

# Uttlesford Retail Capacity Study Update

FINAL REPORT

ON BEHALF OF UTTLESFORD DISTRICT COUNCIL  
OCTOBER 2023

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# 1. Introduction

- 1.1 Nexus Planning ('Nexus') was originally commissioned by Uttlesford District Council (the 'Council') in 2021 to prepare a Retail Capacity Study for the District. An Interim Retail Capacity Study was completed in November 2021. The Council has now asked Nexus to prepare an Update Study to account for the passing of time as the Council moves towards the Regulation 18 Consultation stage of its Local Plan.
- 1.2 This Update Study is a complete refresh of the Interim Study. It is supported by new empirical evidence in the form of a Household Telephone Survey prepared by NEMS Market Research ('NEMS') in June 2023, as well as updated health-check assessment and retail capacity assessment, carried out by Nexus.
- 1.3 As well as incorporating new empirical evidence, the Update also considers the health of five Local Centres which did not form part of our previous commission.
- 1.4 The Study is prepared in accord with best practice in the National Planning Policy Framework ('NPPF') September 2023 and Planning Practice Guidance ('PPG').
- 1.5 The project team has worked with officers of the Council in producing this consolidated report. Under the duty to co-operate neighbouring authorities have also been consulted on any current or extant major retail developments occurring within their boundaries.
- 1.6 In keeping with our previous Study, this Update is comprised of the following chapters:
  - **Chapter 2** provides an assessment of the latest retail and other town centre use trends;
  - **Chapter 3** sets the policy context for the study, including providing a review of the latest government policy on retail and other town centre uses and town centres;
  - **Chapter 4** provides a summary of the retail capacity projections for the District;
  - **Chapter 5** sets out a health check assessment of each of the Town Centres and Local Centres within the District;
  - **Chapter 6** considers town centre boundaries; and
  - **Chapter 7** sets out our policy recommendations.

## 2. Retail Trends

### Introduction

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

### Economic Conditions

- 2.3 The UK economy has clearly been substantially impacted over the past two years by the Covid-19 pandemic, and subsequent restrictions on movement and behaviour which have sought to mitigate its impact. This uncertain background caused business investment and expenditure to decline. Household spending fell by over 20% quarter-on-quarter in the second quarter of 2020 following the imposition of national lockdown measures. This is the largest quarterly contraction on record. Retail sales volumes also suffered double-digit falls in April 2020 as all but essential stores closed during the height of the lockdown.
- 2.4 However, as a result of the gradual reopening of businesses over summer 2020, the economy returned to growth, with this gathering momentum as a greater number of sectors reopened, including hospitality and leisure services followed by the full reopening of schools. A more pronounced resurgence in the number of cases of Covid-19 resulted in the Government reinstating a nationwide lockdown in early 2021. The outlook continues to be of concern at the time of reporting given that inflation remains well above the Bank of England's 2% target, resulting in substantial increases in the general cost of living.
- 2.5 In February 2023, Experian published its Retail Planner Briefing Note 20 ('ERPBN20'). This Note provides a comprehensive overview of anticipated future growth in the retail sector and considers likely changes in bricks and mortar retail floorspace and online sales. ERPBN20 anticipates that although the impact of the Covid-19 pandemic is beginning to fade, contemporary issues such as high inflation, high energy costs and disruptions to the supply chain continue to make retail a volatile environment. It predicts medium to long-term GDP growth at 1.7%, which is below the historic long-term growth rate of 2.3%. This is likely to result in a further decline in retail sales in the short-term.
- 2.6 More recent figures from the ONS have identified a decline in GDP growth of 0.1% in May 2023, after having previously grown by 0.2% in April 2023<sup>1</sup>. The picture for the first half of 2023 as a whole is one of static growth. Although the medium-term outlook in respect of gross domestic product ('GDP') has been shaped by the course of the pandemic, the long-term outlook for GDP remains largely unchanged, albeit with growth expected to remain below historic averages due to slower population and productivity increases. The Bank of England has forecast five quarters of overall negative growth, lasting from the final three months of 2022 until the end of 2023<sup>2</sup>.

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<sup>1</sup> GDP monthly estimate, UK: May 2023, the ONS, July 2023

<sup>2</sup> Article headlined 'Bank of England hikes rates as it predicts 13% inflation and long recession', The Guardian, August 2022.

- 2.7 Overall retail sales are forecast to be volatile in the short term, but growth is less impacted over the medium and longer term. The Covid-19 pandemic has accelerated the shift to online retailing. As a consequence, the proportion of expenditure committed via special forms of trading (i.e. internet and mail order sales) has increased.
- 2.8 More generally, as a result of relatively modest growth forecasts and the shift to online retailing, Experian forecasts that there will be a reduction in the stock of retail floorspace over the next few years.
- 2.9 In terms of inflation, Office for National Statistics data<sup>3</sup> indicates that the rate of inflation (as measured by the consumer price index) increased from 0.3% at April 2016 to 2.4% at April 2018, before reducing to 0.8% at April 2020. The rate of inflation then increased to 5.5% at January 2022 and further to 10.1% at July 2022, prior to peaking at a rate of 11.1% at October 2022. The rate of inflation has subsequently fallen back to 7.9% at June 2023. The Bank of England has therefore forecast that inflation is over its peak, with the Office for Budget Responsibility forecasting the rate of inflation to fall back to the Bank of England target of 2% by Q1 of 2024<sup>4</sup>.
- 2.10 Retail has been an industry under significant stress, as many retailers find themselves squeezed between rising costs and the increasing volume of sales over the internet. Such difficulties were, of course, exacerbated by the Covid-19 pandemic and the cost-of-living crisis associated with rising energy prices and inflation.
- 2.11 There will still be the need and demand for physical stores, despite the increase in shopping online. This is particularly the case for convenience goods sales in light of the fact that the online shopping orders are typically picked from the shelves of physical stores. In respect of comparison goods, there is a need for the offer to become more 'experiential' in order to encourage shoppers onto the high street, and to ensure that shopping is viewed as a pleasurable pastime. The shopping experience needs to evolve and diversify both to attract footfall and convert increased activity into sales. Independents clearly have an important role to play in adding interest and in providing differentiation between shopping venues.
- 2.12 In considering the current strength of the retail and leisure sectors, it is important to recognise that different types of retailer have been the subject of different fortunes. Non-essential retailers were impacted by enforced 'lockdown' closures in 2020 and 2021. However, dispensing chemists traded more strongly from March 2020, and their sales continued to boom in 2022, even after restrictions were eased and other non-essential stores were allowed to reopen. Supermarkets have also continued to trade consistently above their pre-pandemic levels. This was initially due to a degree of stockpiling of grocery goods, but some ongoing benefit was evident due to the ongoing prevalence of working from home. Furniture and homeware retailers have also generally benefitted from people spending more time in their homes and wanting to improve their own environment. However, in light of increasing inflation and changes to working patterns throughout 2022, that there has more recently been a shift away from this pattern<sup>5</sup>.

### Available Expenditure and the Impact of the Internet

- 2.13 Experian expenditure data and growth forecasts confirm that the pandemic resulted in fairly turbulent short-term growth in per capita convenience and comparison goods expenditure. In this regard, ERPBN20 identifies that per capita convenience goods expenditure growth will decrease slightly in 2023 by 2.4%. This follows a 1.4% convenience goods expenditure contraction in 2021, followed by another contraction of 6.7% in 2022. This decrease is forecast to continue through 2024, with modest growth only forecast from 2025 onwards.
- 2.14 As the Table 2.14.1 below indicates, forecast increases in per capita comparison goods spending are more optimistic. However, these forecasts are significantly below the levels apparent before the pandemic. Experian identifies that per

<sup>3</sup> ONS 'Consumer price inflation tables' dataset, January 2023.

<sup>4</sup> Office for Budget Responsibility, April 2023

<sup>5</sup> Article headlined 'Retail sales in Great Britain rise despite cost of living crisis', The Guardian, 19 August 2022.

capita comparison goods expenditure dropped by 6.8% in 2020, although grew again by 6.7% in 2021. Experian forecasts that growth will remain between 2.5% to 3.0% per annum in the medium to long term.

Table 2.14.1 Experian's Identified and Forecast Convenience and Comparison Goods Per Capita Expenditure Growth

Volume Growth per Head (%)	2018	2019	2020	2021	2022	2023	2024	2025-29	2030-40
Convenience goods	0.1	0.2	10.2	-1.4	-6.7	-2.4	-0.4	0.1	0.2
Comparison goods	0.7	2.5	-6.8	6.7	-0.4	-1.6	0.3	2.5	3.0

Source: Figure 1a and Figure 1b of Experian Retail Planner Briefing Note 20

- 2.15 Whilst the above figures relate to a level of growth which is significantly below that which has historically been available to retailers, the situation for high street stores is exacerbated through the increasing amount of expenditure which is committed through special forms of trading<sup>6</sup> and, in particular, online.
- 2.16 In this regard, Figure 5 of ERPBN20 indicates that special forms of trading accounted for 29.6% of total retail sales in 2022, which is a slight drop from 30.7% in 2021 when higher online pandemic sales were still influencing the marketplace. In the medium to long term, Experian believes that special forms of trading will continue to grow and will reach over 35% of retail sales by 2031.
- 2.17 The Table below sets out Experian's identified and forecast level of special forms of trading as a proportion of overall convenience and comparison goods expenditure. Experian estimates that special forms of trading will account for nearly four out of every ten pounds spent on comparison goods and just over a quarter of convenience goods expenditure at 2038.

Table 2.17.1 Experian's Identified and Forecast Market Share of Non-Store Retail Sales for Convenience and Comparison Goods Sectors

Volume Growth Per Head (%)	2018	2019	2020	2021	2022	2023	2028	2033	2038
Convenience goods	10.9	12.8	16.6	19.3	19.4	18.6	22.5	24.4	25.5
Comparison goods	21.4	24.5	37.6	38.3	36.0	35.4	39.5	41.5	42.7

Source: Figure 5 of Experian Retail Planner Briefing Note 20

- 2.18 The ongoing popularity of internet shopping continues to have clear implications in respect of the viability of some 'bricks and mortar' retailers. However, it is important to note that changes in how people shop also bring about some opportunities for retailers trading from the high street. In particular, many stores sell online but fulfil orders from regular stores rather than warehouses<sup>7</sup>, with purchases therefore helping to sustain tangible retail floorspace. As a consequence, Experian also provides an 'adjusted' estimate of special forms of trading, which relates to expenditure which is not available to actual stores.

## Convenience Goods

- 2.19 Recent socio-economic conditions have led to significant shifts in convenience goods retailing, which have resulted in the 'big four' supermarket operators' market share being cut. Indeed, recent analysis from Kantar has identified that the

<sup>6</sup> Including internet sales, mail order, stalls and markets, door-to-door and telephone sales.

