05 Where did you park in Yeovil town centre today? *Those who travelled by car*																		
Box factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunswick Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Court Ash car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earle Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairfield car park	1.1%	1	2.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.4%	1	1.6%	1
Goldcroft car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldenstones	2.2%	2	2.4%	1	2.0%	1	7.7%	2	0.0%	0	0.0%	0	2.0%	1	2.4%	1	3.2%	2
Huish car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Huish Old Pool car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Lane car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Road car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Lane car park	3.3%	3	7.1%	3	0.0%	0	3.8%	1	3.4%	1	2.7%	1	0.0%	0	7.1%	3	3.2%	2
Park Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petters Way car park	6.5%	6	9.5%	4	4.0%	2	7.7%	2	3.4%	1	8.1%	3	2.0%	1	11.9%	5	6.3%	4
Quedam shopping centre car park	32.6%	30	33.3%	14	32.0%	16	26.9%	7	41.4%	12	29.7%	11	32.0%	16	33.3%	14	28.6%	18
South Street car park	1.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.4%	1	1.6%	1
South Street Market car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stars Lane West car park	4.3%	4	0.0%	0	8.0%	4	0.0%	0	6.9%	2	5.4%	2	4.0%	2	4.8%	2	1.6%	1
Tesco Extra car park	23.9%	22	19.0%	8	28.0%	14	34.6%	9	17.2%	5	21.6%	8	30.0%	15	16.7%	7	25.4%	16
Vincent Street car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Henford car park	2.2%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	2.0%	1	2.4%	1	3.2%	2
Yeo Leisure Park car park	0.0%	0	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
Dropped off	9.8%	9	7.1%	3	12.0%	6	7.7%	2	13.8%	4	8.1%	3	10.0%	5	9.5%	4	11.1%	7
Hania Polish Delicatessen	1.1%	1	2.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.6%	1
Parents house	3.3%	3	2.4%	1	4.0%	2	3.8%	1	6.9%	2	0.0%	0	4.0%	2	2.4%	1	1.6%	1
The Radnor Hotel car park	1.1%	1	2.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.0%	1	0.0%	0	1.6%	1
Work car park	1.1%	1	2.4%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	1
(Don't know / can't remember)	6.5%	6	2.4%	1	10.0%	5	0.0%	0	0.0%	0	16.2%	6	10.0%	5	2.4%	1	7.9%	5
Base:		92		42		50		26		29		37		50		42		63
Q06 How long did your journey take?																		
5 mins or less	10.1%	18	15.7%	11	6.5%	7	17.4%	8	14.5%	8	2.6%	2	10.0%	9	10.2%	9	10.2%	11
6 - 10 mins	23.6%	42	17.1%	12	27.8%	30	21.7%	10	16.4%	9	29.9%	23	23.3%	21	23.9%	21	21.3%	23
11 - 15 mins	17.4%	31	15.7%	11	18.5%	20	13.0%	6	27.3%	15	13.0%	10	16.7%	15	18.2%	16	19.4%	21
16 - 20 mins	20.2%	36	15.7%	11	23.1%	25	26.1%	12	25.5%	14	13.0%	10	18.9%	17	21.6%	19	20.4%	22
21 - 30 mins	14.6%	26	20.0%	14	11.1%	12	6.5%	3	5.5%	3	26.0%	20	16.7%	15	12.5%	11	13.0%	14
31 - 45 mins	8.4%	15	10.0%	7	7.4%	8	15.2%	7	5.5%	3	6.5%	5	5.6%	5	11.4%	10	9.3%	10
46 mins - 59 mins	2.8%	5	1.4%	1	3.7%	4	0.0%	0	1.8%	1	5.2%	4	3.3%	3	2.3%	2	3.7%	4
1hr - 1hr 30mins	2.2%	4	4.3%	3	0.9%	1	0.0%	0	3.6%	2	2.6%	2	4.4%	4	0.0%	0	1.9%	2
1hr 31 mins - 2 hrs	0.0%	0	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 hrs +	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Base:		178		70		108		46		55		77		90		88		108
Q07 Approximately how much time will you spend in Yeovil town centre today?																		
Less than 30 minutes	7.3%	13	10.0%	7	5.6%	6	4.3%	2	9.1%	5	7.8%	6	7.8%	7	6.8%	6	8.3%	9
30- 59 minutes	15.7%	28	20.0%	14	13.0%	14	10.9%	5	21.8%	12	14.3%	11	17.8%	16	13.6%	12	19.4%	21
1hr -1 hr 29 min	11.8%	21	10.0%	7	13.0%	14	19.6%	9	9.1%	5	9.1%	7	13.3%	12	10.2%	9	13.9%	15
1hr 30 mins - 1 hr 59 min	19.1%	34	20.0%	14	18.5%	20	19.6%	9	21.8%	12	16.9%	13	20.0%	18	18.2%	16	17.6%	19
2hrs - 2hrs 29 mins	15.7%	28	14.3%	10	16.7%	18	13.0%	6	14.5%	8	18.2%	14	12.2%	11	19.3%	17	17.6%	19
2hrs 30 mins - 2hrs 59 mins	11.2%	20	8.6%	6	13.0%	14	13.0%	6	1.8%	1	16.9%	13	11.1%	10	11.4%	10	6.5%	7
3hrs - 3hrs 59 mins	10.7%	19	7.1%	5	13.0%	14	6.5%	3	14.5%	8	10.4%	8	8.9%	8	12.5%	11	9.3%	10
4hrs or more	7.9%	14	8.6%	6	7.4%	8	13.0%	6	7.3%	4	5.2%	4	8.9%	8	6.8%	6	7.4%	8
(Don't know)	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Base:		178		70		108		46		55		77		90		88		108

Q08 What types of shops, businesses or services in Yeovil town centre have you visited, or do you intend to visit today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Bakers	1.1%	2	1.4%	1	0.9%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	2.3%	2	1.9%	2
Banks / building societies	16.3%	29	21.4%	15	13.0%	14	13.0%	6	7.3%	4	24.7%	19	16.7%	15	15.9%	14	18.5%	20
Bathroom / kitchen shops	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	5.6%	10	4.3%	3	6.5%	7	4.3%	2	9.1%	5	3.9%	3	7.8%	7	3.4%	3	5.6%	6
Butchers	1.1%	2	1.4%	1	0.9%	1	0.0%	0	1.8%	1	1.3%	1	1.1%	1	1.1%	1	0.9%	1
Carpet / floorcovering shops	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Charity shops	5.1%	9	5.7%	4	4.6%	5	6.5%	3	1.8%	1	6.5%	5	7.8%	7	2.3%	2	4.6%	5
Chemists	16.3%	29	10.0%	7	20.4%	22	19.6%	9	14.5%	8	15.6%	12	17.8%	16	14.8%	13	17.6%	19
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	44.4%	79	41.4%	29	46.3%	50	47.8%	22	54.5%	30	35.1%	27	43.3%	39	45.5%	40	49.1%	53
DIY / hardware stores	5.1%	9	8.6%	6	2.8%	3	0.0%	0	5.5%	3	7.8%	6	3.3%	3	6.8%	6	4.6%	5
Double glazing / window 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
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food 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
Foodstore / supermarket	23.0%	41	24.3%	17	22.2%	24	10.9%	5	16.4%	9	35.1%	27	23.3%	21	22.7%	20	25.0%	27
General stores / corner shops / newsagents	9.6%	17	10.0%	7	9.3%	10	13.0%	6	5.5%	3	10.4%	8	10.0%	9	9.1%	8	8.3%	9
Greengrocers / fruit & veg shops	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	0.0%	0	3.4%	3	1.9%	2
Hairdressers / barbers / beauty shops	3.4%	6	1.4%	1	4.6%	5	6.5%	3	5.5%	3	0.0%	0	5.6%	5	1.1%	1	4.6%	5
Health and beauty shops	7.9%	14	2.9%	2	11.1%	12	8.7%	4	7.3%	4	7.8%	6	8.9%	8	6.8%	6	8.3%	9
Health food shops	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Home furnishing / textile shops	1.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	0.9%	1
Household goods shops	4.5%	8	5.7%	4	3.7%	4	2.2%	1	5.5%	3	5.2%	4	3.3%	3	5.7%	5	3.7%	4
Jewellers	6.2%	11	2.9%	2	8.3%	9	6.5%	3	3.6%	2	7.8%	6	5.6%	5	6.8%	6	7.4%	8
Opticians	1.7%	3	2.9%	2	0.9%	1	0.0%	0	0.0%	0	3.9%	3	1.1%	1	2.3%	2	0.9%	1
Post Office	1.7%	3	2.9%	2	0.9%	1	2.2%	1	1.8%	1	1.3%	1	2.2%	2	1.1%	1	1.9%	2
Pubs / bars	1.7%	3	1.4%	1	1.9%	2	4.3%	2	0.0%	0	1.3%	1	2.2%	2	1.1%	1	2.8%	3
Restaurants / cafes	13.5%	24	12.9%	9	13.9%	15	17.4%	8	9.1%	5	14.3%	11	13.3%	12	13.6%	12	13.9%	15
Shoe shop	4.5%	8	1.4%	1	6.5%	7	10.9%	5	1.8%	1	2.6%	2	4.4%	4	4.5%	4	6.5%	7
Sports good shops	4.5%	8	5.7%	4	3.7%	4	6.5%	3	3.6%	2	3.9%	3	2.2%	2	6.8%	6	4.6%	5
Takeaways	1.7%	3	2.9%	2	0.9%	1	4.3%	2	1.8%	1	0.0%	0	0.0%	0	3.4%	3	1.9%	2
Toy shops	6.7%	12	5.7%	4	7.4%	8	6.5%	3	5.5%	3	7.8%	6	4.4%	4	9.1%	8	9.3%	10
Vets	0.0%	0	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
Antique shop	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Card shop	3.9%	7	2.9%	2	4.6%	5	4.3%	2	1.8%	1	5.2%	4	6.7%	6	1.1%	1	2.8%	3
Department store	1.1%	2	1.4%	1	0.9%	1	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	0.0%	0
Game store	1.1%	2	2.9%	2	0.0%	0	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	1.9%	2
Gift shop	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Gym	1.1%	2	2.9%	2	0.0%	0	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	0.9%	1
Health service	1.7%	3	1.4%	1	1.9%	2	0.0%	0	1.8%	1	2.6%	2	0.0%	0	3.4%	3	0.9%	1
Market	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Music shop	2.8%	5	4.3%	3	1.9%	2	4.3%	2	1.8%	1	2.6%	2	4.4%	4	1.1%	1	3.7%	4
None	1.7%	3	1.4%	1	1.9%	2	2.2%	1	3.6%	2	0.0%	0	1.1%	1	2.3%	2	1.9%	2
Pet shop	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Phone shop	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	0.0%	0	3.4%	3	2.8%	3
Theatre	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
(Don't know)	3.9%	7	4.3%	3	3.7%	4	2.2%	1	7.3%	4	2.6%	2	2.2%	2	5.7%	5	3.7%	4
Base:		178		70		108		46		55		77		90		88		108

Column %ges.

Q09 What are the specific names of the shops, businesses or services in Yeovil town centre you have visited, or intend to visit today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
A Touch of Glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessorize	1.1%	2	0.0%	0	1.9%	2	0.0%	0	1.8%	1	1.3%	1	1.1%	1	1.1%	1	0.9%	1
Amaze	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Animal	2.8%	5	2.9%	2	2.8%	3	0.0%	0	5.5%	3	2.6%	2	1.1%	1	4.5%	4	3.7%	4
Beales	10.7%	19	11.4%	8	10.2%	11	4.3%	2	7.3%	4	16.9%	13	12.2%	11	9.1%	8	7.4%	8
Blacks	1.7%	3	0.0%	0	2.8%	3	4.3%	2	0.0%	0	1.3%	1	2.2%	2	1.1%	1	1.9%	2
Bloors	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Bon Marche	5.6%	10	5.7%	4	5.6%	6	2.2%	1	5.5%	3	7.8%	6	3.3%	3	8.0%	7	5.6%	6
Boots	18.0%	32	11.4%	8	22.2%	24	17.4%	8	20.0%	11	16.9%	13	18.9%	17	17.0%	15	18.5%	20
Braddicks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By the Fire	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Card Factory	5.6%	10	7.1%	5	4.6%	5	4.3%	2	3.6%	2	7.8%	6	4.4%	4	6.8%	6	3.7%	4
Carphone Warehouse	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Cecile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres natural Food	1.1%	2	2.9%	2	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	2.3%	2	1.9%	2
CEX Entertainment	2.2%	4	4.3%	3	0.9%	1	4.3%	2	3.6%	2	0.0%	0	2.2%	2	2.3%	2	2.8%	3
Clarks	1.7%	3	1.4%	1	1.9%	2	4.3%	2	0.0%	0	1.3%	1	1.1%	1	2.3%	2	2.8%	3
Clement White	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Clintons	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	1.1%	1	2.3%	2	2.8%	3
Computer Doctor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croftons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Ernest Jones	1.1%	2	0.0%	0	1.9%	2	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	1.9%	2
F Hinds	1.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	0.9%	1
Farmfoods	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	0.0%	0	2.3%	2	1.9%	2
Fone World	1.1%	2	0.0%	0	1.9%	2	2.2%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	2	1.9%	2
Foot perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	2.8%	5	7.1%	5	0.0%	0	6.5%	3	3.6%	2	0.0%	0	3.3%	3	2.3%	2	4.6%	5
Grape Tree	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Greenslad Taylor Hunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
H&M	5.6%	10	7.1%	5	4.6%	5	13.0%	6	1.8%	1	3.9%	3	6.7%	6	4.5%	4	7.4%	8
Holland & Barrett	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Iceland	6.7%	12	8.6%	6	5.6%	6	4.3%	2	5.5%	3	9.1%	7	2.2%	2	11.4%	10	7.4%	8
In ToTo	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Intersport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	4.5%	8	5.7%	4	3.7%	4	10.9%	5	1.8%	1	2.6%	2	3.3%	3	5.7%	5	5.6%	6
Laceys	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Laura Ashley	3.9%	7	4.3%	3	3.7%	4	0.0%	0	5.5%	3	5.2%	4	3.3%	3	4.5%	4	4.6%	5
Magnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mann Countrywide	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	25.3%	45	21.4%	15	27.8%	30	4.3%	2	18.2%	10	42.9%	33	33.3%	30	17.0%	15	25.0%	27
Maxi Mart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mazzers	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Monsoon	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Movie Vault	1.1%	2	2.9%	2	0.0%	0	2.2%	1	1.8%	1	0.0%	0	0.0%	0	2.3%	2	0.9%	1
New Look	6.7%	12	5.7%	4	7.4%	8	17.4%	8	1.8%	1	3.9%	3	5.6%	5	8.0%	7	9.3%	10
O2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panache	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	2.2%	2	1.1%	1	1.9%	2
Pandora	3.4%	6	1.4%	1	4.6%	5	4.3%	2	1.8%	1	3.9%	3	2.2%	2	4.5%	4	4.6%	5
Peacocks	3.9%	7	4.3%	3	3.7%	4	2.2%	1	5.5%	3	3.9%	3	2.2%	2	5.7%	5	4.6%	5
Ponden Mill	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Poundland	12.4%	22	2.9%	2	18.5%	20	15.2%	7	12.7%	7	10.4%	8	10.0%	9	14.8%	13	12.0%	13
Primark	23.6%	42	20.0%	14	25.9%	28	34.8%	16	32.7%	18	10.4%	8	16.7%	15	30.7%	27	23.1%	25
PSJ	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Quiz	2.8%	5	1.4%	1	3.7%	4	8.7%	4	1.8%	1	0.0%	0	3.3%	3	2.3%	2	3.7%	4
River Island	3.4%	6	2.9%	2	3.7%	4	8.7%	4	3.6%	2	0.0%	0	3.3%	3	3.4%	3	4.6%	5
Robert Dyas	3.4%	6	4.3%	3	2.8%	3	2.2%	1	1.8%	1	5.2%	4	4.4%	4	2.3%	2	4.6%	5
Roman Originals	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Ryman	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Schoolwear and More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Shoe Zone	1.7%	3	1.4%	1	1.9%	2	4.3%	2	0.0%	0	1.3%	1	2.2%	2	1.1%	1	2.8%	3
South West Scooters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports of Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	5.6%	10	2.9%	2	7.4%	8	8.7%	4	3.6%	2	5.2%	4	3.3%	3	8.0%	7	9.3%	10
Tesco Extra	12.9%	23	18.6%	13	9.3%	10	13.0%	6	12.7%	7	13.0%	10	15.6%	14	10.2%	9	11.1%	12
The Body Shop	2.8%	5	1.4%	1	3.7%	4	2.2%	1	1.8%	1	3.9%	3	2.2%	2	3.4%	3	2.8%	3
The Edinburgh Woollen Mill	1.1%	2	1.4%	1	0.9%	1	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	0.9%	1
The Emporium	2.8%	5	4.3%	3	1.9%	2	2.2%	1	1.8%	1	3.9%	3	4.4%	4	1.1%	1	4.6%	5
The Entertainer	3.9%	7	4.3%	3	3.7%	4	6.5%	3	1.8%	1	3.9%	3	2.2%	2	5.7%	5	5.6%	6