<sup>7</sup> This is particularly the case with food shopping and speciality comparison goods purchases, where retailers often try to tap into a wider market through an online presence.

traditional ‘big four’ supermarket operators are no longer such, with Aldi’s market share overtaking that of Morrisons in September 2022. At that time, Aldi’s market share of 9.3% was ahead of Morrisons’ share of 9.1%<sup>8</sup>.

- 2.20 Mintel<sup>9</sup> finds that the decline of the food superstore is well established and that this can be attributed to two matters. Firstly, people are undertaking food shopping in different ways. More people are living in town and city centres, and are generally purchasing their own home at a later age than was previously the case<sup>10</sup>. Mintel indicates that such people are more likely to undertake food shopping on an ‘as needs’ basis and are more likely to eat out or use takeaways. As such, they are less likely to have need to undertake a ‘main food shop’.
- 2.21 Secondly, the current uncertainty in the economy has made discount foodstore operators (namely Aldi and Lidl) a more attractive proposition, and many such stores are thriving given that shoppers are currently having to be ‘money savvy’. Discounters have also made efforts to try to compete more directly with the ‘big four’ supermarket operators, with larger stores, greater ranges of goods, fresh foods and premium products becoming increasingly prevalent. It is clear that the likes of Aldi and Lidl are no longer ‘hard discounters’ in quite the same way they once were, as they are able to meet a wider range of customers’ needs by offering a greater range of premium products.
- 2.22 The move towards the middle ground has allowed discounters to secure market share from both superstores and smaller convenience stores. In addition, we note that discount retailers are often happy to trade alongside more upmarket convenience goods retailers (such as M&S Foodhall) as, collectively, the two stores can meet many food shopping needs.
- 2.23 The shifts in the sector are illustrated with reference to changes in retailers’ market share in recent years, as shown in the Table below.

Table 2.23.1 Market Share of Convenience Goods Operators

Operator	December 2017	December 2018	December 2019	December 2020	December 2021	December 2022
Tesco	28.1	27.8	27.4	27.3	27.9	27.5
Sainsbury’s	16.5	16.1	16.0	15.9	15.7	15.5
Asda	15.3	15.2	14.8	14.3	14.2	14.0
Morrisons	10.8	10.6	10.3	10.4	10.1	9.1
Aldi	6.8	7.4	7.8	7.4	7.7	9.1
Co-op	5.8	5.9	6.1	6.0	5.8	5.6
Lidl	5.0	5.3	5.9	6.1	6.3	7.2
Waitrose	5.2	5.0	5.0	5.0	5.1	4.7
Iceland	2.2	2.2	2.3	2.5	2.4	2.5
Symbols & Independent	1.7	1.5	1.6	1.7	1.6	1.4
Other Outlets	1.6	1.7	1.6	1.8	1.8	1.8
Ocado	1.1	1.2	1.3	1.6	1.7	1.7

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

- 2.24 The past few years has seen the closure of a number of unprofitable foodstores and the continuation of Aldi and Lidl’s expansion programme. Aldi announced in September 2021 that it intends to open another 100 stores in the next two

<sup>8</sup> Article headlined ‘Big four no more’: where now for UK grocers as Aldi overtakes Morrisons?, The Guardian, September 2022

<sup>9</sup> ‘UK Retail Rankings’, Mintel, April 2018.

<sup>10</sup> Article headlined ‘Average UK first-time buyer is now older than 30, says Halifax’, The Guardian, January 2022.

years<sup>11</sup>. Lidl's expansion plans are similarly ambitious as it intends to open a further 220 stores in the period to 2025<sup>12</sup>. Whilst the 'big four' remain more cautious in respect of new openings, a limited number of proposals for mid-sized foodstores are currently being promoted by these operators in areas where there is a growing population or an obvious shortfall in existing provision. These stores are typically of a scale that is broadly comparable to that provided by Aldi and Lidl, which allows customers to shop in a convenient and efficient manner.

## Comparison Goods

- 2.25 The comparison goods sector is currently being squeezed by a number of factors, the most substantial being the lasting effects of Covid-19 and other factors including reduced expenditure growth, the ability of internet shopping to plug gaps in retailer representation, increases in the minimum wage, business rates changes and inflation.
- 2.26 Whilst the sector is continually evolving and there are a number of ongoing success stories (including Primark, Zara, Next, Boots and JD Sports), recent headlines have focussed on failing retailers and store closures. High profile retailers that have struggled include Debenhams, which announced the closure of all 124 stores in December 2020<sup>13</sup>, and the Arcadia Group, which owned Topshop Topman and Dorothy Perkins. Arcadia Group announced the closure of around 500 stores in February 2021<sup>14</sup>. Furthermore, Intu Properties, one of Britain's biggest shopping centre owners, fell into administration in June 2020 after failing to secure an agreement with its creditors<sup>15</sup>. This has continued, with the Centre for Retail Research noting in February 2023 that nearly 15,000 retail sector jobs have been lost since the start of the year<sup>16</sup>.
- 2.27 Whilst the loss of some of the above names will have significant repercussions for certain towns (particularly those that lose one or more of Debenhams, Marks & Spencer or House of Fraser from their high street), some well-known retailers have failed to 'move with the times' and update their offer, accommodation and online presence. This is partly a consequence of retailers struggling to reinvest in their business when margins are tight (or non-existent).
- 2.28 Many operators have also rationalised their portfolio with the aim of serving the UK by concentrating on larger centres supplemented by a strong online presence. It will be interesting to see whether any permanent change in respect of working from home may act to counterbalance this 'polarisation' trend, given the prospect of fewer commuters travelling to larger centres and greater numbers of people spending the working day in and around their home. The impact on larger centres may be to reduce footfall, particularly within the week, and result in the shift in expenditure being directed to the smaller town, district and local centres. Whilst this will be a positive for the smaller centres, larger centres may suffer as a result.
- 2.29 Whilst structural changes have had a material impact on the vitality and viability of many UK high streets, there are some beneficiaries. In particular, 'discount variety' operators, such as B&M Bargains, Poundland and Home Bargains, have taken advantage of lower rents and reoccupied a number of medium to large retail units. However, as evidenced by the failure of Wilko and Poundworld, there is some evidence that this market may be approaching capacity.
- 2.30 It remains to be seen what additional long-term impacts will eventuate from retail closures resulting from Covid-19 containment measures. However, prior to the implementation of lockdown measures, trading conditions for retailers were challenging and many retailers were struggling to meet costs, including rents, resulting in a higher proportion of retailers restructuring or entering administration. As has been seen throughout 2022 and 2023, the conditions have only become more challenging.

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<sup>11</sup> Article headlined 'Aldi to create 2,000 jobs in £1.3bn UK expansion plan', The Guardian, 27 September 2021.

<sup>12</sup> Article headlined 'Lidl to ramp up UK store opening with 1,100 stores by 2025', BBC, 24 November 2021.

<sup>13</sup> Article headlined 'Debenhams set to close putting 12,000 jobs at risk', BBC, 1 December 2020.

<sup>14</sup> Article headlined 'After Topshop owner Arcadia's demise, what now for UK clothes shopping?' The Guardian, 13 February 2021.

<sup>15</sup> Article headlined 'Shopping centre owner Intu collapses into administration', The Guardian, 26 June 2020.

<sup>16</sup> Article headlined 'Loss of nearly 15,000 UK retail jobs a 'brutal start to 2023', report says', The Guardian, 20 February 2023



## Leisure and Food & Drink

- 2.31 The greater availability of high street units appears to have helped stoke an entrepreneurial spirit in recent years, with a number of centres beginning to benefit from a greater focus on independent retailers and also modern markets, which are frequently focussed around food and drink operators.
- 2.32 More generally, the food and drink sector has also been buoyed in recent years by the success of mid-market national multiples, which expanded quickly across the UK. However, this market has become saturated in many locations and a number of high-profile operators have been in financial difficulty. Given the problems suffered by such operators, the market has become more cautious and mid-market operators are picking new sites carefully as a result. Instead, we have seen a number of independent operators flourish, both before and throughout the pandemic, and a desire for customers to choose local operators over larger regional and national brands.
- 2.33 A further significant recent high street success story has been the resurgence of the town centre leisure sector, which has resulted in new cinemas being developed close to the shopping core and the emergence of 'competitive socialising' concepts, which include bowling, crazy golf, table tennis, darts, axe-throwing, escape rooms and other seemingly niche pursuits.
- 2.34 Cinema openings have been on the up in recent years and 'boutique' cinema operators – including Curzon, Everyman and The Light – are able to operate from smaller sites in town centres (partly as a consequence of digital technology). Town centre cinema development has successfully underpinned wider mixed-use developments, as food and drink operators are typically keen to locate in close proximity to benefit from spin-off custom. New, innovative leisure operators have been particularly beneficial both in re-using existing difficult to let premises, and in driving the evening economy.
- 2.35 More generally, the gym market continues to perform well, with there now being around 7,200 health and fitness clubs across the UK, which are estimated to have a total turnover of approximately £2bn<sup>17</sup>. Around one in every seven Britons has a gym membership<sup>18</sup>. Budget gyms are currently particularly popular, with operators such as Pure Gym, the Gym Group and easyGym utilising a format that is based on low costs and high volume.
- 2.36 The impact of the pandemic on the leisure industry is still unfolding. Support provided by the Treasury helped support businesses in 2020 and 2021 and mitigated the effects of 'lockdown' restrictions to some degree. The latest data shows that a recovery gained momentum in the first three quarters of 2022 and for the year as a whole leisure goods sales are estimated to have come in 5% above the pre-pandemic 2019 level<sup>19</sup>. Given only a mild increase in floorspace this implies a marked rise in performance as people once again enjoy socialising in groups.

## The Night-Time Economy

- 2.37 The term night-time economy is used to describe a wide range of activities that (typically) take place after 5 pm. This could range from a trip to the theatre or cinema, to a family meal, to a night out at a club. The night-time economy is about catering for a wide range of demographics and interests.
- 2.38 Creating a safe, vibrant and well-balanced evening and night-time offer is a challenge that can dramatically improve the overall health of a town centre and boost the economy.

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<sup>17</sup> Article headlined 'Fitness Industry in the United Kingdom (UK) – Statistics & Facts', Statista, 26 May 2021.

<sup>18</sup> Ibid.

<sup>19</sup> Experian Retail Planner Briefing Note 20 – February 2023

2.39 The Association of Town and City Management ('ATCM') has identified a number of themes to help improve the attraction and operation of the night-time economy, which are summarised as follows:

- **Alive After Five** – This relates to revisions to trading hours to better suit customers' shopping needs and availability. A Retail Trading Hours Study commissioned by ATCM found that sales between 5 pm and 8 pm are typically 50% greater than those between 9 am and 11am. Revising trading hours to open and close later could increase sales by around 10% to 12%.
- **Late Night Transport** – The lack of frequent, efficient and safe public transport late at night, or at least the perception of this being the case, could be having a detrimental effect on night-time economy and social scene. One way of increasing night-time visitor numbers is to promote late-night travel provision and its publicity.
- **Purple Flag** – This is an accreditation scheme which recognises excellence in the management of town and city centres at night. Obtaining Purple Flag accreditation demonstrates that a town's night-time economy offers clean and safe environments, great bars and clubs, a variety of arts and cultural attractions, and excellent transport links.
- **Evening Economy Ambassadors** – The ambassadors improve the evening and night-time experience in a town centre by liaising between visitors, police, door staff, licensees, and transport operators.
- **Light Night** – This is an initiative where town or city centres stays open after dark for people to enjoy local shops and services within a wider cultural event involving music, art and, most importantly, through the lighting up of buildings and light-based art installations.