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
The Hair Studio	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Mad Hatter	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
The Perfume Shop	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	1.1%	1	1.1%	1	1.9%	2
The Tool shop	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
The Works	3.4%	6	1.4%	1	4.6%	5	4.3%	2	7.3%	4	0.0%	0	2.2%	2	4.5%	4	2.8%	3
Three	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Timpson	1.1%	2	1.4%	1	0.9%	1	0.0%	0	0.0%	0	2.6%	2	2.2%	2	0.0%	0	0.9%	1
Toni & Guy	1.1%	2	0.0%	0	1.9%	2	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	1.9%	2
Top Man	2.8%	5	5.7%	4	0.9%	1	6.5%	3	3.6%	2	0.0%	0	4.4%	4	1.1%	1	4.6%	5
Top Shop	3.4%	6	7.1%	5	0.9%	1	8.7%	4	0.0%	0	2.6%	2	2.2%	2	4.5%	4	3.7%	4
Trendz	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Trespass	2.2%	4	2.9%	2	1.9%	2	0.0%	0	3.6%	2	2.6%	2	4.4%	4	0.0%	0	3.7%	4
USC	2.8%	5	5.7%	4	0.9%	1	6.5%	3	3.6%	2	0.0%	0	4.4%	4	1.1%	1	4.6%	5
Vape Town	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Vita Cepelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodaphone	2.2%	4	2.9%	2	1.9%	2	2.2%	1	1.8%	1	2.6%	2	2.2%	2	2.3%	2	3.7%	4
Wallis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ward & Sibley	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Warren James	1.7%	3	2.9%	2	0.9%	1	2.2%	1	1.8%	1	1.3%	1	2.2%	2	1.1%	1	1.9%	2
Waterstones	5.6%	10	4.3%	3	6.5%	7	4.3%	2	7.3%	4	5.2%	4	8.9%	8	2.3%	2	5.6%	6
WHSmith	9.0%	16	11.4%	8	7.4%	8	4.3%	2	9.1%	5	11.7%	9	8.9%	8	9.1%	8	9.3%	10
Wilko	11.2%	20	11.4%	8	11.1%	12	10.9%	5	9.1%	5	13.0%	10	10.0%	9	12.5%	11	13.0%	14
Yeovil Nail Salon	0.0%	0	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 SPECIFIC 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
American Nails & Beauty	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Argos	3.9%	7	4.3%	3	3.7%	4	4.3%	2	1.8%	1	5.2%	4	4.4%	4	3.4%	3	4.6%	5
Bon Marche	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Burger King	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Card Factory	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Coffee#1	1.1%	2	0.0%	0	1.9%	2	0.0%	0	3.6%	2	0.0%	0	2.2%	2	0.0%	0	1.9%	2
Hania Polish Delicatessen	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Haynes Butchers	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
HMV	2.8%	5	2.9%	2	2.8%	3	2.2%	1	1.8%	1	3.9%	3	4.4%	4	1.1%	1	2.8%	3
Ladbrokes	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Lloyds	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Nationwide	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Post Office	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Puffin Cleaners	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Robert Frith Opticians	1.1%	2	1.4%	1	0.9%	1	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	0.9%	1
Specsavers	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Subway	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Yours Clothing	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1
(Don't know)	11.8%	21	10.0%	7	13.0%	14	19.6%	9	10.9%	6	7.8%	6	7.8%	7	15.9%	14	12.0%	13
Base:		178		70		108		46		55		77		90		88		108

Q10 How often do you visit the food shops in Yeovil town centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Every day / most days	5.6%	10	5.7%	4	5.6%	6	4.3%	2	3.6%	2	7.8%	6	7.8%	7	3.4%	3	3.7%	4
2-3 times a week	13.5%	24	17.1%	12	11.1%	12	13.0%	6	12.7%	7	14.3%	11	12.2%	11	14.8%	13	15.7%	17
Once a week	24.2%	43	28.6%	20	21.3%	23	28.3%	13	18.2%	10	26.0%	20	25.6%	23	22.7%	20	24.1%	26
Once a fortnight	6.7%	12	5.7%	4	7.4%	8	2.2%	1	12.7%	7	5.2%	4	6.7%	6	6.8%	6	4.6%	5
Monthly	6.2%	11	7.1%	5	5.6%	6	2.2%	1	7.3%	4	7.8%	6	8.9%	8	3.4%	3	4.6%	5
Once every 2-3 months	3.4%	6	1.4%	1	4.6%	5	2.2%	1	5.5%	3	2.6%	2	4.4%	4	2.3%	2	2.8%	3
Once every 4-6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.7%	3	0.0%	0	2.8%	3	2.2%	1	1.8%	1	1.3%	1	1.1%	1	2.3%	2	1.9%	2
Varies	1.7%	3	1.4%	1	1.9%	2	0.0%	0	0.0%	0	3.9%	3	1.1%	1	2.3%	2	2.8%	3
Never visit	37.1%	66	32.9%	23	39.8%	43	45.7%	21	38.2%	21	31.2%	24	32.2%	29	42.0%	37	39.8%	43
Base:		178		70		108		46		55		77		90		88		108

Q11 Which food shops in Yeovil town centre do you normally visit? [MR]

All except never visit at Q10

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
A Touch of Glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessorize	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amaze	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Animal	3.6%	4	4.3%	2	3.1%	2	0.0%	0	2.9%	1	5.7%	3	4.9%	3	2.0%	1	1.5%	1
Beales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	1.8%	2	2.1%	1	1.5%	1	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.9%	2	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braddicks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By the Fire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cecile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres natural Food	2.7%	3	2.1%	1	3.1%	2	0.0%	0	5.9%	2	1.9%	1	0.0%	0	5.9%	3	4.6%	3
CEX Entertainment	0.9%	1	0.0%	0	1.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Clarks	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Clement White	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Clintons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer Doctor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croftons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernest Jones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
F Hinds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods	0.9%	1	0.0%	0	1.5%	1	4.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Fone World	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Foot perfect	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree	1.8%	2	0.0%	0	3.1%	2	4.0%	1	0.0%	0	1.9%	1	1.6%	1	2.0%	1	1.5%	1
Greenslad Taylor Hunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Holland & Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	15.2%	17	21.3%	10	10.8%	7	16.0%	4	14.7%	5	15.1%	8	6.6%	4	25.5%	13	16.9%	11
In ToTo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intersport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laceys	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Laura Ashley	1.8%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	3.8%	2	3.3%	2	0.0%	0	1.5%	1
Magnet	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Mann Countrywide	0.9%	1	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Marks & Spencer	36.6%	41	34.0%	16	38.5%	25	8.0%	2	23.5%	8	58.5%	31	44.3%	27	27.5%	14	36.9%	24
Maxi Mart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mazzers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Movie Vault	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
O2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panache	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.9%	1	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Ponden Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	5.4%	6	4.3%	2	6.2%	4	0.0%	0	5.9%	2	7.5%	4	4.9%	3	5.9%	3	4.6%	3
Primark	1.8%	2	2.1%	1	1.5%	1	0.0%	0	2.9%	1	1.9%	1	0.0%	0	3.9%	2	0.0%	0
PSJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	1.5%	1
Robert Dyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	0.9%	1	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Schoolwear and More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South West Scooters	0.9%	1	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sports of Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stags	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Superdrug	2.7%	3	0.0%	0	4.6%	3	12.0%	3	0.0%	0	0.0%	0	3.3%	2	2.0%	1	3.1%	2
Tesco Extra	44.6%	50	46.8%	22	43.1%	28	64.0%	16	44.1%	15	35.8%	19	55.7%	34	31.4%	16	47.7%	31
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Edinburgh Woollen Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
The Emporium	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
The Entertainer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hair Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mad Hatter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
The Tool shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	0.9%	1	0.0%	0	1.5%	1	0.0%	0	2.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toni & Guy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trendz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trespass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
USC	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Vape Town	1.8%	2	4.3%	2	0.0%	0	0.0%	0	2.9%	1	1.9%	1	1.6%	1	2.0%	1	0.0%	0
Vita Cepelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodaphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ward & Sibley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko	2.7%	3	0.0%	0	4.6%	3	0.0%	0	2.9%	1	3.8%	2	0.0%	0	5.9%	3	1.5%	1
Yeavil Nail Salon	0.0%	0	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 SPECIFIC 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
Asda	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	1.5%	1
Hania Polish Delicatessen	0.9%	1	2.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1
Haynes Butchers	0.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0	0.0%	0
Loders Butchers	0.9%	1	2.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1
Morrisons	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	1	1.5%	1
(Don't know)	6.3%	7	6.4%	3	6.2%	4	8.0%	2	11.8%	4	1.9%	1	1.6%	1	11.8%	6	6.2%	4
Base:		112		47		65		25		34		53		61		51		65

Q12 When you visit food shops, do you normally visit any other shops or facilities in Yeovil town centre on the same visit?
All except never visit at Q10

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Yes	40.2%	45	34.0%	16	44.6%	29	28.0%	7	50.0%	17	39.6%	21	42.6%	26	37.3%	19	43.1%	28
No	53.6%	60	61.7%	29	47.7%	31	72.0%	18	47.1%	16	49.1%	26	54.1%	33	52.9%	27	50.8%	33
(Don't know / varies)	6.3%	7	4.3%	2	7.7%	5	0.0%	0	2.9%	1	11.3%	6	3.3%	2	9.8%	5	6.2%	4
Base:		112		47		65		25		34		53		61		51		65

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	

Q13 Which specific shops, businesses or services do you normally visit? [MR]
Yes or Don't know at Q12

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Bakers	3.8%	2	11.1%	2	0.0%	0	0.0%	0	5.6%	1	3.7%	1	3.6%	1	4.2%	1	3.1%	1
Banks / building societies	28.8%	15	33.3%	6	26.5%	9	0.0%	0	38.9%	7	29.6%	8	32.1%	9	25.0%	6	31.3%	10
Bathroom / kitchen 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
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	11.5%	6	22.2%	4	5.9%	2	0.0%	0	11.1%	2	14.8%	4	14.3%	4	8.3%	2	9.4%	3
Butchers	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	0.0%	0
Carpet / floorcovering 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
Charity shops	15.4%	8	22.2%	4	11.8%	4	0.0%	0	16.7%	3	18.5%	5	10.7%	3	20.8%	5	12.5%	4
Chemists	15.4%	8	22.2%	4	11.8%	4	14.3%	1	22.2%	4	11.1%	3	14.3%	4	16.7%	4	15.6%	5
Cobblers	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	0.0%	0
Clothing / fashion store	34.6%	18	44.4%	8	29.4%	10	42.9%	3	44.4%	8	25.9%	7	42.9%	12	25.0%	6	34.4%	11
DIY / hardware stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Double glazing / window 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
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food 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
Foodstore / supermarket	19.2%	10	33.3%	6	11.8%	4	14.3%	1	22.2%	4	18.5%	5	17.9%	5	20.8%	5	21.9%	7
General stores / corner shops / newsagents	13.5%	7	22.2%	4	8.8%	3	14.3%	1	11.1%	2	14.8%	4	7.1%	2	20.8%	5	15.6%	5
Greengrocers / fruit & veg shops	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	3.1%	1
Hairdressers / barbers / beauty shops	7.7%	4	11.1%	2	5.9%	2	0.0%	0	16.7%	3	3.7%	1	10.7%	3	4.2%	1	6.3%	2
Health and beauty shops	7.7%	4	0.0%	0	11.8%	4	0.0%	0	11.1%	2	7.4%	2	7.1%	2	8.3%	2	9.4%	3
Health food shops	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	3.1%	1
Home furnishing / textile shops	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Household goods shops	5.8%	3	11.1%	2	2.9%	1	0.0%	0	11.1%	2	3.7%	1	3.6%	1	8.3%	2	6.3%	2
Jeweller	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	7.7%	4	16.7%	3	2.9%	1	0.0%	0	5.6%	1	11.1%	3	7.1%	2	8.3%	2	9.4%	3
Post Office	9.6%	5	16.7%	3	5.9%	2	0.0%	0	16.7%	3	7.4%	2	10.7%	3	8.3%	2	12.5%	4
Pubs / bars	1.9%	1	5.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Restaurants / cafes	21.2%	11	27.8%	5	17.6%	6	28.6%	2	27.8%	5	14.8%	4	25.0%	7	16.7%	4	21.9%	7
Shoe shop	3.8%	2	0.0%	0	5.9%	2	0.0%	0	5.6%	1	3.7%	1	3.6%	1	4.2%	1	3.1%	1
Sports good 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
Takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	5.8%	3	11.1%	2	2.9%	1	0.0%	0	11.1%	2	3.7%	1	7.1%	2	4.2%	1	3.1%	1
Vets	0.0%	0	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
Antique shop	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	3.1%	1
Music shop	1.9%	1	5.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Theatre	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	0.0%	0
(Don't know)	11.5%	6	5.6%	1	14.7%	5	28.6%	2	0.0%	0	14.8%	4	10.7%	3	12.5%	3	9.4%	3
Base:		52		18		34		7		18		27		28		24		32

Q14 What are the specific names of the shops, businesses or services you normally visit? [MR]

Yes or Don't know at Q12

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
A Touch of Glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessorize	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amaze	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Animal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beales	9.6%	5	5.6%	1	11.8%	4	14.3%	1	11.1%	2	7.4%	2	14.3%	4	4.2%	1	6.3%	2
Blacks	1.9%	1	5.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Bloors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	15.4%	8	16.7%	3	14.7%	5	0.0%	0	27.8%	5	11.1%	3	21.4%	6	8.3%	2	9.4%	3
Braddicks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By the Fire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	3.8%	2	5.6%	1	2.9%	1	0.0%	0	5.6%	1	3.7%	1	7.1%	2	0.0%	0	3.1%	1
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cecile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres natural Food	3.8%	2	5.6%	1	2.9%	1	0.0%	0	11.1%	2	0.0%	0	3.6%	1	4.2%	1	6.3%	2
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Clement White	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clintons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer Doctor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croftons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernest Jones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
F Hinds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fone World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foot perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Grape Tree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenslad Taylor Hunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Holland & Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	9.6%	5	22.2%	4	2.9%	1	0.0%	0	11.1%	2	11.1%	3	7.1%	2	12.5%	3	9.4%	3
In ToTo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intersport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laceys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Magnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mann Countrywide	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	23.1%	12	22.2%	4	23.5%	8	0.0%	0	33.3%	6	22.2%	6	32.1%	9	12.5%	3	21.9%	7
Maxi Mart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mazzers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Movie Vault	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	3.8%	2	0.0%	0	5.9%	2	14.3%	1	5.6%	1	0.0%	0	7.1%	2	0.0%	0	6.3%	2
O2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panache	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	3.8%	2	5.6%	1	2.9%	1	14.3%	1	0.0%	0	3.7%	1	7.1%	2	0.0%	0	3.1%	1
Ponden Mill	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Poundland	7.7%	4	5.6%	1	8.8%	3	14.3%	1	5.6%	1	7.4%	2	7.1%	2	8.3%	2	12.5%	4
Primark	19.2%	10	16.7%	3	20.6%	7	57.1%	4	22.2%	4	7.4%	2	14.3%	4	25.0%	6	21.9%	7
PSJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island	3.8%	2	5.6%	1	2.9%	1	0.0%	0	11.1%	2	0.0%	0	7.1%	2	0.0%	0	3.1%	1
Robert Dyas	9.6%	5	22.2%	4	2.9%	1	0.0%	0	11.1%	2	11.1%	3	10.7%	3	8.3%	2	6.3%	2
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	0.0%	0
Schoolwear and More	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Sevenoaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	3.1%	1
South West Scooters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports of Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	5.8%	3	0.0%	0	8.8%	3	14.3%	1	5.6%	1	3.7%	1	7.1%	2	4.2%	1	6.3%	2
Tesco Extra	5.8%	3	5.6%	1	5.9%	2	14.3%	1	5.6%	1	3.7%	1	7.1%	2	4.2%	1	3.1%	1
The Body Shop	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
The Edinburgh Woollen Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
The Emporium	3.8%	2	0.0%	0	5.9%	2	0.0%	0	11.1%	2	0.0%	0	7.1%	2	0.0%	0	3.1%	1
The Entertainer	3.8%	2	5.6%	1	2.9%	1	14.3%	1	5.6%	1	0.0%	0	7.1%	2	0.0%	0	6.3%	2
The Hair Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mad Hatter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tool shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toni & Guy	1.9%	1	5.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.2%	1	3.1%	1
Top Man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Shop	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
Trendz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trespass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
USC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vape Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vita Cepelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodaphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ward & Sibley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	7.7%	4	16.7%	3	2.9%	1	0.0%	0	5.6%	1	11.1%	3	10.7%	3	4.2%	1	6.3%	2
WHSmith	9.6%	5	22.2%	4	2.9%	1	0.0%	0	11.1%	2	11.1%	3	7.1%	2	12.5%	3	6.3%	2
Wilko	11.5%	6	16.7%	3	8.8%	3	0.0%	0	11.1%	2	14.8%	4	7.1%	2	16.7%	4	9.4%	3
Yeavil Nail Salon	0.0%	0	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 SPECIFIC 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
Natwest	3.8%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	7.4%	2	3.6%	1	4.2%	1	3.1%	1
HSBC	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	3.1%	1
Robert Frith Opticians	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	3.1%	1
William Dampier Pub	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	3.1%	1
Poppins Restaurant	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	3.1%	1
Tamburino Restaurant	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Costa	1.9%	1	0.0%	0	2.9%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.1%	1
Lloyds	1.9%	1	5.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.2%	1	3.1%	1
Library	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.2%	1	3.1%	1
Hania Polish Delicatessen	1.9%	1	5.6%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.1%	1
(Don't know)	19.2%	10	16.7%	3	20.6%	7	14.3%	1	5.6%	1	29.6%	8	21.4%	6	16.7%	4	21.9%	7
Base:		52		18		34		7		18		27		28		24		32

Mean score [£]

Q15 How much do you spend in these other shops, businesses or services?
Yes or Don't know at Q12

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	1.9%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	3.1%	1
£5 or less	3.8%	2	5.6%	1	2.9%	1	14.3%	1	0.0%	0	3.7%	1	0.0%	0	8.3%	2	6.3%	2
£5.01-£10	3.8%	2	0.0%	0	5.9%	2	0.0%	0	11.1%	2	0.0%	0	3.6%	1	4.2%	1	0.0%	0
£10.01 - £15	7.7%	4	5.6%	1	8.8%	3	14.3%	1	5.6%	1	7.4%	2	10.7%	3	4.2%	1	3.1%	1
£15.01 - £20	3.8%	2	0.0%	0	5.9%	2	14.3%	1	5.6%	1	0.0%	0	3.6%	1	4.2%	1	6.3%	2
£20.01 - £30	13.5%	7	11.1%	2	14.7%	5	28.6%	2	22.2%	4	3.7%	1	14.3%	4	12.5%	3	15.6%	5
£30.01 - £40	3.8%	2	5.6%	1	2.9%	1	0.0%	0	0.0%	0	7.4%	2	7.1%	2	0.0%	0	3.1%	1
£40.01 - £50	11.5%	6	16.7%	3	8.8%	3	0.0%	0	16.7%	3	11.1%	3	14.3%	4	8.3%	2	12.5%	4
£50.01 - £75	1.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.6%	1	0.0%	0	0.0%	0
£75.01 - £100	1.9%	1	0.0%	0	2.9%	1	0.0%	0	5.6%	1	0.0%	0	3.6%	1	0.0%	0	3.1%	1
£100.01 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	46.2%	24	50.0%	9	44.1%	15	28.6%	2	33.3%	6	59.3%	16	35.7%	10	58.3%	14	46.9%	15
Mean:		*27.50*		*33.06*		*24.87*		*16.50*		*30.63*		*29.09*		*31.25*		*20.75*		*28.24*
Base:		52		18		34		7		18		27		28		24		32

Q16 How often do you visit the non-food shops in Yeovil town centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Every day / most days	3.9%	7	2.9%	2	4.6%	5	2.2%	1	1.8%	1	6.5%	5	4.4%	4	3.4%	3	2.8%	3
2-3 times a week	15.2%	27	10.0%	7	18.5%	20	21.7%	10	5.5%	3	18.2%	14	14.4%	13	15.9%	14	11.1%	12
Once a week	34.3%	61	44.3%	31	27.8%	30	41.3%	19	40.0%	22	26.0%	20	33.3%	30	35.2%	31	37.0%	40
Once a fortnight	8.4%	15	5.7%	4	10.2%	11	6.5%	3	10.9%	6	7.8%	6	11.1%	10	5.7%	5	7.4%	8
Monthly	17.4%	31	20.0%	14	15.7%	17	13.0%	6	21.8%	12	16.9%	13	20.0%	18	14.8%	13	16.7%	18
Once every 2-3 months	4.5%	8	4.3%	3	4.6%	5	2.2%	1	9.1%	5	2.6%	2	3.3%	3	5.7%	5	4.6%	5
Once every 4-6 months	4.5%	8	5.7%	4	3.7%	4	4.3%	2	1.8%	1	6.5%	5	2.2%	2	6.8%	6	3.7%	4
Less often	2.8%	5	1.4%	1	3.7%	4	4.3%	2	3.6%	2	1.3%	1	1.1%	1	4.5%	4	4.6%	5
Varies	5.1%	9	2.9%	2	6.5%	7	4.3%	2	1.8%	1	7.8%	6	5.6%	5	4.5%	4	8.3%	9
Never visit	3.9%	7	2.9%	2	4.6%	5	0.0%	0	3.6%	2	6.5%	5	4.4%	4	3.4%	3	3.7%	4
Base:		178		70		108		46		55		77		90		88		108

Q17 What are the specific names of the non-food shops you normally visit? [MR]
All except never visit at Q16

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
A Touch of Glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessorize	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.0%	1
Amaze	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1
Animal	4.7%	8	4.4%	3	4.9%	5	4.3%	2	7.5%	4	2.8%	2	4.7%	4	4.7%	4	7.7%	8
Beales	9.4%	16	7.4%	5	10.7%	11	6.5%	3	7.5%	4	12.5%	9	10.5%	9	8.2%	7	9.6%	10
Blacks	2.3%	4	2.9%	2	1.9%	2	4.3%	2	1.9%	1	1.4%	1	2.3%	2	2.4%	2	2.9%	3
Bloors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	4.1%	7	0.0%	0	6.8%	7	4.3%	2	3.8%	2	4.2%	3	2.3%	2	5.9%	5	3.8%	4
Boots	18.1%	31	13.2%	9	21.4%	22	17.4%	8	20.8%	11	16.7%	12	22.1%	19	14.1%	12	20.2%	21
Braddicks	0.6%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Britannia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By the Fire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	7.6%	13	7.4%	5	7.8%	8	8.7%	4	5.7%	3	8.3%	6	5.8%	5	9.4%	8	8.7%	9
Carphone Warehouse	1.2%	2	2.9%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	1.2%	1	1.2%	1	1.9%	2
Cecile	0.6%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1
Ceres natural Food	2.3%	4	4.4%	3	1.0%	1	0.0%	0	5.7%	3	1.4%	1	2.3%	2	2.4%	2	3.8%	4
CEX Entertainment	3.5%	6	7.4%	5	1.0%	1	10.9%	5	1.9%	1	0.0%	0	3.5%	3	3.5%	3	3.8%	4
Clarks	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1
Clement White	1.8%	3	1.5%	1	1.9%	2	0.0%	0	3.8%	2	1.4%	1	2.3%	2	1.2%	1	2.9%	3
Clintons	1.2%	2	1.5%	1	1.0%	1	2.2%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	2	1.9%	2
Computer Doctor	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.0%	1
Croftons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernest Jones	1.2%	2	0.0%	0	1.9%	2	0.0%	0	1.9%	1	1.4%	1	1.2%	1	1.2%	1	1.9%	2
F Hinds	1.2%	2	1.5%	1	1.0%	1	2.2%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	2	1.0%	1
Farmfoods	1.8%	3	1.5%	1	1.9%	2	4.3%	2	1.9%	1	0.0%	0	1.2%	1	2.4%	2	1.9%	2
Fone World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foot perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	3.5%	6	7.4%	5	1.0%	1	10.9%	5	1.9%	1	0.0%	0	4.7%	4	2.4%	2	4.8%	5
Grape Tree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenslad Taylor Hunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	6.4%	11	5.9%	4	6.8%	7	10.9%	5	7.5%	4	2.8%	2	9.3%	8	3.5%	3	9.6%	10
Holland & Barrett	0.6%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Iceland	2.9%	5	1.5%	1	3.9%	4	0.0%	0	5.7%	3	2.8%	2	2.3%	2	3.5%	3	1.9%	2
In ToTo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intersport	1.2%	2	2.9%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.0%	1
JD	4.7%	8	5.9%	4	3.9%	4	8.7%	4	3.8%	2	2.8%	2	2.3%	2	7.1%	6	5.8%	6
Laceys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	1.8%	3	0.0%	0	2.9%	3	0.0%	0	3.8%	2	1.4%	1	2.3%	2	1.2%	1	2.9%	3
Magnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mann Countrywide	0.6%	1	0.0%	0	1.0%	1	2.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1
Marks & Spencer	22.8%	39	20.6%	14	24.3%	25	10.9%	5	17.0%	9	34.7%	25	29.1%	25	16.5%	14	23.1%	24
Maxi Mart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mazzers	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1
Monsoon	1.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.8%	2	1.2%	1	1.2%	1	1.9%	2
Movie Vault	1.2%	2	1.5%	1	1.0%	1	2.2%	1	1.9%	1	0.0%	0	1.2%	1	1.2%	1	1.9%	2
New Look	7.0%	12	2.9%	2	9.7%	10	17.4%	8	3.8%	2	2.8%	2	5.8%	5	8.2%	7	9.6%	10
O2	1.2%	2	1.5%	1	1.0%	1	2.2%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	2	1.0%	1
Panache	1.2%	2	0.0%	0	1.9%	2	0.0%	0	1.9%	1	1.4%	1	1.2%	1	1.2%	1	1.9%	2
Pandora	2.9%	5	0.0%	0	4.9%	5	6.5%	3	0.0%	0	2.8%	2	3.5%	3	2.4%	2	2.9%	3
Peacocks	4.7%	8	2.9%	2	5.8%	6	13.0%	6	1.9%	1	1.4%	1	3.5%	3	5.9%	5	3.8%	4
Ponden Mill	2.3%	4	2.9%	2	1.9%	2	0.0%	0	1.9%	1	4.2%	3	1.2%	1	3.5%	3	2.9%	3
Poundland	16.4%	28	11.8%	8	19.4%	20	17.4%	8	20.8%	11	12.5%	9	8.1%	7	24.7%	21	16.3%	17
Primark	32.7%	56	27.9%	19	35.9%	37	39.1%	18	45.3%	24	19.4%	14	24.4%	21	41.2%	35	32.7%	34
PSJ	1.2%	2	0.0%	0	1.9%	2	2.2%	1	0.0%	0	1.4%	1	1.2%	1	1.2%	1	1.0%	1
Quiz	1.8%	3	2.9%	2	1.0%	1	4.3%	2	1.9%	1	0.0%	0	3.5%	3	0.0%	0	2.9%	3
River Island	4.7%	8	4.4%	3	4.9%	5	13.0%	6	3.8%	2	0.0%	0	5.8%	5	3.5%	3	4.8%	5
Robert Dyas	3.5%	6	5.9%	4	1.9%	2	2.2%	1	3.8%	2	4.2%	3	4.7%	4	2.4%	2	3.8%	4
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Schoolwear and More	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1
Sevenoaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.6%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1
South West Scooters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports of Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	7.0%	12	4.4%	3	8.7%	9	13.0%	6	5.7%	3	4.2%	3	4.7%	4	9.4%	8	9.6%	10
Tesco Extra	4.1%	7	5.9%	4	2.9%	3	6.5%	3	1.9%	1	4.2%	3	1.2%	1	7.1%	6	4.8%	5
The Body Shop	1.8%	3	0.0%	0	2.9%	3	2.2%	1	1.9%	1	1.4%	1	1.2%	1	2.4%	2	1.0%	1
The Edinburgh Woollen Mill	1.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.8%	2	1.2%	1	1.2%	1	1.9%	2