2.40 The above list is not exhaustive, and the development of a bespoke evening economy strategy can help prioritise and deliver events and initiatives which draw on a town centre's strengths and address weaknesses.

### Planning Reform on the High Street

2.41 As we discussed further in Chapter 3, one of the most impactful planning reforms in recent times has been the consolidation of several separate Use Classes under a single Class E 'Commercial, Business and Service' use. This update to the Town and Country Planning (Use Classes) Order 1987 (the 'UCO') came into effect in September 2020. The new Use Class combines shops, restaurants, offices, gyms and nurseries (amongst other uses) such that planning permission is no longer required to switch uses provided that the use is not controlled by condition or another mechanism.

2.42 Furthermore, in March 2021, an update was made to the General Permitted Development (England) Order 2015. This allows for the change of use from Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses). This permitted development right is subject to maximum size requirements, the property having been in use as Class E for two years and vacant for three months. An application to the determining authority for 'prior approval' is also required for limited consideration of impacts relating to transport, contamination, flood risk, noise, light, and neighbourhood amenity. Further limitations apply in Conservation Areas and for nurseries, as well as in areas covered by 'Article 4 directions' where the rights are extinguished.

2.43 On 20 July 2021, Paragraph 53 of the National Planning Policy Framework ('NPPF') introduced new limitations on the use of Article 4 directions. The revised national policy significantly narrows the areas in which it is justified to introduce Article 4 directions, limiting local authorities' ability to control development.

2.44 The changes in the application of Article 4 directions were first put forward in the January 2021 consultation for draft revisions to the NPPF. However, the final update differs from the initial consultation in a couple of key areas. The text recognises that the loss of the 'essential core of a primary shopping area' could result in wholly unacceptable adverse

impacts on an area's vitality and viability. This is the Government's first acknowledgement of the potential for the permitted development rights to undermine the health of centres in the NPPF. The updated text also introduces a requirement for 'robust evidence'.

- 2.45 This can be seen as good news for local authorities concerned about the erosion of retail and service uses, and the need to protect vulnerable centres from potentially poor-quality residential development. Protection of the vitality and viability of a high street or town centre against the adverse impacts of change of use is now established as justification for issuing an Article 4 direction.

## Summary

- 2.46 We have examined in this section the retail trends which have, and continue to, impact on town centres all across the UK. The UK economy, like much of the rest of the world, continues to face significant headwinds in the form of surging inflation, high energy costs and supply chain disruptions. Even as the impact of the Covid 19 pandemic eases, the economic consequences of the Ukraine-Russia conflict and high inflation continue to impact the outlook.
- 2.47 In the sections which follow, we examine what the implications of this are for the demand for 'bricks and mortar' floorspace in Uttlesford District, as well as how the District's individual centres have fared over that period.

## 3. National and Local Planning Policy Context

### Introduction

- 3.1 Prior to discussing the floorspace capacity and vitality and viability of the centres within Uttlesford District, it is important to set out the prevailing national planning policy context for retail in the UK, as well as setting the scene for the Uttlesford District Development Plan.
- 3.2 The following chapter of this Study sets out the recent updates to the planning policy context, including updates to the National Planning Policy Framework (2023), hereafter, referred to as the NPPF; the National Planning Practice Guidance (NPPG), as well as the recent changes to the Town and Country Planning (Use Classes) Order and Town and Country Planning (General Permitted Development Order).

### National Planning Policy Framework

- 3.3 The NPPF was initially adopted on 27 March 2012, and the Government published the updated version on 24 July 2018, which was further revised in July 2021 and September 2023.
- 3.4 The NPPF remains pro-growth with a 'presumption in favour of sustainable development'. It effectively instructs decision makers to support development unless there are clear negative environmental, social and/or economic impacts. The NPPF provides the national guidance against which all planning applications should be considered.
- 3.5 At paragraph 8, the NPPF asserts that the planning system must help build a strong, responsive and competitive economy. This overarching economic objective is supported by Chapter 6, which emphasises that significant weight must be given to supporting economic growth and productivity, and that local business needs and wider opportunities for development must be taken into account.
- 3.6 Chapter 7 of the NPPF seeks to ensure the ongoing vitality of town centres. In particular, within this chapter, Paragraphs 86 to 91 promote and support new development and investment within the defined boundaries of town centres, recognising that town centres are the heart of communities. Where town centres are in decline, the NPPF directs local planning authorities to plan positively for their future to encourage economic activity. The NPPF recognises the need for local authorities to promote the vitality and viability of their towns and cities through the promotion of competition and growth management.
- 3.7 We consider the matter of town centre boundaries in detail in Section 6. However, in summary, a 'Town Centre Boundary' is defined by the NPPF as an "area to be defined on a local authority's policies map, including any Primary Shopping Area and areas predominantly occupied by main town centre uses within or adjacent to the Primary Shopping Area". The 'Primary Shopping Area' therefore sits within a Town Centre Boundary and is defined by the NPPF as an "area where retail development is concentrated". The key difference between the two is therefore the extent to which they predominantly cater for retail uses (the Primary Shopping Area) and wider town centre uses including some retail (the Town Centre Boundary).
- 3.8 Specifically, Paragraph 87 requires local planning authorities (LPAs) to enforce a sequential approach when assessing planning applications for main town centre uses located outside of existing centre boundaries or not in accordance with an up-to-date Local Plan. To do this, local authorities should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out-of-centre sites be considered. When reviewing edge of centre and out-of-centre proposals, they should give preference to accessible locations well connected to the town centre.

- 3.9 Paragraph 90 specifies that LPAs should require an impact assessment for retail and leisure development outside of town centres that are not in accordance with an up-to-date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no locally defined threshold, the default threshold will be 2,500 sq m. The impact assessment should assess:
- i 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
  - ii 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.
- 3.10 In summary, the NPPF endorses a 'town centre first' approach to all retail activity (including leisure). It stipulates that where retail and leisure proposals cannot be accommodated within, or, adjacent to the town centre, applicants have to demonstrate, through the dual application of the impact test and the sequential test, which the development will not affect negatively upon the vitality and viability of town centres.

### National Planning Policy Guidance

- 3.11 The NPPG for 'Town Centres and Retail' (last updated 18 September 2020) sets out further practical details of the Government's aspirations on town centres. The NPPG:
- Encourages a wide range of complementary uses in town centres, such as residential, employment, entertainment/leisure, healthcare and education uses, as well as temporary activities such as 'pop ups'.
  - Recognises the potential for evening and night-time activities to increase economic activity, employment and diversification and to develop the 'unique brand' of a town centre.
  - Promotes stakeholder engagement and involvement in shaping town centres, including the activities of Business Improvement Districts (BIDs), Local Economic Partnerships (LEPs), landowners and private sector businesses.
  - Recommends Town Centre Strategies which are realistic based on the likely role and function of the centre, and which identify an appropriate mix of uses, the likely scale of need, and opportunities for improvement, including to the historic and natural environment.
- 3.12 In July 2019, additional indicators were added to the NPPG's list for planning for town centres and high streets, including balance between independent and multiple stores, barriers to new businesses opening and existing businesses expanding, and opening hours and extent to which there is an evening and night-time economy offer.

### The Town and Country Planning (Use Classes) & (General Permitted Development) Orders

- 3.13 In recent years, the Government has focussed considerable effort on trying to promote town centres through Permitted Development Rights. In addition to traditional 'rights' to switch between Use Classes within Use Class A in accordance with the General Permitted Development Order 2015 (GPDO), more recent rights have been granted in order to help diversify town centres and in order to reflect changing economic pressures. These include, subject to Prior Approval, the ability to convert a large number of uses to residential. Uses can include shops, financial and professional services, amusement arcades and casinos. There is also the commonly utilised ability to change office premises to residential.
- 3.14 To support new ventures and pop-ups and avoid buildings being left empty, a separate permitted development right allows a range of uses (such as offices, shops, financial and professional services, restaurants and cafes, hot food takeaways, assembly and leisure uses) to convert temporarily to another use (such as office, shop, financial and professional service, restaurant) for a single continuous period of up to three years. This right allows start-ups to test a new business model, and then to seek planning permission for the permanent change of use on that or another site. The

same right now allows for the temporary change of use to specified community uses (health centre, art gallery, museum, public library, public hall or exhibition hall) to provide a greater mix of uses on the high street and increase footfall, and bring community uses closer to communities.

- 3.15 These permitted development rights are an important component in the re-shaping of a number of town centres throughout the UK. Symptomatic of this, the Government announced in June 2020 plans to introduce a new use class for 'commercial, service and business' in town centres. This proposal would simplify the process of switching between such uses in town centres. Consequently, The Town and Country Planning (Use Classes) Order 1987 was amended on 22 July 2020, and came into force in England on 1 September 2020 as the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020. The amendments to the Use Classes Order included revoking Parts A and D and introducing three new use classes (Class E, F1 and F2).
- 3.16 These amendments mean that uses previously falling into Use Class A1, A2 and A3 (such as shops, and restaurants), Use Class B1 (including offices), and specific uses within Use Classes D1 and D2 (such as gyms, doctors' surgeries and nurseries) are now combined within a single Use Class (Class E: 'Commercial, Business and Service').
- 3.17 Additional Use Classes F1: 'Learning and non-residential institutions' and F2: 'Local community' have also been created, amalgamating a number of previous Use Classes. In particular, new Use Class F1 covers any use (not including residential) for the provision of education, display of works of art, museum, public library, public reading room, public hall, exhibition hall, for or in connection with public worship or religious instruction or as a law court. New Use Class F2 covers a shop selling mostly essential goods, including food, no larger than 280 sq m and where there is no other such facility within 1,000m radius of the shop's location; a hall or meeting place for the local community; an area or place for outdoor sport or recreation, not involving motorised vehicles or firearms; and an indoor or outdoor swimming pool or skating rink.
- 3.18 In practice, because changes within a single Use Class would not constitute development, this means a number of new changes of use can be carried out without the need for planning permission, notwithstanding any amendments to frontages and signage. Most notably, within Class E, a large shop can now freely change to a gym, an office, a restaurant, a nursery and any combination thereof, providing that the use is not controlled by condition or another mechanism.
- 3.19 The amendments also took a number of uses (such as pubs and bars, takeaways, music venues and cinemas) out of the Use Class Order, categorising them as 'Sui Generis' uses. Each of these uses now need planning permission for any changes to their use, providing further protection to valued local facilities (such as pubs) and further controls for town centres against potentially unwanted uses (such as takeaways).
- 3.20 In March 2021, an update was made to the GPDO setting out the Permitted Development Rights associated with Class E. Class MA allows for the change of use of these Class E properties to residential from August 2021 (extending a right that had previously been restricted to office uses using Class O). This permitted development right is subject to maximum size requirements, the property having been in use as Class E for 2 years and vacant for 3 months, as well as an application to the Council for 'Prior Approval' for limited consideration of impacts related to transport, contamination, flood risk, noise, the provision of natural light, and the potential effect of providing residential accommodation within an industrial area. Further limitations apply in Conservation Areas and for nurseries, as well as in areas covered by 'Article 4 directions' where the rights do not apply.
- 3.21 Article 4 directions are issued under article 4 of the GPDO, and allow for Councils to withdraw permitted development rights from defined areas. However, after notifying the Secretary of State of their intention to make an Article 4 directions, the Secretary of State can intervene and modify or cancel an Article 4 if the direction is not considered to be justified.
- 3.22 In July 2021, paragraph 53 the NPPF was updated setting out updated limitations for the use of Article 4 directions:

*The use of Article 4 directions to remove national permitted development rights should:*

- *where they relate to change from non-residential use to residential use, be limited to situations where an Article 4 direction is necessary to avoid wholly unacceptable adverse impacts (this could include the loss of the essential core of a primary shopping area which would seriously undermine its vitality and viability, but would be very unlikely to extend to the whole of a town centre)*
- *in other cases, be limited to situations where an Article 4 direction is necessary to protect local amenity or the well-being of the area (this could include the use of Article 4 directions to require planning permission for the demolition of local facilities)*
- *in all cases, be based on robust evidence, and apply to the smallest geographical area possible.*

## Uttlesford District Council Development Plan

- 3.22 The Uttlesford Local Plan was adopted in 2005. Since its adoption, there have been a series of supplementary documents which add detail to the Local Plan, including updated advice on Conservation Areas and Parking Standards, but there have been no material updates to retail policies. The Local Plan is read in conjunction with the supporting Policies Maps.
- 3.23 A replacement plan was submitted for examination but subsequently withdrawn in May 2020 in light of the Examiners comments on the soundness of the Plan.
- 3.24 The Council are therefore currently preparing a new Local Plan, and this Update will form part of the evidence base for that plan. A Regulation 18 Plan will be published later in 2023.

### Uttlesford District Local Plan (2005)

- 3.25 The adopted Local Plan pre-dates the National Planning Policy Framework. Its retail policies are therefore largely outdated and will need a thorough overhaul under the Plan Review. We consider this matter in more detail in Section 6.
- 3.26 Those policies of the 2005 Plan which are most relevant to retail matters include:
- Policy RS1 – Access to Retailing and Services – which sought to make properties accessible to all, in order to ensure social inclusion;
  - Policy RS2 – Town and Local Centres – which permitted the development of town centre uses in the centres of Saffron Walden, Great Dunmow, Stansted Mountfitchet and Thaxted, provided those developments do not harm the role of the centres, their historic character, other commercial activity, the supply of homes, or prejudice the use of upper floors for living or business accommodation; and
  - Policy RS3 – Retention of Retail and other Services in Rural Areas – which sought to resist the loss of community facilities in rural locations.

## Neighbourhood Plans

- 3.27 This Study is primarily concerned with the nine centres of Saffron Walden, Great Dunmow, Stansted Mountfitchet, Thaxted, Great Chesterford, Newport, Elseham, Takeley and Hatfield Heath. Of these centres, Saffron Walden, Great Dunmow, Thaxted, Newport and Great Chesterford have 'made' Neighbourhood Plans. We examine each of these below.

### Saffron Walden Neighbourhood Plan (2022)

- 3.28 The recently made Saffron Walden Neighbourhood Plan contains a review of 'Commercial Premises' at its Chapter 6, including retail premises. The Plan notes that the centre hosts over 200 independent shops and that its market draws locals and visitors to the town. The Plan notes that the town centre is bounded by residential development on all sides and that the retail provision should not be diminished as it is hard, if not impossible, to later expand the retail core. The Plan therefore explains that Article 4 directions will be sought to help reduce the potential for loss of retail floorspace.
- 3.29 Policy SW5 seeks to ensure that any convenience stores integrated into residential developments across the town do not undermine the vitality and viability of the town centre, and are highly accessible.
- 3.30 Policy SW6 specifically considers the site at 1-7 Market Hill and 29 – 31 Church Street. This is the 'Old Sun Inn' and is a Grade I Listed Building which is considered particularly special to the town centre. Any use of the building should be appropriate to its historic significance.
- 3.31 Policy SW8 seeks the regeneration of 2-18 George Street for revamped retail floorspace on its ground floor, with residential units above.

### Great Dunmow Neighbourhood Plan (2016)

- 3.32 The Great Dunmow Neighbourhood Plan considers general strategy as well as detailed policies for 'the High Street and Town Centre'. The Plan specifically notes that whilst the town centre forms the "*backbone of the town*", the fact that most of its car parks carry car parking charges "*is seen by local residents and High Street businesses as very damaging to efforts to support the Town Centre*".
- 3.33 The detailed 'positions' and policies of the Plans seek to achieve the following:
- Position HSTC-A – High Street Retail Character – to ensure the High Street is a genuine market town with a supporting range of independent shops and services.
  - Policy HCTC1 – Uses and Variety – 35% of the frontage must remain in Class A1 use. Only up to 5% of the primary shopping frontage and 10% of the secondary shopping frontage shall be dedicated to Class A5 (hot food takeaway) use. The conversion of ground floor units to residential in the High Street will not be permitted.
  - Position HCTC-B – Accessibility – Good access by a range of modes of transport will be encouraged, as well as the maintenance and signposting of all routes.
  - Policy HCTC2 – Coach Park – Development proposals which support the Coach Park site will be encouraged provided they offer easy and safe access to the Town Centre and are not detrimental to the environmental character of the area.
  - Position HSTC-D – Market – the market is an important part of the shopping experience and will be supported in every way possible.
  - Position HCTC-E – Town Centre Development – development and improvement in general will be actively promoted. The Neighbourhood Plan will be reviewed and updated as strategies develop.



### Thaxted Neighbourhood Plan (2019)

3.34 The Thaxted Neighbourhood Plan considers a series of town centre focussed policies, which are accented towards protecting the Town Centre Conservation Area, as follows:

- Policy TX HC3 – Shop Fronts – should contribute to the character and appearance of the Conservation Area.
- Policy TX HC4 – Protection of Retail Uses – Supports the diversification and enhancement of shops, services and community facilities, where they preserve or enhance the Conservation Area.

3.335 The Plan includes a “Map of the Commercial Centre” (MAP 4) which designates the boundary of the Commercial Centre, as well as Primary and Secondary Frontage.



### Newport and Quendon & Rickling Neighbourhood Plan (2021)

3.36 The Plan notes a general decline in the number of retail businesses in Newport, despite some encouraging recent openings. Policy NQRBL1 therefore seeks to support new shops, services and businesses where they are of an appropriate scale for their location, and to resist the loss of shops and service uses unless it is demonstrated that they are not financially viable and that there is no demonstrable demand. Marketing guidance is provided in respect of the latter requirement.

### Great and Little Chesterford Neighbourhood Plan (2023)

3.37 The newly made Plan lists a number of valued community spaces and Policy GLCNP/6 seeks to resist the loss or significant reduction in value of these facilities. The list includes the village shop on School Street and three public houses.

### Local Plan Evidence Base

3.38 This Retail Capacity Study Update will supersede the relevant existing evidence base documents for Uttlesford District, including the Uttlesford Retail Study (2016) and Retail Study Update (2018), prepared by Savills, and our own interim Retail Capacity Study (2021).

### Uttlesford Retail Study Update 2018

3.39 The Retail Study Update was underpinned by a household telephone survey of 1,000 samples and was carried out by NEMS Market Research in March/April 2016. The survey covered 6 Zones. Savills then extrapolated market share findings from those surveys to calculate the capacity for convenience and comparison goods through to 2033.

3.40 The findings of the Uttlesford Retail Study Update 2018 can be summarised as follows:

- Convenience Goods – There was very little leakage of expenditure outside of the District identified and Uttlesford is relatively well served in terms of main food shopping facilities. However, by the end of the horizon considered (2033), capacity might exist for large foodstore in Great Dunmow, as well as a small to medium sized foodstore in Saffron Walden. Preference in both cases would be for a sites in, or on the edge of, the town centres.
- Comparison Goods – Capacity exists by 2033 to support a further c4,500 sq m net of new floorspace in Saffron Walden, ideally to be located in the Town Centre. No capacity exists for additional comparison goods floorspace in any of the other centres through to 2033.

### Uttlesford Retail Capacity Study 2021

3.41 We discuss the findings of our own Retail Study 2021 in more detail in Chapter 4. However, it too was underpinned by a household telephone survey by NEMS Market Research, also for 1,000 samples, and carried out in August 2021. Our equivalent findings to the 2016 Study were set out at Figure 40 of that Study as follows:

Figure 40. Uttlesford District – Floorspace Capacity Projections to 2040 (Sq m net)

Year	Convenience Goods	Comparison Goods	Food/Beverage
2025	4,200 – 6,100	-300 - -500	540
2030	4,500 – 6,600	-300 - -400	1,140
2035	4,900 – 7,200	100	1,610
2040	5,000 – 7,300	500 - 800	2,150

## 4. Capacity Assessment

### Introduction

- 4.1 This section defines the Study Area and describes the Household Survey undertaken to inform this study. It summarises the key findings on internet shopping patterns and delves into the survey-derived market share analysis for convenience and comparison goods spending at 'bricks and mortar' locations.
- 4.2 We also set out the results of our quantitative capacity assessment for new retail (comparison and convenience goods) floorspace in Uttlesford District, covering the period from 2023 to 2041. This section also considers the future capacity for food and beverage floorspace over the same timeframe.

### Household Telephone Survey & Study Area

- 4.3 Household Surveys are recognised across the retail industry, and within planning policy guidance, as an excellent means of understanding where people within a specified area carry out their retail and leisure expenditure. We have therefore commissioned a further new Household Telephone Survey (in addition to the one we commissioned in 2021) and utilise the results to inform our quantitative analysis of the turnover of specific retailers, towns and other destinations, as well as its qualitative findings on attitudes and perceptions of different centres.
- 4.4 It is important to identify a Study Area that covers the key area of interest. It is usually the area within which you would expect the resident population of the District to carry out the majority of its retail spending.
- 4.5 This Study Area is shown on the plan in Figure 1 below, and at **Appendix A**. The Study Area is defined by postal sector geography in order to allow analysis by sub-areas (or 'Zones'), and to allow NEMS to obtain accurate samples.
- 4.6 In this instance, we have utilised the same Study Area as the Uttlesford Retail Study 2016 (as updated in 2018) and our own Interim Retail Capacity Study 2021. This enables us to directly compare and contrast the results gained in 2016 with those found in 2021 and 2023. Savills adopted a naming convention of Zones 1a, 1b, 2a, 2b, 3 and 4 in their Study. Zones 1a, 2a and 3 were those which broadly comprised the Uttlesford District Area. The only difference between the Savills study, and our own Studies in this respect, is that we have simplified the naming conventions, so that our Zones read 1-6, with Zones 1-3 broadly comprising the Uttlesford District area (see Figure 2).
- 4.7 Accordingly, the Study Area comprises 6 Zones and a total of 607 household survey interviews took place across the 6 Zones in June 2023. This is corroborated for its statistical accuracy, relative to population, by NEMS in their report in **Appendix B**. Figure 2 below sets out the postcode sectors which comprise each Zone.
- 4.8 A full description of the research methodology, sampling size, weightings and sample profiles is contained at the beginning of the NEMS report. NEMS quote their work as being within a 95% confidence range.

Figure 1. Study Area Zones

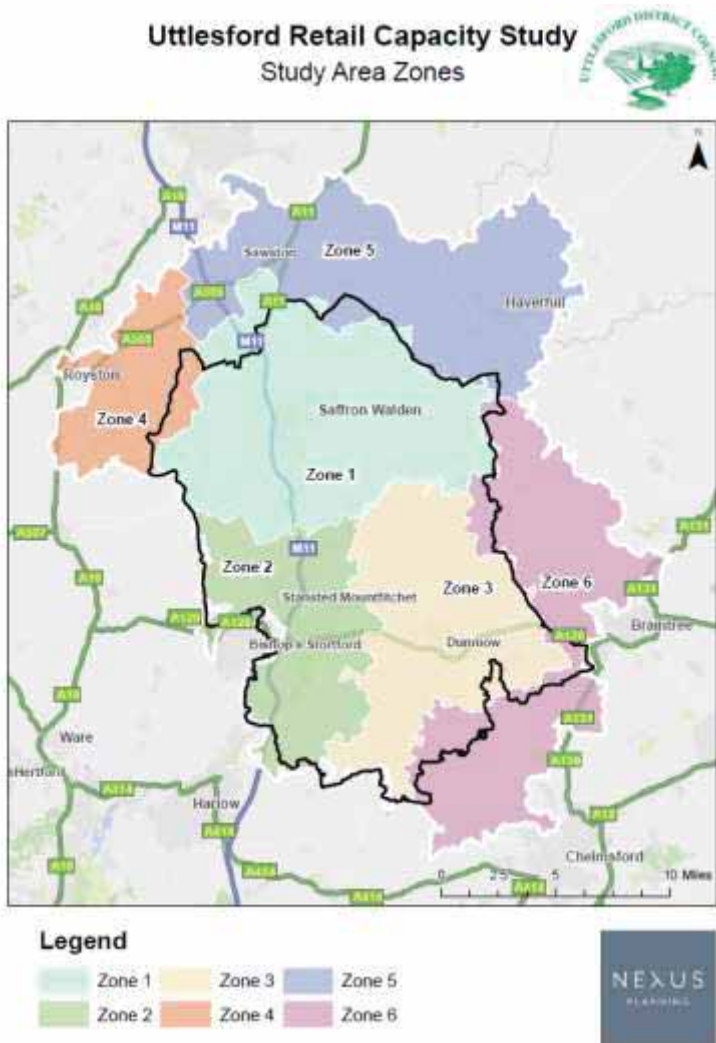


Figure 2. Postcode Sectors

Zone	Postal Sectors	Household Survey Interviews
1   Uttlesford North	CB10 1, CB10 2, CB11 3, CB11 4	105
2   Uttlesford West	CM22 6, CM22 7, CM23 1, CM24 8	101
3   Uttlesford East	CM6 1, CM6 2, CM6 3, CM6 4	100
4   Western Fringe	SG8 7, SG8 8	101
5   Northern Fringe	CB21 4, CB21 6, CB22 3, CB22 4, CB9 0, CB9 7, CB9 8, CB9 9	100
6   Eastern Fringe	CM1 4, CM3 1, CM7 4, CM7 5, CM77 6	100
<b>Study Area Total</b>		<b>607</b>

## Study Area Population

- 4.9 The population for each zone in 2023, 2026, 2031, 2035 and 2041 is sourced from Experian AppLibrary data (2023 report). We present the population projections on a Zone-by-Zone basis in Figure 3 below.

Figure 3. Population Projections

Zone	2023	2026	2031	2036	2041	Growth 2023-2041
Zone 1	35,513	36,578	38,058	39,217	40,254	13.3%
Zone 2	27,225	28,042	29,176	30,065	30,859	13.3%
Zone 3	30,932	31,860	33,149	34,158	35,061	13.3%
Zone 4	11,683	11,741	11,820	11,873	11,974	2.5%
Zone 5	56,164	56,451	56,864	57,287	58,024	3.3%
Zone 6	37,128	37,656	38,398	39,076	39,855	7.3%
<b>Total Study Area</b>	<b>198,645</b>	<b>202,328</b>	<b>207,464</b>	<b>211,676</b>	<b>216,027</b>	<b>8.8%</b>

Source: Table 1, Appendix C

## Non-Store Retailing or Special Forms of Trading

- 4.10 Special forms of trading (SFT) are defined by Experian as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies.

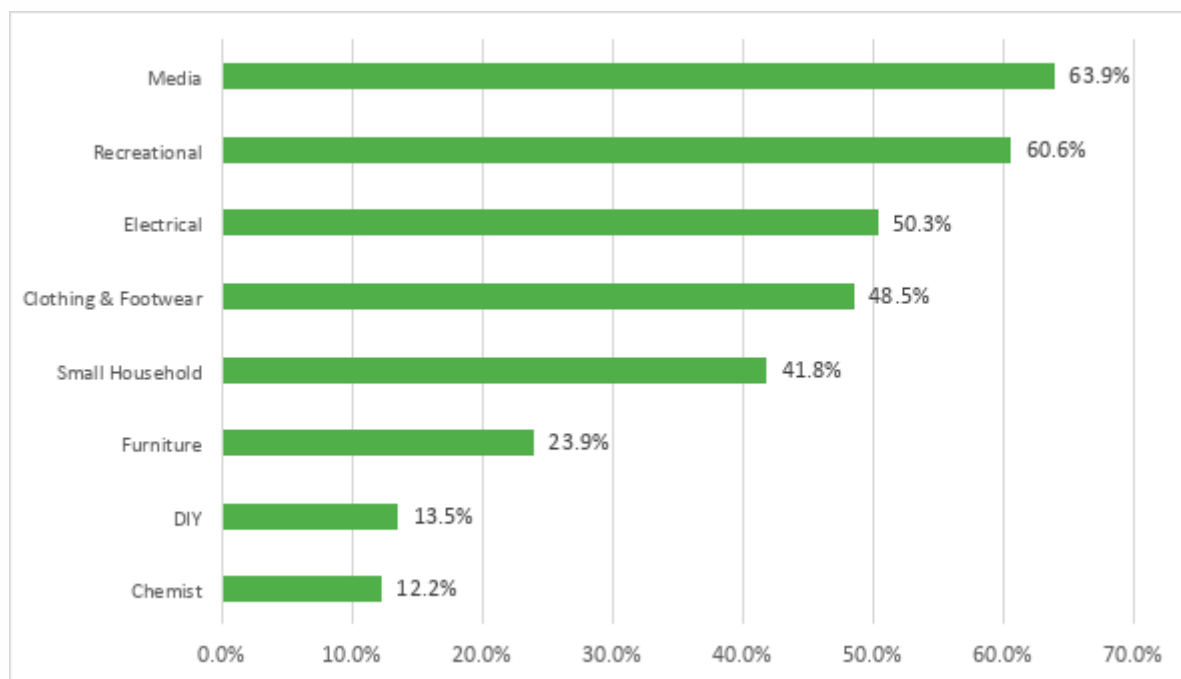
### Convenience Goods Online Shopping

- 4.11 The household survey asked residents of the Study Area where they normally undertake their main food and grocery shopping.
- 4.12 Across the Study Area, 15.2% of respondents usually shop online for their main food shop (Question 1 of the Household Survey). As set out in Section 2, the UK average for online convenience shopping in 2023 is 18.6%. As such, the take-up of online convenience shopping in the Study Area is lower than the UK average. Notwithstanding, online trading is demonstrably on the rise in Uttlesford as it was recorded at 14.8% at the time of our 2021 study. This is in keeping with our trends assessment, whereby residents across the UK are now more familiar with online food shopping following the Covid-19 pandemic.
- 4.13 Online trade across the Study Area is dominated by Tesco (61.0%), Ocado (17.9%), and Sainsbury's (13.1%), who together account for 92.0% of all online convenience goods spending carried out in Uttlesford District.

### Comparison Goods Online Shopping

- 4.14 The household survey asked where respondents usually shop for different types of comparison goods. The findings are presented in Figure 4 which shows the take-up for online shopping varying across the categories from 12.2% (Chemist goods) to 63.9% (Small Media goods). On average, within the Study Area, 38.3% of respondents shop online for comparison goods, which is considerably higher than the UK average of 26.5%.

Figure 4. Online Comparison Goods Spending in the Study Area, 2021



Source: NEMS Household Survey

## Retail Expenditure Forecasts

- 4.15 Having examined where online spending is focused, we now examine that proportion of spending which is carried out at 'bricks and mortar' stores.
- 4.16 Retail expenditure data has been sourced from our in-house Experian AppLibrary software. We obtain separate data for convenience and comparison goods, which in turn are broken down into multiple goods categories, as set out in our full statistical assessment in **Appendix C**.
- 4.17 The data takes account of the socio-economic characteristics of the local population to provide local consumer expenditure calculations. Experian is a robust source of population and expenditure data that is widely used for calculating retail capacity across the industry.
- 4.18 Expenditure data from Experian is provided per capita in 2021 prices, as is every subsequent monetary value. Using the growth rates presented in Figure 7 of Experian Retail Planner Briefing Note 20 (February 2023), which are reproduced in our Figure 8 below, the per capita expenditure is then projected forward to the base year (2023) and the relevant assessment years. Adjustments are made at every step to account for the growth in special forms of trading (SFT).
- 4.19 There are two elements that should be noted here:
- Experian notes that long-term forecasts should be treated with caution, and that they should be subject to regular reviews given the wide range of factors that can influence the broader national economy. Experian produces annual updates to reflect this, and as we go on to discuss in our recommendations later in the report, we would advise that some of the expenditure data inputs (e.g. growth rates and base per capita spending figures) to this report be revisited on a regular basis.