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
The Emporium	4.1%	7	4.4%	3	3.9%	4	0.0%	0	7.5%	4	4.2%	3	5.8%	5	2.4%	2	4.8%	5
The Entertainer	2.9%	5	4.4%	3	1.9%	2	4.3%	2	5.7%	3	0.0%	0	4.7%	4	1.2%	1	4.8%	5
The Hair Studio	1.2%	2	1.5%	1	1.0%	1	0.0%	0	0.0%	0	2.8%	2	1.2%	1	1.2%	1	1.9%	2
The Mad Hatter	1.2%	2	2.9%	2	0.0%	0	2.2%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	2	1.9%	2
The Perfume Shop	0.6%	1	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1
The Tool shop	0.6%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1
The Works	4.7%	8	5.9%	4	3.9%	4	6.5%	3	7.5%	4	1.4%	1	4.7%	4	4.7%	4	3.8%	4
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toni & Guy	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.0%	1
Top Man	2.3%	4	5.9%	4	0.0%	0	4.3%	2	3.8%	2	0.0%	0	2.3%	2	2.4%	2	2.9%	3
Top Shop	7.6%	13	8.8%	6	6.8%	7	17.4%	8	5.7%	3	2.8%	2	7.0%	6	8.2%	7	6.7%	7
Trendz	0.6%	1	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Trespass	1.2%	2	1.5%	1	1.0%	1	0.0%	0	1.9%	1	1.4%	1	2.3%	2	0.0%	0	1.0%	1
USC	2.9%	5	7.4%	5	0.0%	0	6.5%	3	3.8%	2	0.0%	0	4.7%	4	1.2%	1	4.8%	5
Vape Town	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.0%	1
Vita Cepelli	0.6%	1	0.0%	0	1.0%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1
Vodaphone	1.8%	3	1.5%	1	1.9%	2	2.2%	1	0.0%	0	2.8%	2	2.3%	2	1.2%	1	2.9%	3
Wallis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ward & Sibley	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	1.0%	1
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	4.1%	7	2.9%	2	4.9%	5	2.2%	1	5.7%	3	4.2%	3	7.0%	6	1.2%	1	4.8%	5
WHSmith	7.6%	13	7.4%	5	7.8%	8	4.3%	2	3.8%	2	12.5%	9	8.1%	7	7.1%	6	7.7%	8
Wilko	20.5%	35	20.6%	14	20.4%	21	15.2%	7	20.8%	11	23.6%	17	16.3%	14	24.7%	21	23.1%	24
Yeavil Nail Salon	0.0%	0	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 SPECIFIC 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
Argos	2.3%	4	0.0%	0	3.9%	4	2.2%	1	0.0%	0	4.2%	3	2.3%	2	2.4%	2	3.8%	4
Card Factory	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	1.0%	1
HMV	1.2%	2	2.9%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.3%	2	0.0%	0	1.9%	2
Pryor Appointment	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1
Specsavers	1.2%	2	1.5%	1	1.0%	1	2.2%	1	0.0%	0	1.4%	1	1.2%	1	1.2%	1	1.0%	1
The Beauty Room	0.6%	1	0.0%	0	1.0%	1	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1
(Don't know)	14.0%	24	16.2%	11	12.6%	13	8.7%	4	11.3%	6	19.4%	14	12.8%	11	15.3%	13	13.5%	14
Base:		171		68		103		46		53		72		86		85		104

Q18 When you visit non-food shops, do you normally visit any other shops or facilities in Yeovil town centre on the same visit?
All except never visit at Q16

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Yes	22.2%	38	22.1%	15	22.3%	23	17.4%	8	15.1%	8	30.6%	22	19.8%	17	24.7%	21	23.1%	24
No	70.8%	121	75.0%	51	68.0%	70	82.6%	38	73.6%	39	61.1%	44	70.9%	61	70.6%	60	68.3%	71
(Don't know / varies)	7.0%	12	2.9%	2	9.7%	10	0.0%	0	11.3%	6	8.3%	6	9.3%	8	4.7%	4	8.7%	9
Base:		171		68		103		46		53		72		86		85		104

Q19 Which specific shops, businesses or services do you normally visit? [MR]
Yes or Don't know at Q18

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Bakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks / building societies	24.0%	12	17.6%	3	27.3%	9	25.0%	2	28.6%	4	21.4%	6	24.0%	6	24.0%	6	30.3%	10
Bathroom / kitchen 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
Betting shops	2.0%	1	5.9%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Book shops	4.0%	2	5.9%	1	3.0%	1	0.0%	0	7.1%	1	3.6%	1	0.0%	0	8.0%	2	3.0%	1
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet / floorcovering 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
Charity shops	12.0%	6	5.9%	1	15.2%	5	0.0%	0	21.4%	3	10.7%	3	8.0%	2	16.0%	4	12.1%	4
Chemists	10.0%	5	5.9%	1	12.1%	4	0.0%	0	14.3%	2	10.7%	3	16.0%	4	4.0%	1	12.1%	4
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	30.0%	15	35.3%	6	27.3%	9	37.5%	3	35.7%	5	25.0%	7	32.0%	8	28.0%	7	24.2%	8
DIY / hardware stores	4.0%	2	5.9%	1	3.0%	1	12.5%	1	0.0%	0	3.6%	1	8.0%	2	0.0%	0	0.0%	0
Double glazing / window 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
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food 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
Foodstore / supermarket	18.0%	9	17.6%	3	18.2%	6	12.5%	1	14.3%	2	21.4%	6	8.0%	2	28.0%	7	21.2%	7
General stores / corner shops / newsagents	8.0%	4	11.8%	2	6.1%	2	0.0%	0	7.1%	1	10.7%	3	8.0%	2	8.0%	2	9.1%	3
Greengrocers / fruit & veg shops	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Hairdressers / barbers / beauty shops	4.0%	2	5.9%	1	3.0%	1	12.5%	1	7.1%	1	0.0%	0	4.0%	1	4.0%	1	6.1%	2
Health and beauty shops	6.0%	3	11.8%	2	3.0%	1	12.5%	1	0.0%	0	7.1%	2	8.0%	2	4.0%	1	6.1%	2
Health food shops	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.0%	1	3.0%	1
Home furnishing / textile shops	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Household goods shops	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	4.0%	1	0.0%	0	0.0%	0
Jewellers	4.0%	2	0.0%	0	6.1%	2	0.0%	0	14.3%	2	0.0%	0	8.0%	2	0.0%	0	6.1%	2
Opticians	6.0%	3	5.9%	1	6.1%	2	0.0%	0	0.0%	0	10.7%	3	4.0%	1	8.0%	2	6.1%	2
Post Office	6.0%	3	11.8%	2	3.0%	1	0.0%	0	7.1%	1	7.1%	2	0.0%	0	12.0%	3	6.1%	2
Pubs / bars	8.0%	4	5.9%	1	9.1%	3	25.0%	2	0.0%	0	7.1%	2	8.0%	2	8.0%	2	12.1%	4
Restaurants / cafes	10.0%	5	11.8%	2	9.1%	3	25.0%	2	7.1%	1	7.1%	2	8.0%	2	12.0%	3	12.1%	4
Shoe shop	4.0%	2	0.0%	0	6.1%	2	0.0%	0	14.3%	2	0.0%	0	4.0%	1	4.0%	1	3.0%	1
Sports good shops	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Takeaways	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Toy shops	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	0.0%	0
Vets	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.0%	1	3.0%	1
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
Card shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	4.0%	1	0.0%	0	0.0%	0
Library	6.0%	3	5.9%	1	6.1%	2	0.0%	0	14.3%	2	3.6%	1	4.0%	1	8.0%	2	6.1%	2
(Don't know)	12.0%	6	23.5%	4	6.1%	2	0.0%	0	14.3%	2	14.3%	4	16.0%	4	8.0%	2	15.2%	5
Base:		50		17		33		8		14		28		25		25		33

Q20 What are the specific names of the shops, businesses or services you normally visit? [MR]

Yes or Don't know at Q18

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
A Touch of Glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessorize	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amaze	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Animal	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Beales	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Blacks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	6.0%	3	0.0%	0	9.1%	3	0.0%	0	14.3%	2	3.6%	1	12.0%	3	0.0%	0	9.1%	3
Braddicks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By the Fire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Carphone Warehouse	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Cecile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres natural Food	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Clement White	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Clintons	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Computer Doctor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croftons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernest Jones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
F Hinds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fone World	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Foot perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenslad Taylor Hunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Holland & Barrett	4.0%	2	11.8%	2	0.0%	0	12.5%	1	0.0%	0	3.6%	1	4.0%	1	4.0%	1	6.1%	2
Iceland	4.0%	2	5.9%	1	3.0%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0	8.0%	2	6.1%	2
In ToTo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intersport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	4.0%	1	0.0%	0	0.0%	0
Laceys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Magnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mann Countrywide	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	16.0%	8	11.8%	2	18.2%	6	0.0%	0	14.3%	2	21.4%	6	16.0%	4	16.0%	4	12.1%	4
Maxi Mart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mazzers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Movie Vault	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	6.0%	3	0.0%	0	9.1%	3	12.5%	1	14.3%	2	0.0%	0	12.0%	3	0.0%	0	6.1%	2
O2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panache	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponden Mill	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Poundland	4.0%	2	0.0%	0	6.1%	2	12.5%	1	7.1%	1	0.0%	0	8.0%	2	0.0%	0	6.1%	2
Primark	16.0%	8	17.6%	3	15.2%	5	50.0%	4	14.3%	2	7.1%	2	12.0%	3	20.0%	5	15.2%	5
PSJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiz	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
River Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schoolwear and More	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Sevenoaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South West Scooters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports of Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra	6.0%	3	5.9%	1	6.1%	2	12.5%	1	0.0%	0	7.1%	2	8.0%	2	4.0%	1	3.0%	1
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Edinburgh Woollen Mill	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
The Emporium	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	4.0%	1	0.0%	0	3.0%	1
The Entertainer	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
The Hair Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mad Hatter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tool shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toni & Guy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Man	2.0%	1	5.9%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Top Shop	4.0%	2	0.0%	0	6.1%	2	0.0%	0	14.3%	2	0.0%	0	8.0%	2	0.0%	0	6.1%	2
Trendz	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Trespass	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
USC	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Vape Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vita Cepelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodaphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ward & Sibley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
WHSmith	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	4.0%	1	0.0%	0	0.0%	0
Wilko	4.0%	2	5.9%	1	3.0%	1	0.0%	0	7.1%	1	3.6%	1	4.0%	1	4.0%	1	6.1%	2
Yeavil Nail Salon	0.0%	0	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 SPECIFIC 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
Barclays	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Costa	2.0%	1	0.0%	0	3.0%	1	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
Hania Polish Delicatessen	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.0%	1
Library	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
Lloyds	2.0%	1	0.0%	0	3.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	4.0%	1	3.0%	1
Nationwide	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	4.0%	1	0.0%	0	3.0%	1
Specsavers	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	4.0%	1	0.0%	0	3.0%	1
Starbucks	2.0%	1	0.0%	0	3.0%	1	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
(Don't know)	36.0%	18	47.1%	8	30.3%	10	25.0%	2	50.0%	7	32.1%	9	36.0%	9	36.0%	9	39.4%	13
Base:		50		17		33		8		14		28		25		25		33

Mean score [£]

Q21 How much do you spend in these other shops, businesses or services?
Yes or Don't know at Q18

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	10.0%	5	11.8%	2	9.1%	3	0.0%	0	14.3%	2	10.7%	3	4.0%	1	16.0%	4	12.1%	4
£5 or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01-£10	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	0.0%	0
£10.01 - £15	4.0%	2	5.9%	1	3.0%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0	8.0%	2	3.0%	1
£15.01 - £20	4.0%	2	5.9%	1	3.0%	1	12.5%	1	7.1%	1	0.0%	0	4.0%	1	4.0%	1	6.1%	2
£20.01 - £30	6.0%	3	5.9%	1	6.1%	2	25.0%	2	7.1%	1	0.0%	0	12.0%	3	0.0%	0	6.1%	2
£30.01 - £40	6.0%	3	0.0%	0	9.1%	3	12.5%	1	7.1%	1	3.6%	1	8.0%	2	4.0%	1	6.1%	2
£40.01 - £50	8.0%	4	5.9%	1	9.1%	3	0.0%	0	7.1%	1	10.7%	3	16.0%	4	0.0%	0	6.1%	2
£50.01 - £75	2.0%	1	5.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.0%	1
£75.01 - £100	6.0%	3	0.0%	0	9.1%	3	12.5%	1	7.1%	1	3.6%	1	8.0%	2	4.0%	1	9.1%	3
£100.01 - £200	2.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	4.0%	1	3.0%	1
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	50.0%	25	58.8%	10	45.5%	15	25.0%	2	50.0%	7	57.1%	16	44.0%	11	56.0%	14	45.5%	15
Mean:		*36.10*		*23.21*		*41.11*		*42.08*		*30.00*		*36.67*		*41.43*		*29.32*		*40.69*
Base:		50		17		33		8		14		28		25		25		33

Q22 How often do you visit Yeovil town centre for any reason?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Every day / most days	12.4%	22	10.0%	7	13.9%	15	15.2%	7	14.5%	8	9.1%	7	14.4%	13	10.2%	9	13.9%	15
2-3 times a week	18.0%	32	18.6%	13	17.6%	19	26.1%	12	7.3%	4	20.8%	16	17.8%	16	18.2%	16	16.7%	18
Once a week	32.0%	57	38.6%	27	27.8%	30	30.4%	14	29.1%	16	35.1%	27	30.0%	27	34.1%	30	36.1%	39
Once a fortnight	9.6%	17	7.1%	5	11.1%	12	8.7%	4	14.5%	8	6.5%	5	8.9%	8	10.2%	9	7.4%	8
Monthly	13.5%	24	12.9%	9	13.9%	15	8.7%	4	20.0%	11	11.7%	9	15.6%	14	11.4%	10	11.1%	12
Once every 2-3 months	2.8%	5	1.4%	1	3.7%	4	0.0%	0	5.5%	3	2.6%	2	4.4%	4	1.1%	1	3.7%	4
Once every 4-6 months	5.1%	9	7.1%	5	3.7%	4	4.3%	2	1.8%	1	7.8%	6	3.3%	3	6.8%	6	4.6%	5
Less often	2.8%	5	2.9%	2	2.8%	3	4.3%	2	3.6%	2	1.3%	1	1.1%	1	4.5%	4	3.7%	4
First visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.9%	7	1.4%	1	5.6%	6	2.2%	1	3.6%	2	5.2%	4	4.4%	4	3.4%	3	2.8%	3
Base:		178		70		108		46		55		77		90		88		108

Q23 What do you like about Yeovil town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Attractive environment / nice place	3.4%	6	0.0%	0	5.6%	6	0.0%	0	5.5%	3	3.9%	3	5.6%	5	1.1%	1	4.6%	5
Close to friends / relatives	3.9%	7	1.4%	1	5.6%	6	2.2%	1	7.3%	4	2.6%	2	4.4%	4	3.4%	3	2.8%	3
Close to home	27.5%	49	22.9%	16	30.6%	33	37.0%	17	30.9%	17	19.5%	15	31.1%	28	23.9%	21	29.6%	32
Close to work / business meeting	2.2%	4	2.9%	2	1.9%	2	0.0%	0	7.3%	4	0.0%	0	3.3%	3	1.1%	1	2.8%	3
Easy parking	5.1%	9	4.3%	3	5.6%	6	4.3%	2	3.6%	2	6.5%	5	4.4%	4	5.7%	5	3.7%	4
Free parking	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	2.2%	2	0.0%	0	0.9%	1
Friendly people	7.3%	13	5.7%	4	8.3%	9	4.3%	2	9.1%	5	7.8%	6	7.8%	7	6.8%	6	5.6%	6
Good layout / shops all close together	11.2%	20	11.4%	8	11.1%	12	15.2%	7	14.5%	8	6.5%	5	11.1%	10	11.4%	10	10.2%	11
Good public transport	2.8%	5	1.4%	1	3.7%	4	4.3%	2	1.8%	1	2.6%	2	3.3%	3	2.3%	2	2.8%	3
Good quality of shops	4.5%	8	4.3%	3	4.6%	5	8.7%	4	5.5%	3	1.3%	1	4.4%	4	4.5%	4	5.6%	6
Good range of food / drink outlets	5.6%	10	5.7%	4	5.6%	6	8.7%	4	7.3%	4	2.6%	2	6.7%	6	4.5%	4	5.6%	6
Good range of services	4.5%	8	1.4%	1	6.5%	7	2.2%	1	5.5%	3	5.2%	4	3.3%	3	5.7%	5	5.6%	6
Good range of shops	16.3%	29	18.6%	13	14.8%	16	17.4%	8	20.0%	11	13.0%	10	21.1%	19	11.4%	10	22.2%	24
Goods at discounted rates / cheaper goods	2.8%	5	1.4%	1	3.7%	4	4.3%	2	1.8%	1	2.6%	2	2.2%	2	3.4%	3	0.9%	1
Habit / always used it	9.0%	16	11.4%	8	7.4%	8	6.5%	3	9.1%	5	10.4%	8	11.1%	10	6.8%	6	9.3%	10
I like supporting local businesses	3.4%	6	1.4%	1	4.6%	5	0.0%	0	9.1%	5	1.3%	1	4.4%	4	2.3%	2	4.6%	5
Nice atmosphere	5.6%	10	7.1%	5	4.6%	5	6.5%	3	5.5%	3	5.2%	4	4.4%	4	6.8%	6	5.6%	6
Not too busy	1.7%	3	1.4%	1	1.9%	2	2.2%	1	0.0%	0	2.6%	2	1.1%	1	2.3%	2	1.9%	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
Nothing in particular	22.5%	40	22.9%	16	22.2%	24	13.0%	6	23.6%	13	27.3%	21	16.7%	15	28.4%	25	22.2%	24
Compact	2.8%	5	1.4%	1	3.7%	4	0.0%	0	0.0%	0	6.5%	5	4.4%	4	1.1%	1	2.8%	3
Easy access	2.2%	4	2.9%	2	1.9%	2	2.2%	1	0.0%	0	3.9%	3	1.1%	1	3.4%	3	1.9%	2
Flower arrangements	1.1%	2	1.4%	1	0.9%	1	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	0.9%	1
Good amenities	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Large town centre	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Pedestrianised	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Somewhere different to come	1.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.1%	1	1.1%	1	1.9%	2
Supermakets have long opening hours	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
(Don't know)	1.7%	3	1.4%	1	1.9%	2	4.3%	2	0.0%	0	1.3%	1	2.2%	2	1.1%	1	1.9%	2
Base:		178		70		108		46		55		77		90		88		108

Column %ges.