- Special forms of trading (SFT) are defined by Experian as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies. As we have mentioned previously, Experian Retail Planner Briefing Note 18 (October 2020) provides estimated year-on-year forecasts of internet and other SFT, which allows us to 'strip out' any expenditure that is, either now or in the future, diverted to SFT. This ensures that the increasing propensity to shop by SFT is accounted for in our modelling. These increasing deductions for SFT have the effect of off-setting some of the growth in expenditure in the Study Area derived from population increases. Furthermore, many brands offer online sales, but source the goods from their own stores' shelves. This is often the case for food stores where employees will pick online orders from stores' shelves before, during or after opening hours. These orders are then delivered by dedicated vans from each store and as such, the online expenditure is attributed to tangible stores. Experian provides 'adjusted' figures to account for this.

Figure 5. 'Adjusted' Special Forms of Trading Market Share Forecasts

Year	Convenience growth rates (%)	Comparison growth rates (%)
2021	-2.3	6.0
2022	-6.8	2.0
2023	-2.2	-1.0
2024	-0.7	-0.8
2025	-0.3	0.3
2026	-0.2	1.6
2027	-0.1	2.2
2028	-0.1	2.4
2029	0.0	2.5
2030	0.0	2.6
2031	0.0	2.6
2032	0.0	2.7
2033	0.1	2.7
2034	0.1	2.7
2035	0.1	2.8
2036	0.1	2.8
2037	0.1	2.8
2038	0.1	2.8
2039	0.1	2.8
2040	0.1	2.8

Source: Figure 7, Experian Retail Planner Briefing Note 20, February 2023

4.20 The expenditure per capita figures are then multiplied by the population of each zone at each of the assessment years. Figure 6 below sets out the resultant outcome of the total 'brick and mortar' comparison and convenience expenditure in the Study Area at the base and assessment years.

Figure 6. Retail Expenditure Forecasts in the Study Area (£m)

Zone	2023	2026	2031	2036	2041	Growth 2023-2041
Convenience	522.1	525.5	537.8	551.0	565.2	8.3%
Comparison	849.0	874.4	1,012.9	1,183.4	1,386.8	63.4%

Source: Tables 1b & 8b, Appendix C

## Convenience Goods Findings

### Market Shares

- 4.21 Before considering the capacity for new convenience goods floorspace, we firstly examine the overall convenience goods spend by residents across the Study Area. Figure 7 specifically examines where Study Area residents are spending their money.
- 4.22 The results show that destinations in Uttlesford District account for 39.7% (£179.2m) of the spending of all Study Area residents in 2021 (£451.2 m per annum). The remaining 60.3% (£272.0m) of spending carried out by residents of the Study Area takes place at destinations beyond Uttlesford District.

**Figure 7.** Convenience Goods Market Share by Destination

Destination	Total Market Share Convenience (%)	Total Market Share Convenience (£m at 2023)
Saffron Walden Town Centre	6.1%	32.1
Stansted Mountfitchet Local Centre	0.8%	4.0
Great Dunmow Town Centre	3.2%	16.6
Thaxted Local Centre	0.3%	1.3
Other Local Centres/Villages	1.4%	7.2
<b>In-centre Sub-total</b>	<b>11.7%</b>	<b>61.2</b>
Saffron Walden out-of-centre	14.9%	77.6
Great Dunmow out-of-centre	13.5%	70.7
<b>Uttlesford District Total</b>	<b>40.2%</b>	<b>209.9</b>
Haverhill	12.8%	67.0
Elsewhere in the Study Area	2.2%	11.6
Chelmsford	7.2%	37.8
Royston	5.0%	26.1
Harlow	1.7%	9.1
Cambridge	5.3%	27.9
Bishops Stortford	7.7%	40.3
Braintree	6.8%	35.4
Others outside the Study Area	2.8%	14.8
<b>Total</b>	<b>100.0%</b>	<b>522.1</b>

Source: Tables 4a and 4b, Appendix C

- 4.23 Uttlesford attracts 40.2% of all convenience goods spending in the Study Area (£209.9m). The majority of convenience goods spending in Uttlesford is carried out in out-of-centre locations in Saffron Walden and Great Dunmow (70.8% or £148.3m).



- 4.24 Of the £209.9m per annum spent in Uttlesford, its town centres and villages account for £61.2m of spend. This equates to 29.2% of all spend carried out in the District.
- 4.25 The most popular destinations within the District are Tesco in Great Dunmow (£70.7m per annum from Study Area residents), Tesco in Saffron Walden (£46.3m), Aldi in Saffron Walden (£28.4m) and Waitrose in Saffron Walden (£30.1m).
- 4.26 In terms of destinations outside the District, the highest collective attractors of convenience goods spend from residents of the Study Area are foodstores in Haverhill (£67.0m per annum), Bishops Stortford (£40.3m), Chelmsford (£37.8m) and Braintree (£35.4m).
- 4.27 Importantly, we can also examine the destination of convenience goods spend within each Zone of Uttlesford District. This is a key indicator and shows the amount of Uttlesford District residents spend which is 'retained' within the District, and the amount which is 'leaked' elsewhere.
- 4.28 This District very closely aligns with Zones 1, 2 and 3 of the survey. Figure 8 examines the amount of convenience goods spending carried out inside Uttlesford District by residents of each Zone.
- 4.29 The results show that there are healthy levels of retention in both Zones 1 and 3 (Uttlesford North and Uttlesford East), with 93.5% and 83.7% retention respectively. There is though a different picture in Zone 2 (Uttlesford West), where only 30.9% of convenience goods spend is retained within the District. The results in Table 4a at Appendix C highlight that 50.1% of all convenience goods spend by residents of Zone 2 is carried out in Bishops Stortford.
- 4.30 Overall, the District retains 72.6% of the convenience goods spend of its residents (£181.0m out of £249.4m per annum).

**Figure 8.** Convenience Goods Market Share by Destination



Source: Appendix C, Tables 4a and 4b

- 4.31 Turning to individual retail destinations, where national company averages are available for benchmarking purposes, we are able to compare local turnover to the turnover of an average store of that size in order to identify where facilities may be trading over or below expectations. This is summarised at Figure 9, including assumptions for the inflow of trade.

Figure 9. Convenience Goods Turnover Benchmarking

Destination	Benchmark Turnover (£m)	Survey Turnover inc. inflow (£m)	Trading Position against Benchmark (£m)	Trading Position against Benchmark (%)
Saffron Walden Town Centre	£25.7m	£33.7m	£8.0m	30.9%
Great Dunmow Town Centre	£8.7m	£16.6m	£7.9m	90.0%
Stansted Mountfitchet LC	£4.5m	£4.0m	-£0.5m	-11.3%
Thaxted Local Centre	£1.3m	£1.3m	£0.0m	0.0%
Other Local Centres/Villages	£7.2m	£7.2m	£0.0m	0.0%
Saffron Walden Out-of-centre	£40.6m	£77.6m	£37.1m	91.4%
Great Dunmow Out-of-centre	£25.6m	£70.7m	£45.2m	176.6%
<b>Uttlesford District</b>	<b>£113.9m</b>	<b>£211.5m</b>	<b>£97.6m</b>	<b>85.6%</b>

Source: Table 5, Appendix C

- 4.32 The results show that the convenience floorspace in Uttlesford District is performing very well when considered cumulatively. Facilities in the District are trading at an average of 85.6% above benchmark. This is driven by the very strong performance of the in-centre Co-op in Great Dunmow, as well as the out-of-centre Tesco stores in Great Dunmow and Saffron Walden, and the out-of-centre Aldi store in Saffron Walden. These four stores are trading at 114.0%, 176.6%, 193.1% and 66.5% above company average trading levels respectively.
- 4.33 Of the Town Centres, only Stansted Mountfitchet appears to be trading at below average levels. The lack of national multiple retailers in Thaxted means that it is not possible to prepare a meaningful benchmark exercise.
- 4.34 We summarise below the performance of individual stores in Uttlesford, with Figure 10 setting out the best and worst performing stores.

Figure 10. Best and Worst Performance Benchmarking

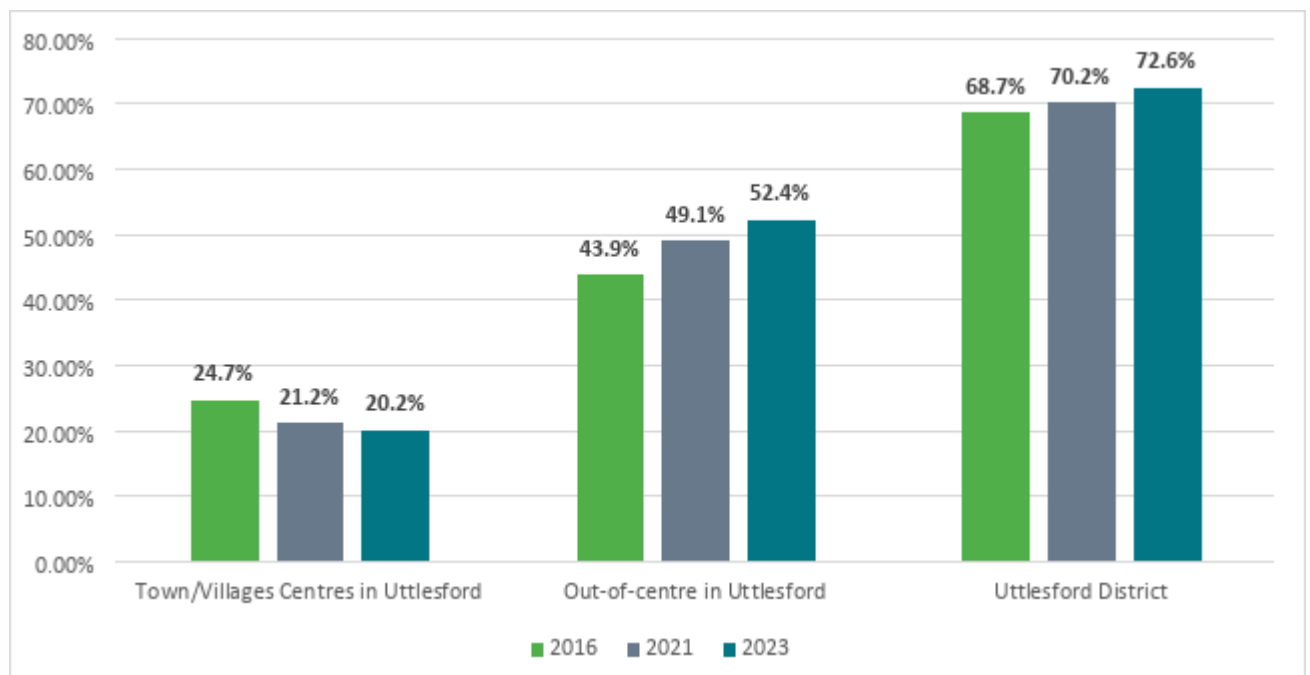
Destination	Benchmark Turnover (£m)	Survey Turnover inc. inflow (£m)	Trading Position against Benchmark (£m)	Trading Position against Benchmark (%)
<b>Best Performing</b>				
Aldi, Saffron Walden	£9.7m	£28.4m	£18.7m	193.1%
Tesco, Great Dunmow	£25.6m	£70.7m	£45.2m	176.6%
Co-op, Great Dunmow	£6.9m	£14.8m	£7.9m	114.0%
<b>Worst Performing</b>				
Tesco Express, Stansted Mountfitchet	£2.6m	£2.1m	-£0.5m	-19.6%
Tesco Express, Saffron Walden	£2.9m	£2.8m	-£0.1m	-4.0%

Source: Table 5, Appendix C

### Local Market Share Trends – Convenience Goods

- 4.35 Figure 11 sets out a comparison of 2023 market share data against the findings of the 2018 Uttlesford Retail Study Update (informed by 2016 survey data) and the 2021 Uttlesford Retail Study (informed by 2021 survey data). This data considers the spending of residents in Zones 1-3 only, which broadly comprises the area of Uttlesford District.
- 4.36 Overall, we identify a series of important trends over the past 7 years (2016-2023). There has been a meaningful increase in the ‘retention’ of Uttlesford residents’ convenience goods spend, from 68.7% in 2016 to 72.6% in 2023. This has been driven by an increase in market share to out-of-centre foodstores, which now have a 52.4% market share, compared to 43.9% in 2016.
- 4.37 The market share of Uttlesford residents’ convenience goods spending in its town and villages centres has though declined over that period (now 20.2% of trade, down from 24.7% in 2016).
- 4.38 The overall picture is therefore mixed. Whilst the District has retained a greater proportion of its own residents’ spend as a whole, that spend is increasingly being carried out in out-of-centre locations rather than in-centre destinations. Notwithstanding, the increased retention of spend within the District as a whole, even if out-of-centre, is a healthy measure in terms of reducing trip distances and general self-sufficiency.