Q24 What do you dislike about Yeovil town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing/very little	16.3%	29	14.3%	10	17.6%	19	19.6%	9	10.9%	6	18.2%	14	14.4%	13	18.2%	16	15.7%	17
Everything	2.2%	4	2.9%	2	1.9%	2	0.0%	0	3.6%	2	2.6%	2	1.1%	1	3.4%	3	0.9%	1
Centre very windy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost of parking	7.9%	14	10.0%	7	6.5%	7	13.0%	6	1.8%	1	9.1%	7	6.7%	6	9.1%	8	12.0%	13
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	3.4%	6	5.7%	4	1.9%	2	0.0%	0	3.6%	2	5.2%	4	0.0%	0	6.8%	6	4.6%	5
Lack of cinema	0.0%	0	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 other leisure sports / cultural facilities	1.7%	3	0.0%	0	2.8%	3	2.2%	1	3.6%	2	0.0%	0	1.1%	1	2.3%	2	0.0%	0
Lack of parking	1.7%	3	4.3%	3	0.0%	0	4.3%	2	0.0%	0	1.3%	1	1.1%	1	2.3%	2	0.9%	1
Litter / dirty / dogs	6.2%	11	4.3%	3	7.4%	8	6.5%	3	5.5%	3	6.5%	5	5.6%	5	6.8%	6	4.6%	5
Multi-storey awkward / difficult	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No department store	3.9%	7	2.9%	2	4.6%	5	6.5%	3	3.6%	2	2.6%	2	2.2%	2	5.7%	5	4.6%	5
Not enough choice of shops	15.2%	27	10.0%	7	18.5%	20	19.6%	9	12.7%	7	14.3%	11	16.7%	15	13.6%	12	14.8%	16
Not enough clothes shops	3.9%	7	1.4%	1	5.6%	6	6.5%	3	3.6%	2	2.6%	2	5.6%	5	2.3%	2	5.6%	6
Not enough supermarket / food shops	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Poor bus service to centre	1.7%	3	2.9%	2	0.9%	1	0.0%	0	1.8%	1	2.6%	2	1.1%	1	2.3%	2	1.9%	2
Poor facilities (e.g. seating, toilets)	2.2%	4	2.9%	2	1.9%	2	0.0%	0	3.6%	2	2.6%	2	2.2%	2	2.3%	2	2.8%	3
Poor quality shop	3.9%	7	1.4%	1	5.6%	6	6.5%	3	3.6%	2	2.6%	2	5.6%	5	2.3%	2	3.7%	4
Poor signposting in centre	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Prices too high	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Short opening hours / no facilities in the evening	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	0.0%	0	2.3%	2	1.9%	2
Too few cafes, pubs or eating places	1.1%	2	1.4%	1	0.9%	1	4.3%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	9.0%	16	5.7%	4	11.1%	12	8.7%	4	16.4%	9	3.9%	3	8.9%	8	9.1%	8	7.4%	8
Traffic congestion	2.2%	4	4.3%	3	0.9%	1	0.0%	0	5.5%	3	1.3%	1	3.3%	3	1.1%	1	3.7%	4
Unsafe / poor security / dangerous	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Vandals / hooligans	4.5%	8	2.9%	2	5.6%	6	6.5%	3	1.8%	1	5.2%	4	4.4%	4	4.5%	4	5.6%	6
Lack of a specific retailer (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
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
A bit isolated	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Charity workers	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
It's on a slope	2.8%	5	2.9%	2	2.8%	3	0.0%	0	1.8%	1	5.2%	4	4.4%	4	1.1%	1	3.7%	4
It's rundown	2.8%	5	2.9%	2	2.8%	3	0.0%	0	0.0%	0	6.5%	5	4.4%	4	1.1%	1	3.7%	4
Clover Walk needs attention	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Lack of cycle routes	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Market is getting smaller	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Poor amenities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor customer service	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Shops are not all accessible	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Too busy	1.1%	2	1.4%	1	0.9%	1	2.2%	1	1.8%	1	0.0%	0	0.0%	0	2.3%	2	0.9%	1
Too many empty shops	20.2%	36	28.6%	20	14.8%	16	13.0%	6	23.6%	13	22.1%	17	21.1%	19	19.3%	17	23.1%	25
Too many homeless people	1.1%	2	0.0%	0	1.9%	2	0.0%	0	3.6%	2	0.0%	0	1.1%	1	1.1%	1	0.9%	1
Too quiet	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
(Don't know)	10.7%	19	10.0%	7	11.1%	12	10.9%	5	9.1%	5	11.7%	9	13.3%	12	8.0%	7	10.2%	11
Base:		178		70		108		46		55		77		90		88		108

Q25 What improvements to Yeovil town centre would make you visit the centre more often? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Better choice of shops	41.0%	73	40.0%	28	41.7%	45	43.5%	20	47.3%	26	35.1%	27	35.6%	32	46.6%	41	38.0%	41
Better facilities for pedestrian (including pedestrian crossing)	2.8%	5	2.9%	2	2.8%	3	2.2%	1	3.6%	2	2.6%	2	2.2%	2	3.4%	3	2.8%	3
Better facilities for youth	5.6%	10	1.4%	1	8.3%	9	15.2%	7	5.5%	3	0.0%	0	3.3%	3	8.0%	7	3.7%	4
Better facilities for older people	4.5%	8	4.3%	3	4.6%	5	4.3%	2	3.6%	2	5.2%	4	3.3%	3	5.7%	5	4.6%	5
Better maintenance / cleanliness	6.2%	11	8.6%	6	4.6%	5	6.5%	3	0.0%	0	10.4%	8	6.7%	6	5.7%	5	4.6%	5
Better quality shops	9.6%	17	7.1%	5	11.1%	12	8.7%	4	10.9%	6	9.1%	7	8.9%	8	10.2%	9	12.0%	13
Improve appearance / environment	6.2%	11	8.6%	6	4.6%	5	6.5%	3	7.3%	4	5.2%	4	7.8%	7	4.5%	4	5.6%	6
Improve bus services / access	3.9%	7	7.1%	5	1.9%	2	0.0%	0	5.5%	3	5.2%	4	3.3%	3	4.5%	4	3.7%	4
Improve rail services / access	1.1%	2	2.9%	2	0.0%	0	0.0%	0	1.8%	1	1.3%	1	1.1%	1	1.1%	1	0.0%	0
Improve security, including CCTV	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Improve signposting in 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
Longer opening hours / more evening activities	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
More banks / building societies	0.0%	0	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 car parking	6.2%	11	10.0%	7	3.7%	4	17.4%	8	3.6%	2	1.3%	1	6.7%	6	5.7%	5	5.6%	6
More large shops/department stores	5.6%	10	4.3%	3	6.5%	7	6.5%	3	1.8%	1	7.8%	6	6.7%	6	4.5%	4	7.4%	8
More specialist / independent stores	5.6%	10	8.6%	6	3.7%	4	0.0%	0	7.3%	4	7.8%	6	7.8%	7	3.4%	3	7.4%	8
Better cinema facilities	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Better other leisure sports / cultural facilities	1.7%	3	1.4%	1	1.9%	2	4.3%	2	1.8%	1	0.0%	0	2.2%	2	1.1%	1	0.9%	1
More pubs, restaurants, cafés	1.7%	3	0.0%	0	2.8%	3	2.2%	1	3.6%	2	0.0%	0	3.3%	3	0.0%	0	1.9%	2
More supermarkets/food shops	1.1%	2	2.9%	2	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	2.3%	2	0.9%	1
More traffic free areas / Pedestrianisation	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
More / better seating, toilets	9.0%	16	7.1%	5	10.2%	11	8.7%	4	12.7%	7	6.5%	5	10.0%	9	8.0%	7	7.4%	8
No need to improve	1.1%	2	1.4%	1	0.9%	1	0.0%	0	1.8%	1	1.3%	1	1.1%	1	1.1%	1	0.9%	1
Introduce a named retailer (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
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
Nothing in particular	20.8%	37	17.1%	12	23.1%	25	17.4%	8	25.5%	14	19.5%	15	22.2%	20	19.3%	17	24.1%	26
Ban cycling	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Ban smoking	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
BHS	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Cheaper car parking	3.9%	7	5.7%	4	2.8%	3	6.5%	3	3.6%	2	2.6%	2	4.4%	4	3.4%	3	5.6%	6
Fix the pavements	1.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	2.3%	2	0.9%	1
House the homeless	1.1%	2	1.4%	1	0.9%	1	0.0%	0	3.6%	2	0.0%	0	1.1%	1	1.1%	1	0.9%	1
Improve the market	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Improved access for mobility vehicles	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Introduce cycle routes	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
John Lewis	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
Less congestion	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
Less empty shops	1.7%	3	1.4%	1	1.9%	2	0.0%	0	1.8%	1	2.6%	2	2.2%	2	1.1%	1	0.9%	1
Make undercover	1.7%	3	1.4%	1	1.9%	2	2.2%	1	1.8%	1	1.3%	1	1.1%	1	2.3%	2	0.9%	1
Next	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Ramps into shops	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Smyths	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
The Range	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
TK Maxx	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
Toys R Us	1.1%	2	1.4%	1	0.9%	1	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	1.9%	2
(Don't know)	6.2%	11	5.7%	4	6.5%	7	4.3%	2	3.6%	2	9.1%	7	8.9%	8	3.4%	3	9.3%	10
Base:		178		70		108		46		55		77		90		88		108

Q26 Do you also visit foodstores and supermarkets elsewhere in Yeovil outside of the town centre? For example, Morrisons, or ASDA, or Lidl?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Yes	66.9%	119	61.4%	43	70.4%	76	67.4%	31	69.1%	38	64.9%	50	67.8%	61	65.9%	58	70.4%	76
No	30.9%	55	34.3%	24	28.7%	31	28.3%	13	29.1%	16	33.8%	26	30.0%	27	31.8%	28	27.8%	30
(Don't know / varies)	2.2%	4	4.3%	3	0.9%	1	4.3%	2	1.8%	1	1.3%	1	2.2%	2	2.3%	2	1.9%	2
Base:		178		70		108		46		55		77		90		88		108

Q27 What are the specific names of the foodstores/supermarkets that you visit? [MR]
Yes or Don't know at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Lidl (West Henford)	22.0%	27	19.6%	9	23.4%	18	30.3%	10	20.5%	8	17.6%	9	23.8%	15	20.0%	12	25.6%	20
ASDA	39.8%	49	39.1%	18	40.3%	31	45.5%	15	46.2%	18	31.4%	16	44.4%	28	35.0%	21	44.9%	35
Morrisons	39.0%	48	45.7%	21	35.1%	27	27.3%	9	35.9%	14	49.0%	25	36.5%	23	41.7%	25	41.0%	32
Lidl (Lyde Road)	10.6%	13	10.9%	5	10.4%	8	15.2%	5	10.3%	4	7.8%	4	11.1%	7	10.0%	6	14.1%	11
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
B&M	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0
Co-op	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0
Sainsbury's	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	1.3%	1
Tesco	20.3%	25	15.2%	7	23.4%	18	9.1%	3	20.5%	8	27.5%	14	17.5%	11	23.3%	14	15.4%	12
Base:		123		46		77		33		39		51		63		60		78

Q28 Why do you visit that store? [MR]
Yes or Don't know at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Close to home	38.2%	47	43.5%	20	35.1%	27	48.5%	16	38.5%	15	31.4%	16	44.4%	28	31.7%	19	41.0%	32
Close to work	8.1%	10	8.7%	4	7.8%	6	15.2%	5	10.3%	4	2.0%	1	11.1%	7	5.0%	3	10.3%	8
Convenient	20.3%	25	28.3%	13	15.6%	12	21.2%	7	17.9%	7	21.6%	11	14.3%	9	26.7%	16	17.9%	14
Easy to park	19.5%	24	17.4%	8	20.8%	16	18.2%	6	12.8%	5	25.5%	13	20.6%	13	18.3%	11	24.4%	19
Familiarity / habit	6.5%	8	8.7%	4	5.2%	4	6.1%	2	5.1%	2	7.8%	4	0.0%	0	13.3%	8	7.7%	6
Good range of food products	20.3%	25	17.4%	8	22.1%	17	9.1%	3	23.1%	9	25.5%	13	19.0%	12	21.7%	13	23.1%	18
In-store cafe	2.4%	3	2.2%	1	2.6%	2	3.0%	1	0.0%	0	3.9%	2	3.2%	2	1.7%	1	2.6%	2
In-store services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	30.1%	37	26.1%	12	32.5%	25	39.4%	13	25.6%	10	27.5%	14	30.2%	19	30.0%	18	32.1%	25
Loyalty card / points scheme	7.3%	9	8.7%	4	6.5%	5	0.0%	0	10.3%	4	9.8%	5	9.5%	6	5.0%	3	7.7%	6
Not too busy / crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area / no other choice	1.6%	2	4.3%	2	0.0%	0	3.0%	1	0.0%	0	2.0%	1	1.6%	1	1.7%	1	1.3%	1
Preference for retailer	3.3%	4	4.3%	2	2.6%	2	3.0%	1	5.1%	2	2.0%	1	3.2%	2	3.3%	2	2.6%	2
Quality of products	4.1%	5	8.7%	4	1.3%	1	0.0%	0	5.1%	2	5.9%	3	3.2%	2	5.0%	3	5.1%	4
Safe / secure	2.4%	3	2.2%	1	2.6%	2	0.0%	0	5.1%	2	2.0%	1	1.6%	1	3.3%	2	1.3%	1
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
Good range of non-food products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing/fashion for women	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing/fashion for men	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing/fashion for children and babies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branded goods	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0
Delivery service	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	1.3%	1
For a change	1.6%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	3.2%	2	0.0%	0	2.6%	2
Good offers	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	1.3%	1
Has everything I need	1.6%	2	0.0%	0	2.6%	2	0.0%	0	2.6%	1	2.0%	1	1.6%	1	1.7%	1	0.0%	0
Open 24 hours	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0
Base:		123		46		77		33		39		51		63		60		78

Q29 When you visit [STORE MENTIONED AT Q27], do you normally visit any other shops or facilities in Yeovil town centre on the same visit?
Yes or Don't know at Q26