**Figure 11.** Convenience Goods Market Share from Uttlesford Residents (2016-2023)

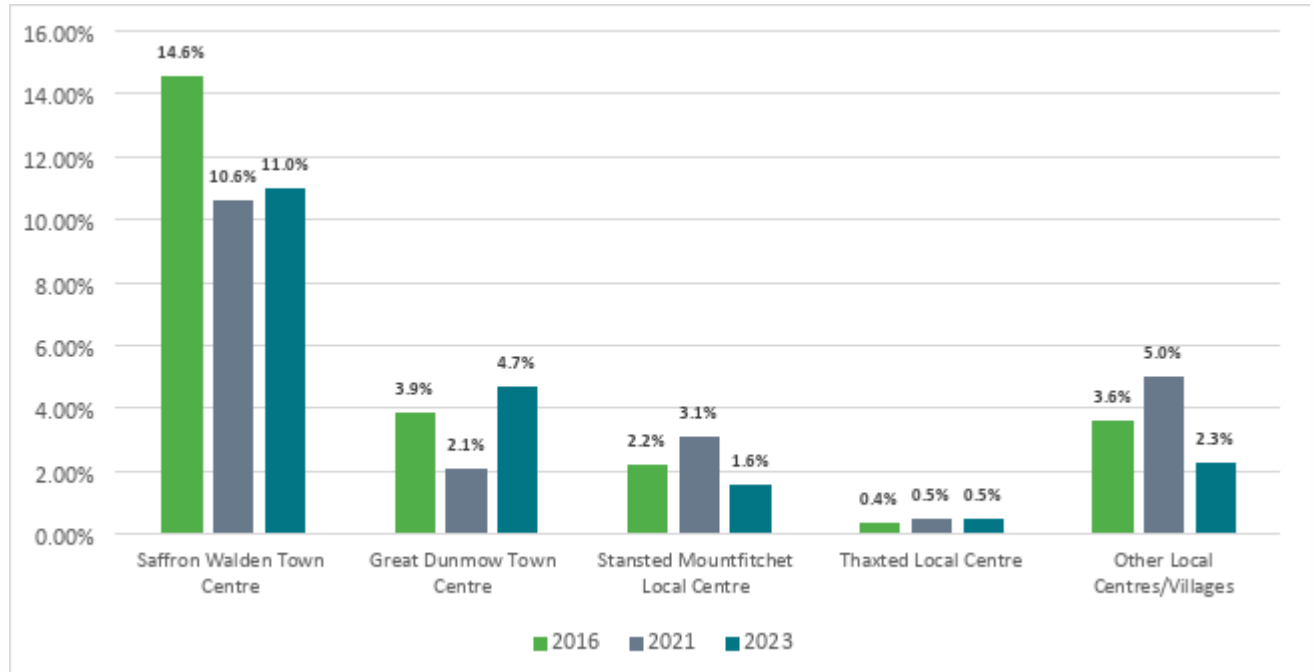


Source: Appendix C to this update & Uttlesford Retail Study 2018 (Appendix 7, Table 6) & Uttlesford Retail Study 2021 (Appendix C)

- 4.39 Building on this, Figure 12 examines the market shares attracted to individual centres in 2023, against the comparative assessments in 2016 and 2021. The results show that there has been a significant increase in convenience goods market share over this period in Great Dunmow, with the Co-op store now appearing to trade considerably better than it did in years gone by. Saffron Walden Town Centre experienced a sharp decline between 2016 and 2021 but has seen a slight increase in market share between 2021-2023. Other local centres and villages in the District, including Stansted

Mountfitchet, experienced a spike in popularity in 2021, probably driven by Covid-19 and the reliance on shopping closer to home, before being surveyed to return to market shares in 2023.

**Figure 12.** Convenience Goods Market Share from the Study Area by Destination (2016-2023)



Source: Appendix C to this update & Uttlesford Retail Study 2018 (Appendix 7, Table 6) & Uttlesford Retail Study 2021 (Appendix C)

### Convenience Goods Capacity

- 4.40 One of the key aims of this Study is to provide recommendations on the capacity for new retail floorspace over the plan period to 2041. The use of long-term projections should be treated with caution and reviewed regularly in order to test the accuracy of the forecasts against emerging datasets. External national and international factors can influence the wider performance of the economy, which can have trickle down effects on local shopping patterns. As discussed in Section 2, one such example has been the economic implications of the United Kingdom leaving the European Union, the Covid-19 pandemic, and the recent war in Ukraine, all of which has culminated in high inflation.
- 4.41 Importantly, we also note that any quantitative retail capacity that we may identify across the Study Area does not necessarily equate to justification for new retail floorspace in itself (especially in out-of-centre locations), and any such development would be required to be assessed in line with NPPF policy in terms of impacts on the vitality and viability of town centres, the potential to prejudice emerging town centre developments, and the ‘town centre first’ sequential approach to site selection. Equally, the converse also applies and a lack of identified capacity should not specifically rule out retail developments, where other material factors support such development.
- 4.42 Detailed quantitative retail capacity tables are enclosed at **Appendix C**.
- 4.43 Retail capacity modelling follows a consistent, robust methodology which incorporates a number of datasets and informed assumptions which we describe further below, but broadly speaking:

$$\text{Available Expenditure (£m)} - \text{Turnover of existing \& proposed (£m)} = \text{Surplus or Deficit (£m)}$$

- 4.44 Experian MMG3 census software is used to provide localised expenditure per capita per annum for various forms of retail spending. These figures are then projected forwards based on population growth, changes in expenditure over time and Special Forms of Trading (SFT) such as internet shopping.
- 4.45 The turnover of existing retailers across the Study Area is calculated based on average sales densities, or turnover, per square metre. Various retail planning sources provide average (or benchmark) sales densities for all national multiple retailers.
- 4.46 The surplus or deficit equates to the difference between the available retail expenditure across the Study Area and the turnover of existing facilities within the Study Area. If the total turnover is greater than the available expenditure, then the model would identify an oversupply of existing retail floorspace, whilst a surplus of expenditure would suggest capacity for additional retail floorspace.
- 4.47 Once the surplus or deficit of expenditure is calculated, it is then presented in floorspace figures (using average sales density assumptions) in order to demonstrate the findings within a 'real world' context. Often surplus figures are presented under a number of different scenarios representing various retailers. For example, discount retailers (such as Aldi and Lidl amongst others) continue to operate at a lower sales density than the traditional 'big 4' (Sainsbury's, Tesco, Asda, and Morrisons). Given the same available 'pot of expenditure', a higher sales density would result in a lower floorspace capacity than a lower sales density, which would result in a higher floorspace capacity.
- 4.48 Turning now to our detailed findings for Uttlesford, as detailed in Figure 7 above, the household survey results show that facilities within the District have a 40.2% convenience goods market share of all spending carried out by residents of this Study Area.
- 4.49 In keeping with standard retail study methodology, when assessing the capacity for new convenience retail floorspace we adopt a constant market share in line with findings of the latest household survey (i.e. that stores within the District will continue to draw 40.2% of all convenience goods spending from the Study Area). We consider maintaining a constant market share a sensible basis for analysis given the relative lack of planned developments across the Study Area. In coming to this view, we have analysed the level of commitments identified through correspondence with Council officers of both Uttlesford and neighbouring authorities.
- 4.50 Based on a constant market share, we then allow for growth in retail expenditure over the period to 2041, as well as utilising data provided within the latest Experian Retail Planner Briefing Note 20, in order to take account of forecast growth in retail efficiencies (for example, through the adoption of new technologies and more efficient use of available floorspace). Floorspace efficiencies are estimated to have a greater impact on comparison retailers than convenience retailers over the plan period as the rise of food discounting and disruptions to logistics continue to subdue projected efficiencies in turnover of existing convenience retail floorspace.
- 4.51 We go on to make a number of statistical assumptions through the quantitative capacity exercise in order to account for the following variables. These are contained at Table 5 of **Appendix C** and can be summarised as:
- Utilising a 'goods based' approach, we strip out expenditure for non-food comparison goods such as clothing, household goods, CDs, DVDs and other media that are now commonly sold at major foodstores so that only the convenience goods floorspace is being considered (i.e. on a like-for-like basis with available convenience expenditure). These deductions are made in line with floorspace figures sourced from publicly available databases or, where data is not available, Nexus' professional judgement based on site visits.
  - We also make assumptions as to the gross to net convenience goods sales floorspace of each store, again utilising online planning records where available, national rates databases or Nexus' professional judgement.