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Yes	9.8%	12	6.5%	3	11.7%	9	15.2%	5	10.3%	4	5.9%	3	9.5%	6	10.0%	6	10.3%	8
No	90.2%	111	93.5%	43	88.3%	68	84.8%	28	89.7%	35	94.1%	48	90.5%	57	90.0%	54	89.7%	70
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		123		46		77		33		39		51		63		60		78

Q30 Which specific shops, businesses or services in the town centre do you normally visit when you visit [STORE MENTIONED AT Q27]? [MR]

Yes or Don't know at Q29

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Bakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks / building societies	16.7%	2	0.0%	0	22.2%	2	20.0%	1	25.0%	1	0.0%	0	33.3%	2	0.0%	0	25.0%	2
Bathroom / kitchen 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
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	16.7%	2	0.0%	0	22.2%	2	0.0%	0	25.0%	1	33.3%	1	16.7%	1	16.7%	1	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet / floorcovering 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
Charity shops	8.3%	1	0.0%	0	11.1%	1	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Chemists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	25.0%	3	0.0%	0	33.3%	3	40.0%	2	25.0%	1	0.0%	0	50.0%	3	0.0%	0	25.0%	2
DIY / hardware stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Double glazing / window 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
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food 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
Foodstore / supermarket	33.3%	4	66.7%	2	22.2%	2	0.0%	0	50.0%	2	66.7%	2	16.7%	1	50.0%	3	25.0%	2
General stores / corner shops / newsagents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greengrocers / fruit & veg 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
Hairdressers / barbers / beauty 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
Health and beauty 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
Health food 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
Home furnishing / textile shops	8.3%	1	0.0%	0	11.1%	1	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Household goods 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
Jewellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	8.3%	1	0.0%	0	11.1%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	12.5%	1
Restaurants / cafes	25.0%	3	33.3%	1	22.2%	2	40.0%	2	25.0%	1	0.0%	0	33.3%	2	16.7%	1	37.5%	3
Shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports good shops	8.3%	1	0.0%	0	11.1%	1	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	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
Costa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	2	0.0%	0	22.2%	2	20.0%	1	25.0%	1	0.0%	0	16.7%	1	16.7%	1	12.5%	1
Base:		12		3		9		5		4		3		6		6		8

Q31 What are the specific names of the shops, businesses or services in the town centre you normally visit when you visit [STORE MENTIONED AT Q27]? [MR]

Yes or Don't know at Q29

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
A Touch of Glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessorize	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amaze	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Animal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braddicks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
By the Fire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cecile	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ceres natural Food	8.3%	1	33.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0
CEX Entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clement White	8.3%	1	0.0%	0	11.1%	1	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Clintons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Computer Doctor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croftons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ernest Jones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
F Hinds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods	8.3%	1	0.0%	0	11.1%	1	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Fone World	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foot perfect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Game	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grape Tree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenslad Taylor Hunt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H Samuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland & Barrett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In ToTo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intersport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laceys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laura Ashley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Magnet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mann Countrywide	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	25.0%	3	33.3%	1	22.2%	2	0.0%	0	50.0%	2	33.3%	1	16.7%	1	33.3%	2	12.5%	1
Maxi Mart	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mazzers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monsoon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Movie Vault	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	8.3%	1	0.0%	0	11.1%	1	20.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	12.5%	1
O2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panache	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pandora	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacocks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ponden Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	16.7%	2	0.0%	0	22.2%	2	20.0%	1	25.0%	1	0.0%	0	33.3%	2	0.0%	0	12.5%	1
PSJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Robert Dyas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Originals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ryman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Schoolwear and More	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	8.3%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	16.7%	1	0.0%	0
South West Scooters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports of Bond Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stags	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra	8.3%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	16.7%	1	12.5%	1
The Body Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
The Edinburgh Woollen Mill	8.3%	1	0.0%	0	11.1%	1	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
The Emporium	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Entertainer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hair Studio	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mad Hatter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Perfume Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Tool shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timpson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toni & Guy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top Shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trendz	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trespass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
USC	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vape Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vita Cepelli	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vodaphone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ward & Sibley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warren James	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WHSmith	8.3%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	16.7%	1	0.0%	0
Wilko	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeavil Nail Salon	0.0%	0	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 SPECIFIC 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
(Don't know)	50.0%	6	33.3%	1	55.6%	5	80.0%	4	50.0%	2	0.0%	0	66.7%	4	33.3%	2	62.5%	5
Base:		12		3		9		5		4		3		6		6		8

Mean score [£]

Q32 How much do you spend in these other shops, businesses or services when you visit [STORE MENTIONED AT Q27]?
Yes or Don't know at Q29

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5 or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01-£10	8.3%	1	33.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0
£10.01 - £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 - £20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£20.01 - £30	16.7%	2	0.0%	0	22.2%	2	20.0%	1	25.0%	1	0.0%	0	33.3%	2	0.0%	0	25.0%	2
£30.01 - £40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£40.01 - £50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01 - £75	8.3%	1	0.0%	0	11.1%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	12.5%	1
£75.01 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	66.7%	8	66.7%	2	66.7%	6	60.0%	3	50.0%	2	100.0%	3	66.7%	4	66.7%	4	62.5%	5
Mean:		*30.00*		*7.50*		*37.50*		*43.75*		*16.25*		*0.00*		*25.00*		*35.00*		*37.50*
Base:		12		3		9		5		4		3		6		6		8

Q33 Do you ever visit any of the street markets in Yeovil town centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Yes	32.6%	58	31.4%	22	33.3%	36	23.9%	11	34.5%	19	36.4%	28	28.9%	26	36.4%	32	28.7%	31
No	67.4%	120	68.6%	48	66.7%	72	76.1%	35	65.5%	36	63.6%	49	71.1%	64	63.6%	56	71.3%	77
Base:		178		70		108		46		55		77		90		88		108

Q34 Which market/s in Yeovil town centre do you visit?
Yes or Don't know at Q33

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Street Market, Middle Street (Tuesdays & Fridays)	79.3%	46	77.3%	17	80.6%	29	72.7%	8	84.2%	16	78.6%	22	80.8%	21	78.1%	25	77.4%	24
Independents Market (1st Saturday of Month), Middle Street (near Primark)	27.6%	16	27.3%	6	27.8%	10	18.2%	2	21.1%	4	35.7%	10	26.9%	7	28.1%	9	25.8%	8
(Don't know / varies)	1.7%	1	0.0%	0	2.8%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	3.2%	1
Base:		58		22		36		11		19		28		26		32		31

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Male	39.3%	70	100.0%	70	0.0%	0	39.1%	18	40.0%	22	39.0%	30	35.6%	32	43.2%	38	41.7%	45
Female	60.7%	108	0.0%	0	100.0%	108	60.9%	28	60.0%	33	61.0%	47	64.4%	58	56.8%	50	58.3%	63
Base:		178		70		108		46		55		77		90		88		108

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
18 - 24 years	13.5%	24	12.9%	9	13.9%	15	52.2%	24	0.0%	0	0.0%	0	8.9%	8	18.2%	16	18.5%	20
25 - 34 years	12.4%	22	12.9%	9	12.0%	13	47.8%	22	0.0%	0	0.0%	0	14.4%	13	10.2%	9	13.9%	15
35 - 44 years	13.5%	24	12.9%	9	13.9%	15	0.0%	0	43.6%	24	0.0%	0	14.4%	13	12.5%	11	11.1%	12
45 - 54 years	17.4%	31	18.6%	13	16.7%	18	0.0%	0	56.4%	31	0.0%	0	16.7%	15	18.2%	16	19.4%	21
55 - 64 years	16.9%	30	11.4%	8	20.4%	22	0.0%	0	0.0%	0	39.0%	30	17.8%	16	15.9%	14	18.5%	20
65+ years	26.4%	47	31.4%	22	23.1%	25	0.0%	0	0.0%	0	61.0%	47	27.8%	25	25.0%	22	18.5%	20
Base:		178		70		108		46		55		77		90		88		108

SEG Occupation of Chief Wage Earner in HHold:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
AB	14.0%	25	18.6%	13	11.1%	12	10.9%	5	18.2%	10	13.0%	10	27.8%	25	0.0%	0	15.7%	17
C1	36.5%	65	27.1%	19	42.6%	46	34.8%	16	32.7%	18	40.3%	31	72.2%	65	0.0%	0	38.0%	41
C2	24.2%	43	30.0%	21	20.4%	22	26.1%	12	29.1%	16	19.5%	15	0.0%	0	48.9%	43	25.0%	27
DE	25.3%	45	24.3%	17	25.9%	28	28.3%	13	20.0%	11	27.3%	21	0.0%	0	51.1%	45	21.3%	23
Base:		178		70		108		46		55		77		90		88		108

ADU Adults in hhold [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
1 adult in hhold	23.6%	42	21.4%	15	25.0%	27	6.5%	3	21.8%	12	35.1%	27	18.9%	17	28.4%	25	11.1%	12
2 adults in hhold	54.5%	97	52.9%	37	55.6%	60	45.7%	21	60.0%	33	55.8%	43	58.9%	53	50.0%	44	59.3%	64
3 adults in hhold	15.2%	27	15.7%	11	14.8%	16	34.8%	16	10.9%	6	6.5%	5	13.3%	12	17.0%	15	20.4%	22
4 or more adults in hhold	6.7%	12	10.0%	7	4.6%	5	13.0%	6	7.3%	4	2.6%	2	8.9%	8	4.5%	4	9.3%	10
Base:		178		70		108		46		55		77		90		88		108

CHI Children in hhold [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
No children in hhold	78.1%	139	81.4%	57	75.9%	82	54.3%	25	69.1%	38	98.7%	76	77.8%	70	78.4%	69	71.3%	77
1 child in hhold	11.2%	20	7.1%	5	13.9%	15	23.9%	11	16.4%	9	0.0%	0	11.1%	10	11.4%	10	13.9%	15
2 children in hhold	8.4%	15	10.0%	7	7.4%	8	13.0%	6	14.5%	8	1.3%	1	7.8%	7	9.1%	8	13.0%	14
3 children in hhold	1.7%	3	1.4%	1	1.9%	2	6.5%	3	0.0%	0	0.0%	0	2.2%	2	1.1%	1	1.9%	2
4 or more children in hhold	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		178		70		108		46		55		77		90		88		108

CAR Cars in hhold [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
No cars in hhold	39.3%	70	35.7%	25	41.7%	45	23.9%	11	40.0%	22	48.1%	37	35.6%	32	43.2%	38	0.0%	0
1 car in hhold	27.5%	49	22.9%	16	30.6%	33	23.9%	11	23.6%	13	32.5%	25	23.3%	21	31.8%	28	45.4%	49
2 cars in hhold	26.4%	47	35.7%	25	20.4%	22	39.1%	18	30.9%	17	15.6%	12	31.1%	28	21.6%	19	43.5%	47
3 cars in hhold	4.5%	8	2.9%	2	5.6%	6	8.7%	4	3.6%	2	2.6%	2	7.8%	7	1.1%	1	7.4%	8
4 or more cars in hhold	2.2%	4	2.9%	2	1.9%	2	4.3%	2	1.8%	1	1.3%	1	2.2%	2	2.3%	2	3.7%	4
Base:		178		70		108		46		55		77		90		88		108

DAY Day of interview:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	56.2%	100	57.1%	40	55.6%	60	58.7%	27	45.5%	25	62.3%	48	53.3%	48	59.1%	52	50.9%	55
Saturday	43.8%	78	42.9%	30	44.4%	48	41.3%	19	54.5%	30	37.7%	29	46.7%	42	40.9%	36	49.1%	53
Base:		178		70		108		46		55		77		90		88		108

LOC Location (see Map):

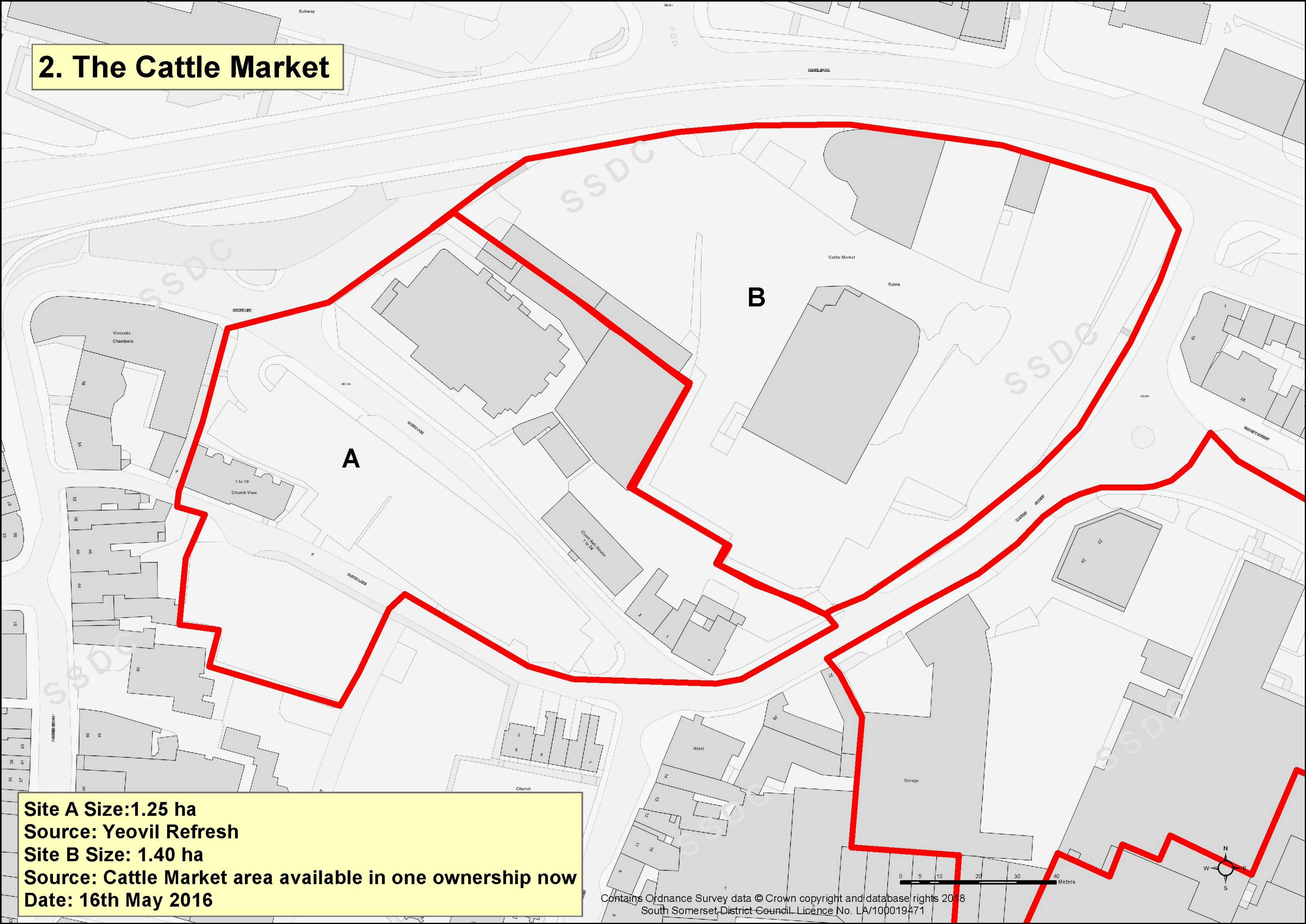
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
Quedam Shopping Centre and Middle St	59.6%	106	58.6%	41	60.2%	65	60.9%	28	69.1%	38	51.9%	40	61.1%	55	58.0%	51	63.0%	68
Westminster St / High St / Princes St	40.4%	72	41.4%	29	39.8%	43	39.1%	18	30.9%	17	48.1%	37	38.9%	35	42.0%	37	37.0%	40
Base:		178		70		108		46		55		77		90		88		108

PC

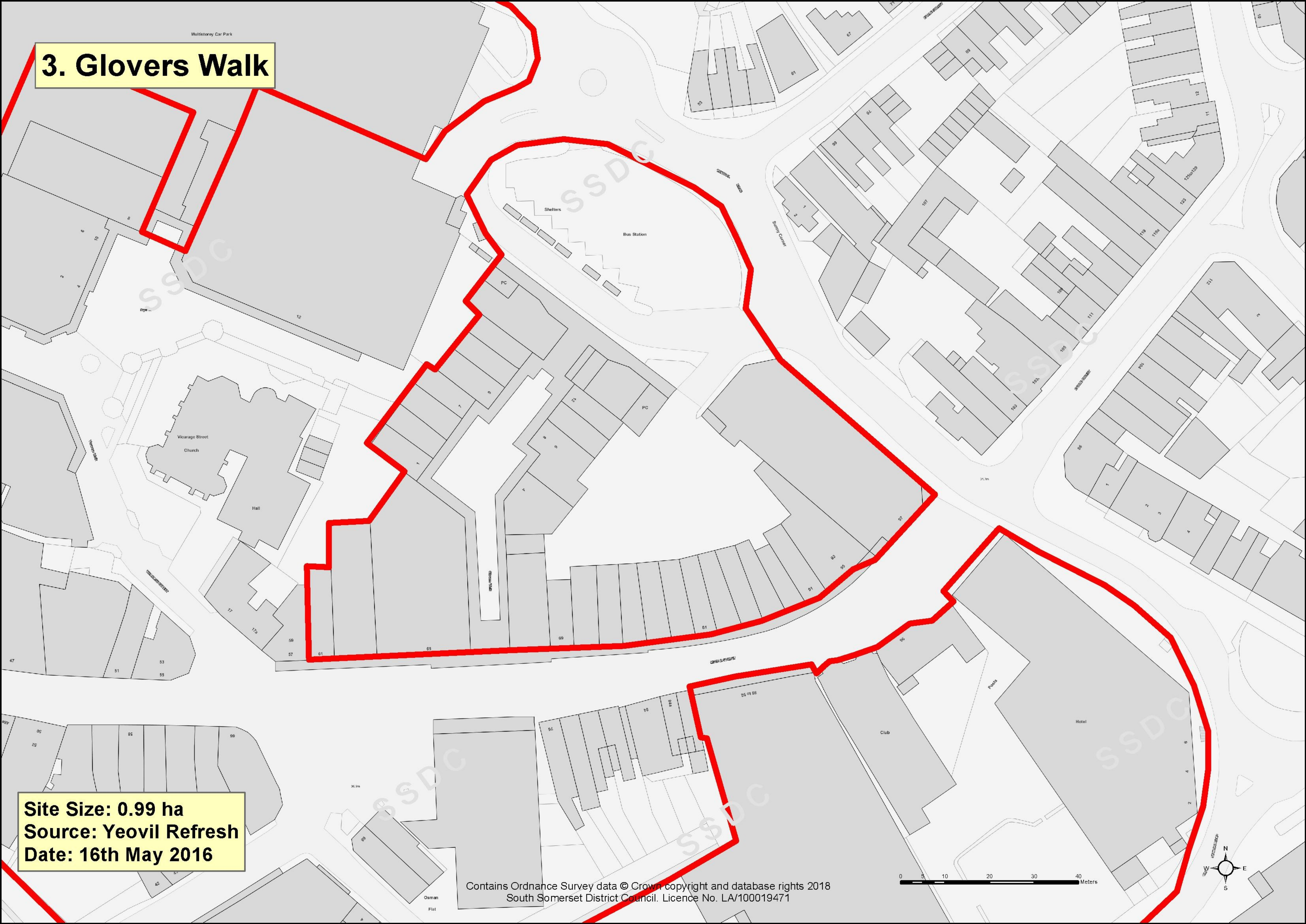
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Car in hhold	
BA11 2	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
BA16 0	1.1%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.6%	2	2.2%	2	0.0%	0	0.9%	1
BA2 8	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
BA20 1	5.6%	10	8.6%	6	3.7%	4	4.3%	2	12.7%	7	1.3%	1	6.7%	6	4.5%	4	3.7%	4
BA20 2	10.7%	19	10.0%	7	11.1%	12	13.0%	6	14.5%	8	6.5%	5	10.0%	9	11.4%	10	12.0%	13
BA20 3	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
BA21	1.1%	2	0.0%	0	1.9%	2	0.0%	0	1.8%	1	1.3%	1	2.2%	2	0.0%	0	0.0%	0
BA21 2	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
BA21 3	17.4%	31	11.4%	8	21.3%	23	15.2%	7	14.5%	8	20.8%	16	17.8%	16	17.0%	15	14.8%	16
BA21 4	7.3%	13	8.6%	6	6.5%	7	4.3%	2	7.3%	4	9.1%	7	6.7%	6	8.0%	7	8.3%	9
BA21 5	15.2%	27	15.7%	11	14.8%	16	19.6%	9	9.1%	5	16.9%	13	8.9%	8	21.6%	19	13.0%	14
BA22 7	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
BA22 8	5.1%	9	5.7%	4	4.6%	5	4.3%	2	5.5%	3	5.2%	4	6.7%	6	3.4%	3	6.5%	7
BA22 9	3.4%	6	0.0%	0	5.6%	6	4.3%	2	0.0%	0	5.2%	4	3.3%	3	3.4%	3	2.8%	3
BA24 2	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
BA3 3	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
BA4 4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
BA4 5	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
BA6 8	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
BA9 9	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
BT9 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
CF83 2	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
DT10 1	1.1%	2	2.9%	2	0.0%	0	2.2%	1	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.9%	1
DT2 0	1.1%	2	2.9%	2	0.0%	0	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	1.9%	2
DT3 6	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
DT9 4	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
DT9 5	1.7%	3	1.4%	1	1.9%	2	0.0%	0	3.6%	2	1.3%	1	1.1%	1	2.3%	2	0.9%	1
DT9 6	1.1%	2	1.4%	1	0.9%	1	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	1.9%	2
EX12 2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
GL5 4	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
PO22 7	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
SA18 2	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
SL3 7	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
SP7 9	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
SP8 4	1.1%	2	1.4%	1	0.9%	1	0.0%	0	1.8%	1	1.3%	1	2.2%	2	0.0%	0	1.9%	2
TA1 1	0.6%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
TA10 9	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1
TA11 6	2.2%	4	1.4%	1	2.8%	3	2.2%	1	1.8%	1	2.6%	2	3.3%	3	1.1%	1	1.9%	2
TA12 6	2.8%	5	4.3%	3	1.9%	2	4.3%	2	5.5%	3	0.0%	0	1.1%	1	4.5%	4	2.8%	3
TA13 5	0.6%	1	0.0%	0	0.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1
TA14 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
TA15 6	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.9%	1
TA16 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
TA18 7	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.1%	1	0.0%	0	0.9%	1
TA18 8	2.2%	4	1.4%	1	2.8%	3	0.0%	0	5.5%	3	1.3%	1	1.1%	1	3.4%	3	2.8%	3
TA19 9	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
TA20 1	1.1%	2	0.0%	0	1.9%	2	2.2%	1	0.0%	0	1.3%	1	1.1%	1	1.1%	1	0.9%	1
TA21 3	0.6%	1	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
TA4 1	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
TA6 5	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.9%	1
TA7 9	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Base:		178		70		108		46		55		77		90		88		108

1. Quedam Shopping Centre Extension Area
Depot
Fire Station
Garage
Hotel
Multistorey Car Park
Shelters
Vicarage Street
Site Size: 1.62 ha
Source: Application 07/03898/FUL
Date: 16th May 2016
0 5 10 20 30 40 Meters
Contains Ordnance Survey data © Crown copyright and database rights 2018
South Somerset District Council. Licence No. LA/100019471

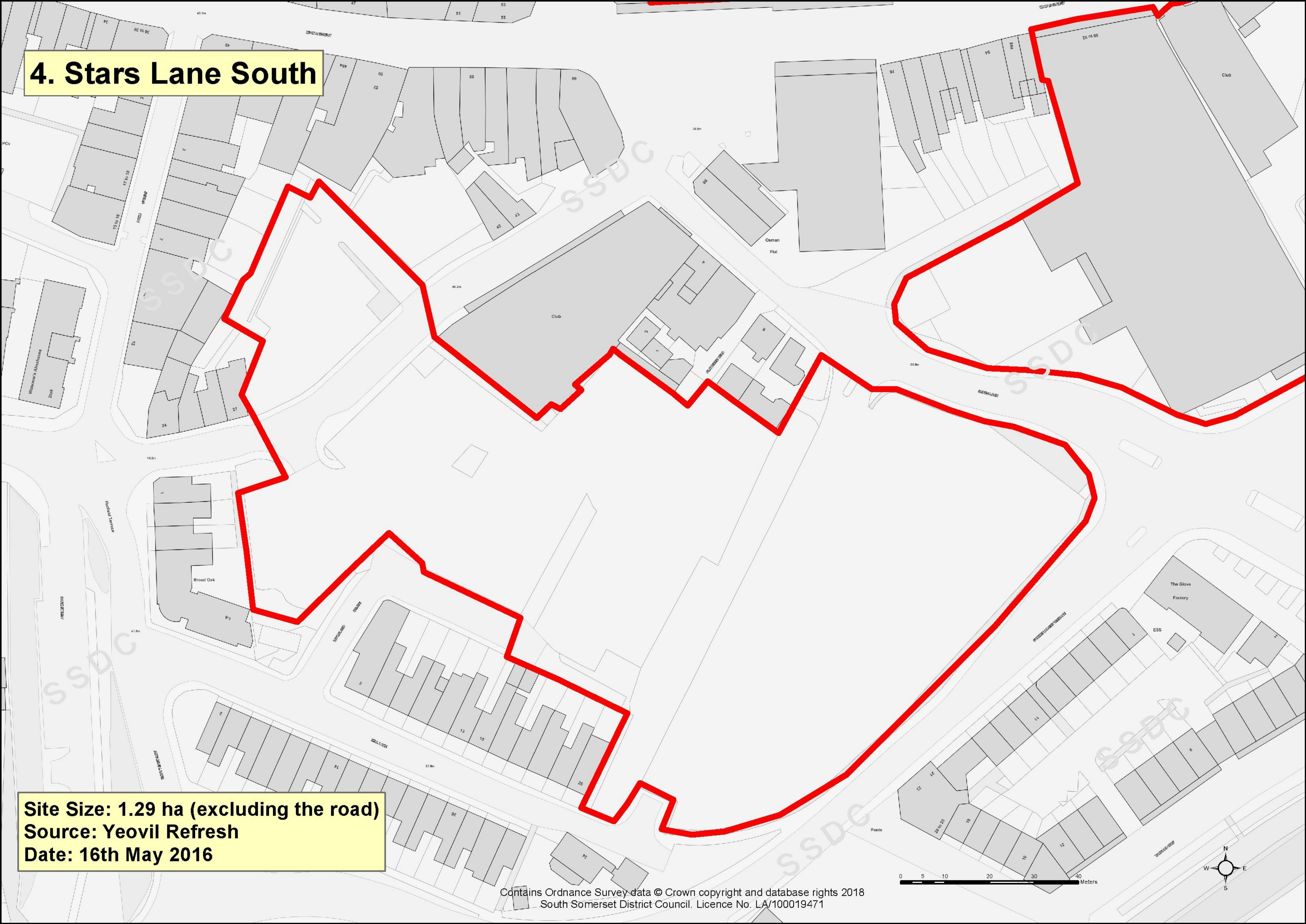
2. The Cattle Market



Site A Size:1.25 ha
Source: Yeovil Refresh
Site B Size: 1.40 ha
Source: Cattle Market area available in one ownership now
Date: 16th May 2016

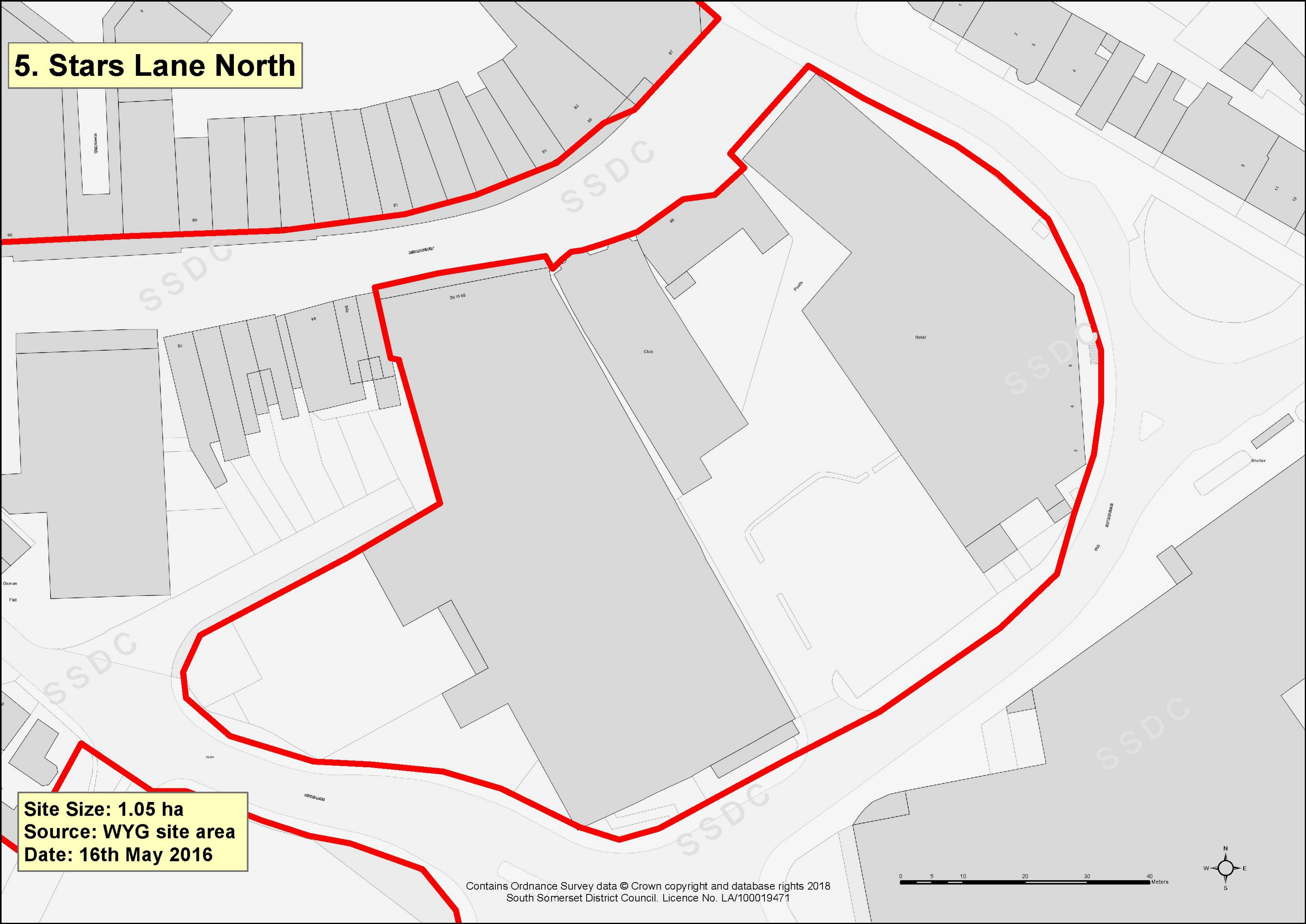

3. Glovers Walk
Multistorey Car Park
Shelters
Bus Station
Vicarage Street
Church
Hall
Club
Hotel
Posts
Site Size: 0.99 ha
Source: Yeovil Refresh
Date: 16th May 2016
Contains Ordnance Survey data © Crown copyright and database rights 2018
South Somerset District Council. Licence No. LA/100019471
Meters
SSDC

4. Stars Lane South



Site Size: 1.29 ha (excluding the road)
Source: Yeovil Refresh
Date: 16th May 2016

5. Stars Lane North

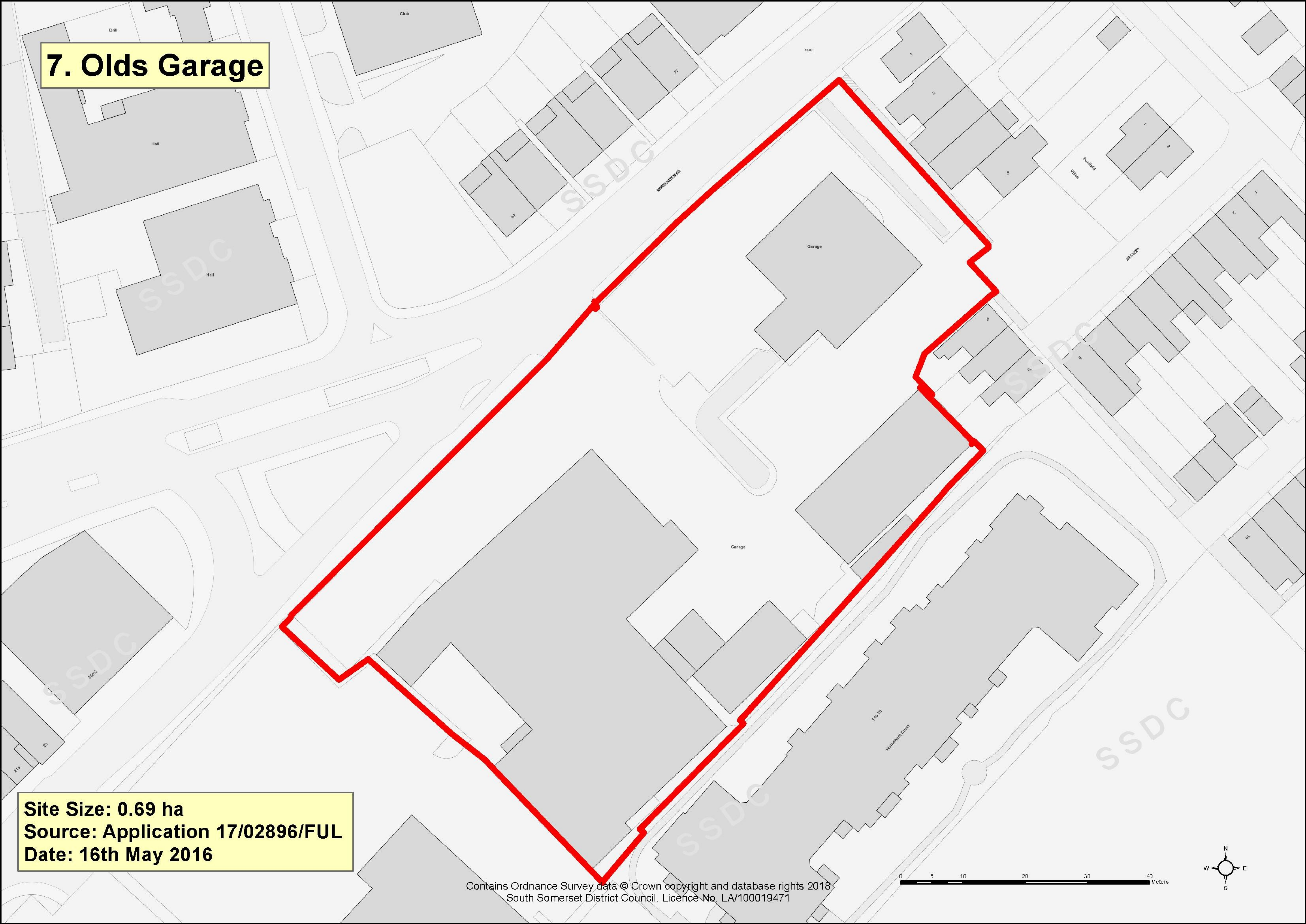


Site Size: 1.05 ha
Source: WYG site area
Date: 16th May 2016

6. Ambulance & Fire Station

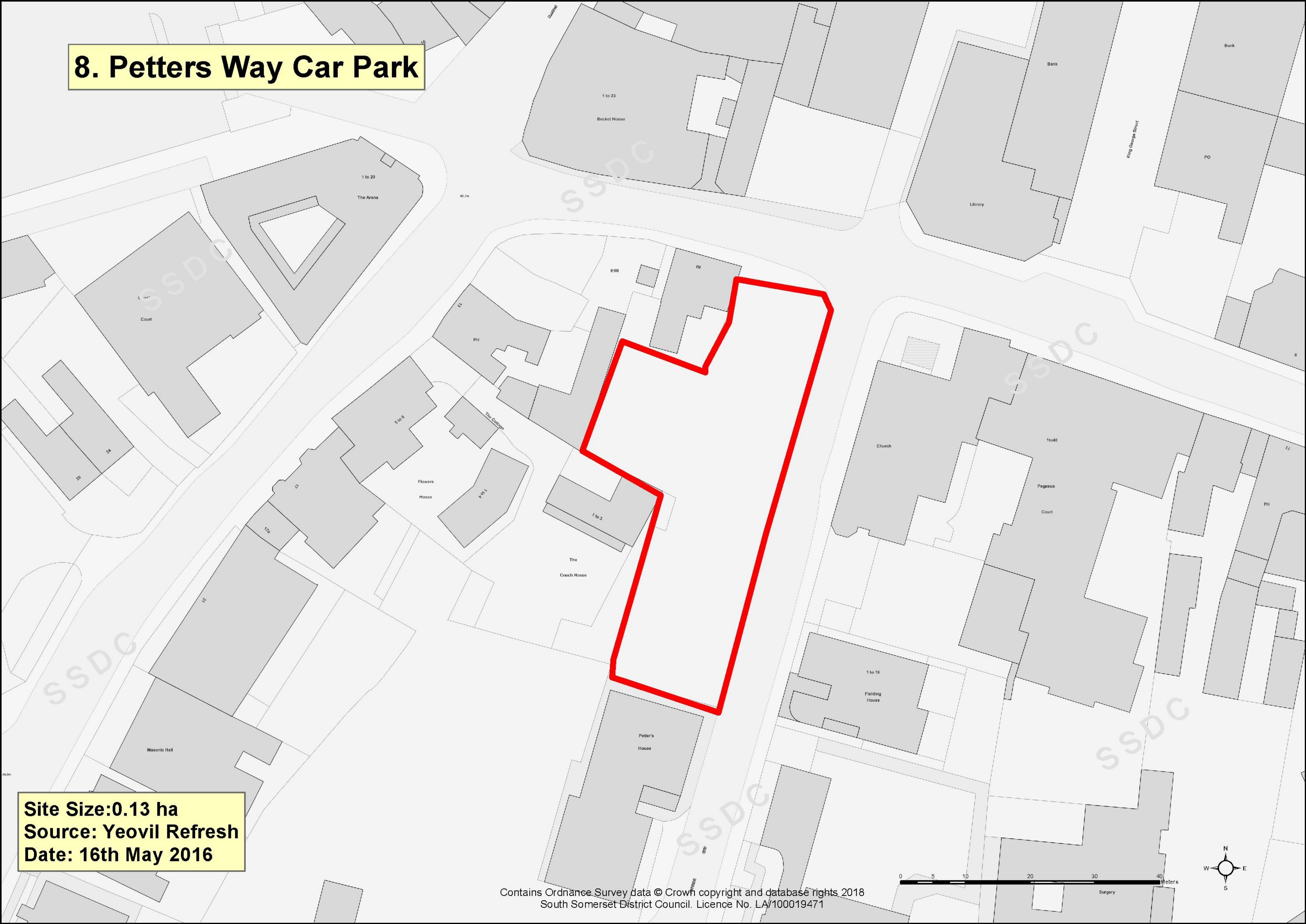
Site Size: 0.40 ha
Source: WYG site area as amended by SSDC
Date: 16th May 2016

7. Olds Garage



Site Size: 0.69 ha
Source: Application 17/02896/FUL
Date: 16th May 2016

8. Petters Way Car Park



Site Size:0.13 ha
Source: Yeovil Refresh
Date: 16th May 2016

Critical Review of Bunford Park, Yeovil – Economic and Enabling Statement (Indigo, June 2017)

1.1 Introduction

HJA was instructed by South Somerset District Council (SSDC) to review the *Bunford Park, Yeovil Economic and Enabling Statement* (YEES) prepared by Indigo, June 2017. The core purpose was to understand whether the economic impact and employment land arguments set out within the document were robust and reasonable.

HJA is a specialist economic development consultancy with particular expertise in economic impact and employment land analysis. HJA has recently completed two reports for SSDC in respect of both the short and long term demands for employment land in South Somerset.

1.2 Alignment to Short Term and Long Term Employment Land Reports

HJA has considered the alignment of the YEES with the findings of recent work on the short term and long term demand for employment land in South Somerset.

1.2.1 Short term

HJA agrees with the overarching findings of the market review set out within the document, including the weak office market and low likelihood of speculative development. This was a consistently reported view from commercial agents within the research.

Commercial agents also consistently reported the viability challenge when delivering employment property. HJA cannot comment on any detailed viability issues with the Bunford Park site. However, based on our previous research it is reasonable to conclude that there is a viability challenge and that with abnormal and infrastructure costs the viability position is further weakened.

Whilst the enabling argument is made in respect of site infrastructure and servicing, the market review comments on the viability challenge with a serviced plot (i.e. even with a serviced plot the end value of the property can be lower than the land and build cost, see YEES paragraphs 6.45-6.46). This was a consistent comment made to HJA by commercial agents in its recent research. Therefore one needs to consider over what time frame the proposed scheme will come forward. The economic impacts for the whole scheme are set out in terms of per annum impacts in perpetuity at full occupancy within the YEES. However, the evidence suggests this will most likely be a long-term project, certainly before full occupancy is reached. Particularly with the volume of office accommodation that is included within the proposed mix.

As written, the YEES could leave the reader to assume those benefits will come forward quickly as a result of the enabling development of the Sainsbury's superstore. Whilst the superstore may enable important site infrastructure to be provided, it is not indicated within the YEES that this will overcome the general viability challenges on a plot by plot basis. The recent HJA research also identified some further concerns in respect of land prices and nature of deal terms, which further hamper development. These are not addressed through the enabling argument. That is not to say a readily deliverable supply of serviced plots is not important. But it is important to understand there are wider issues which will likely impede the rate of development at the site and hence the achievement of the scale of economic impacts set out in the YEES.

1.2.2 Long Term

The YEES, and the application it supports, includes a substantial change in the proposed Use Class mix from the extant permission on the site. The YEES sets out the case for reducing the scale of office floorspace within the proposals, and includes B8 floorspace in its stead. Notwithstanding this change, the current application includes 32,000 sq m B1(a) office floorspace.

32,000 sq m of office development equates to 92% of the total gross office floorspace estimated within the recent HJA analysis for the period 2014-34. It was noted in the HJA Long Term report that a proportion of this development would likely be achieved through the redevelopment of existing employment sites (based on historic development patterns). After making relevant deductions and adjustments the residual requirement was identified as 30,500 sq m. This includes a flexibility allowance to ensure choice in the market, so is actually greater than total anticipated take up. It was noted that in the view of commercial agents this estimate of total office requirement remained at the upper end of what might be considered reasonable based on current expectations. On this basis, the proposed office floorspace at Bunford Park is greater than the anticipated requirement to 2034. This reconfirms the notion that the build out period for the site will be extended. Given the likelihood of other sites delivering office floorspace, one might consider it reasonable to expect the build out period to extend beyond the mid 2030s.

In addition, the HJA analysis set out within its long term report notes that a proportion of the requirement for office floorspace is to enable the replacement of stocks being lost to other uses (through permitted development rights, site redevelopment/change of use, dilapidation etc). As such, only a portion (13,100 sq m) is required to accommodate forecast growth in the office sector. This is based on a forecast of 1,000 net additional FTE office jobs in the South Somerset economy over the period 2014-34. The YEES notes potential capacity for 1,969 – 2,560 FTE jobs within the office accommodation. After deducting displacement[1] effects as stated within the YEES (25%) the range of additional office jobs within South Somerset is 1,477 – 1,920. This is comfortably in excess of total forecasts as set out within the recent HJA work. On this basis, either a larger proportion of jobs will be displaced (potentially through the relocation of jobs within the district, which would accord with the HJA analysis of a need for replacement stocks); job creation performance in the office sector will need to significantly exceed current forecast; or the jobs will take substantially longer to be delivered than the HJA analysis period to 2034.

The HJA long term report set out a net additional requirement for 39,200 sq m of B8 floorspace across the district over the period to 2014-2034. This compares to 26,091 sq m within the proposed application. The proposal therefore accounts for 66% of the net additional requirement to 2034. One may take a view that this will still require a number of years to achieve, and with other sites delivering floorspace take up of the proposed development may take an extended period. There is also a requirement for replacement industrial premises (B1b/c, B2 and B8) and as a result not all

[1] HJA has not adjusted for leakage. This is a measure of whether jobs are secured by South Somerset residents and not a workplace jobs measure. HJA has sought to ensure broad consistency with the figures stated in its own reports for SSDC.

employment within new B8 premises in the district will be net additional. A 25% displacement allowance is included.

1.2.3 Conclusion

In combination the recent HJA research would suggest that the time taken to reach full occupancy will be extended given the scale of B1(a) office floorspace within the proposal. The YEES does not set out the timescale to reach full occupancy, but it may be possible for the reader to infer that the scale of economic impact set out at steady state would be achieved relatively swiftly.

It is also possible that the net additional scale of impacts will be lower than indicated, given the potential for greater displacement of existing activity.

1.3 Further Comments

The sections above specifically deal with the alignment with the recent HJA analysis. Set out below are some additional comments related to the general review of the document.

The analysis of construction phase impacts does not include any adjustment for additionality factors i.e. leakage, displacement, deadweight, substitution and multipliers. Best practice would encourage these adjustments, as have been applied within the operational phase analysis.

Within the assessment of additionality at the operational phase the assumptions for leakage and displacement are set as 'low', whereas for multipliers they are set as 'medium'. It is not set out as to why these assumptions have been chosen and why they are not all 'medium' or all 'low'. As noted above, there is some evidence to suggest displacement effects may be higher than have been assumed. HJA would typically use commuting data to inform the assessment of leakage, which provides a more locally specific assumption, as opposed to a generic assumption from a guidance document.

GVA per worker assumptions are not sectorally adjusted. It is noted that this has weaknesses. There are pros and cons of different approaches as good quality local data at sectoral level is not available.

Given the weakness of the office market, as set out within both the recent HJA reports and the market commentary within the YEES, SSDC may want to consider whether it would rather encourage a broader mix of B Uses on the site, including a mix of industrial uses (B1b/c and B2) as well as B8. However, this will be at a lower employment density and will not have the capacity to accommodate the scale of jobs set out within the Indigo report. A lot of the industrial floorspace requirement set out within the HJA report is to replace ageing stocks, so whilst important in economic development terms will not be primarily accommodating net new jobs. Any such adjustment in the development mix may have knock on implications for the viability of the site.