- Finally, we consider whether foodstores are likely to attract any additional 'inflow' from outside of the Study Area. In this instance, we have included an assumption that town centre foodstores in Saffron Walden will experience a 5% inflow from beyond the Study Area in recognition of the Town Centre's wider draw of custom and tourist trade. All other Uttlesford centres are assumed to draw their convenience goods custom from within the Study Area.
- 4.52 We then go on to calculate the anticipated turnover of all major convenience goods operators based on the published company sales data, referred to as 'benchmark' turnover. 'Benchmark' turnover is calculated from national average 'sales densities' (turnover per square metre). By comparing the turnover estimates derived from the findings of the household survey (total available expenditure distributed on the basis of each destinations market share) to the benchmark turnovers, we are able to establish where stores are trading above (overtrading) or below (under-trading) company averages.
- 4.53 Based on the household survey, we identify in **Appendix C** that Uttlesford's convenience retailers within the Study Area turnover an estimated £209.9m of Study Area residents spend at 2023 (Table 6a). We then add to this the allowance for inflow (£1.6m @ 2023) to result in a total assumed turnover of £211.5m per annum (Table 6b).
- 4.54 Table 6c then sets out the benchmark turnover of existing facilities in Uttlesford (£113.9m at 2023).
- 4.55 We then go on to consider committed and extant permissions for new convenience retail floorspace. This includes any developments that have not been built, are currently under construction, or have opened or would not have been operating at the time of the 2023 household survey. We do not take into account proposed allocations for retail floorspace but consider development proposals for which a formal planning application has either been submitted or approved. A complete list of the commitments considered in our capacity assessment is provided at Table 6d and includes two large proposals for an extension to Tesco in Great Dunmow, and a new discount foodstore in Saffron Walden.
- 4.56 In total, these committed developments equate to a net convenience floorspace of 3,232 sq m and an estimated turnover of £30.9m at 2023 (Table 6d).
- 4.57 Taking account of committed turnover, we identify in Table 7a, residual expenditure of £63.7m at 2023, increasing to £68.2m by 2031 and £79.3m by 2041. A significant proportion of this residual expenditure is made up over-performance against benchmark in the District in the earlier years of the assessment, though over time, population and expenditure growth become more of a factor.
- 4.58 Using average sales densities to calculate a minimum floorspace scenario (a large supermarket operator) and a maximum floorspace scenario (a combination of discount foodstores operators), we go on to calculate the net additional convenience goods capacity for Uttlesford District in Table 7a. This is summarised in Figure 13 below.

**Figure 13.** Net quantitative 'capacity' for new convenience goods facilities in Uttlesford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Minimum Floorspace Capacity (sq m net)	Maximum Floorspace Capacity (sq m net)
2026	95.5	31.8	63.7	4,680	6,400
2031	100.2	32.0	68.2	4,990	6,840
2036	105.5	32.0	73.5	5,380	7,370
2041	111.3	32.0	79.3	5,800	7,950

Source: Table 7a, Appendix C

- 4.59 This quantitative capacity is calculated to grow from a positive capacity of between 4,680 and 6,400 sq m in 2026, to between 4,990 and 6,840 sq m by 2031. Further capacity arises in the later part of the Plan period. In purely quantitative terms, this capacity is sufficient to support the provision of extensive new convenience retail floorspace over the Plan period.
- 4.60 However, as we have previously identified, there is evidence of reducing market shares in the District's Town Centres, and so there are important qualitative considerations before allocating and/or permitting new foodstore floorspace. We examine the opportunities for growth in more detail in Section 7.

## Comparison Goods Findings

### Market Shares

- 4.61 Turning to consider comparison goods, we examine market shares across the range of categories defined by Experian. These eight categories cover all ranges of bulky and non-bulky items. The full results of our market shares analysis are set out in Tables 8-18 of **Appendix C**.
- 4.62 To begin with, we look at the overall comparison goods spend by residents across the Study Area (Table 18a). The results show that destinations in Uttlesford District account for 19.9% (£169.2m) of the spending of all Study Area residents in 2023 (£849.0m per annum). The remaining 80.1% (£679.8m) of spending carried out by residents of the Study Area is spent at destinations beyond Uttlesford District.
- 4.63 Figure 14 specifically examines where residents of the Study Area are carrying out their comparison goods spending. The results show that, in contrast to the convenience goods findings, town centre locations are the most popular destination in Uttlesford (accounting for 13.0% of the 19.9% market share). Within that grouping, Saffron Walden (10.6% market share) is, by some margin, the most popular comparison goods destination within Uttlesford District. The Tesco store in Great Dunmow accounts for 5.0% market share making it the second most popular destination, followed by Homebase in Saffron Walden (1.3%).
- 4.64 Outside the District, a number of higher-order centres attract large proportions of comparison goods spend. Cambridge leads the way (21.0%), followed by Chelmsford (15.2%) and Haverhill (10.5%).

Figure 14. Comparison Goods Market Share from the Study Area, by Destination

Destination	Total Market Share Comparison (%)	Total Market Share Comparison (£m at 2023)
Saffron Walden Town Centre	10.6%	£90.3m
Stansted Mountfitchet Local Centre	0.2%	£1.8m
Great Dunmow Town Centre	1.4%	£11.7m
Thaxted Local Centre	0.2%	£2.1m
Other Local Centres/Villages	0.6%	£4.7m
<b>In-centre Sub-total</b>	<b>13.0%</b>	<b>£110.6m</b>
Saffron Walden out-of-centre	1.9%	£16.1m
Great Dunmow out-of-centre	5.0%	£42.5m
<b>Uttlesford District Total</b>	<b>19.9%</b>	<b>£169.2m</b>
Haverhill	10.5%	£89.0m
Elsewhere in the Study Area	1.3%	£11.2m
Chelmsford	15.2%	£129.2m
Royston	1.7%	£14.1m
Harlow	6.5%	£54.9m
Cambridge	21.0%	£178.2m
Bishops Stortford	6.2%	£53.0m
Braintree	8.1%	£68.6m
Bury St Edmunds	2.7%	£22.7m
Others outside the Study Area	6.9%	£59.0m
<b>Total</b>	<b>100.0%</b>	<b>£849.0m</b>

Source: Tables 17a & 17b, Appendix C

- 4.65 As with our previous assessment of convenience goods, we are also able to examine the degree of comparison goods spend within each Zone. Figure 15 examines the amount of comparison goods spending carried out inside Uttlesford District by residents of the District itself.



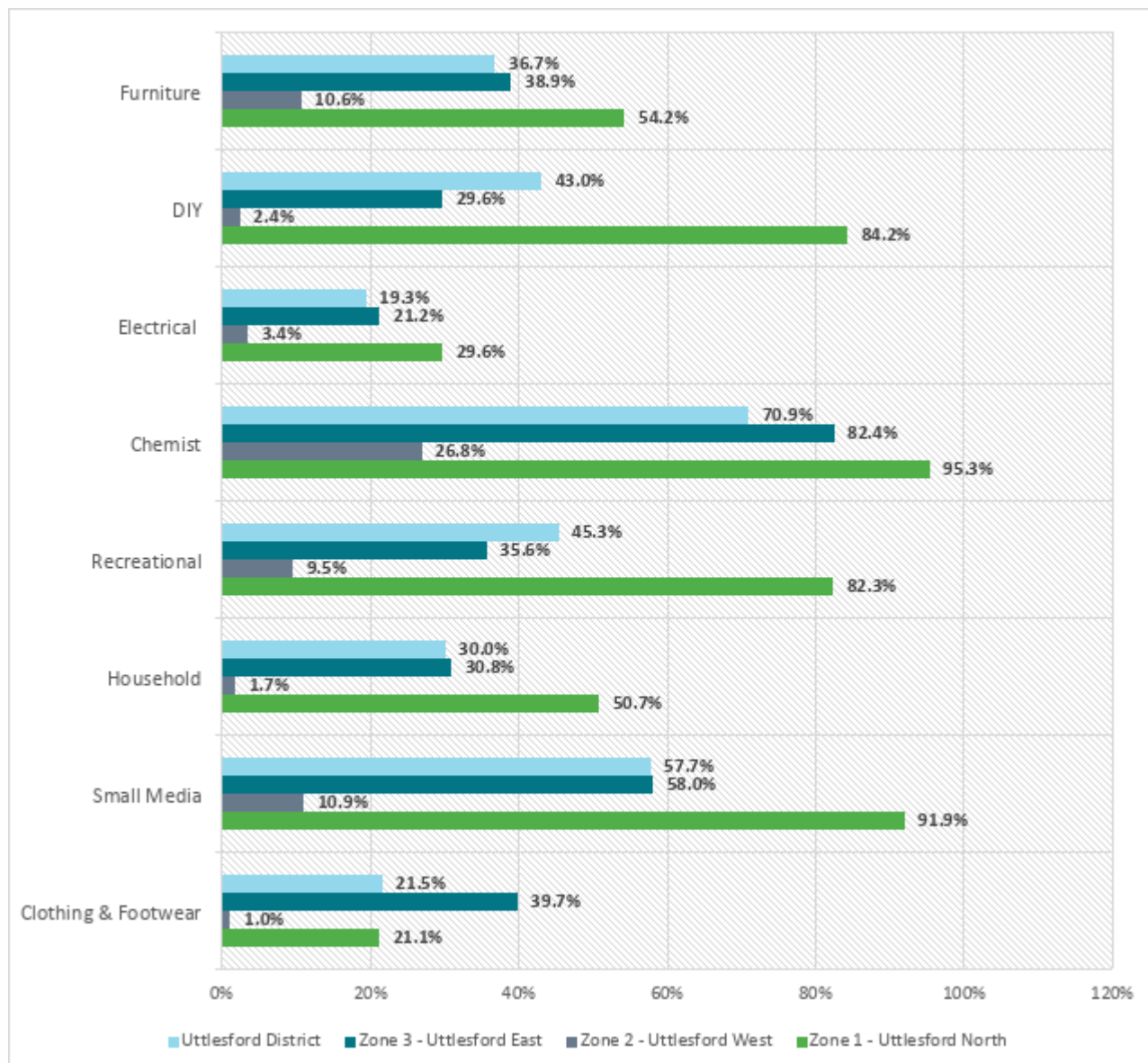
Figure 15. Comparison Goods Market Share by Destination (Uttlesford Residents)



Source: Tables 25 & 26, Appendix C

- 4.66 The survey findings for comparison goods show that residents of Zones 1 and 3 have a noticeably higher proportion of spending within Uttlesford District than Zone 2. This is reflective of proximity to Saffron Walden Town Centre to residents in Zone 1, and the popularity of Tesco foodstore for comparison goods shopping with residents in Zone 3.
- 4.67 In terms of comparison goods leakage outside the District, the survey evidence shows that residents in Zone 1 lean heavily towards Cambridge (28.7% of all spending), whilst residents in Zone 2 principally visit Harlow (36.8%) and Bishops Stortford (34.9%). Residents in Zone 3 gravitate towards Chelmsford, which accounts for 31.4% of all its residents' spending.
- 4.68 In Figure 16, we also analyse the market share of different types of comparison goods, considering which items are purchased from stores and centres inside Uttlesford District, and what the propensity is to travel further afield for certain items.

Figure 16. Comparison Goods Market Share by Goods Category (Uttlesford residents)



Source: Tables 9-16, Appendix C

- 4.69 The survey results show that there is a considerable variance between spending on different goods categories, as well as between different Zones. Looking firstly at the figures for the whole of the District, the amount of spend retained within the District varies from 70.9% of spending on chemist goods, to just 19.3% of spending on electrical goods.
- 4.70 Turning then to consider the differences between Zones, it is evident that residents of Zone 1 (Uttlesford North) have a much higher propensity to shop for comparison goods within the District than residents of either Zones 2 or 3. This is due to the fact that Saffron Walden has the District’s only substantial in-centre comparison goods offer.

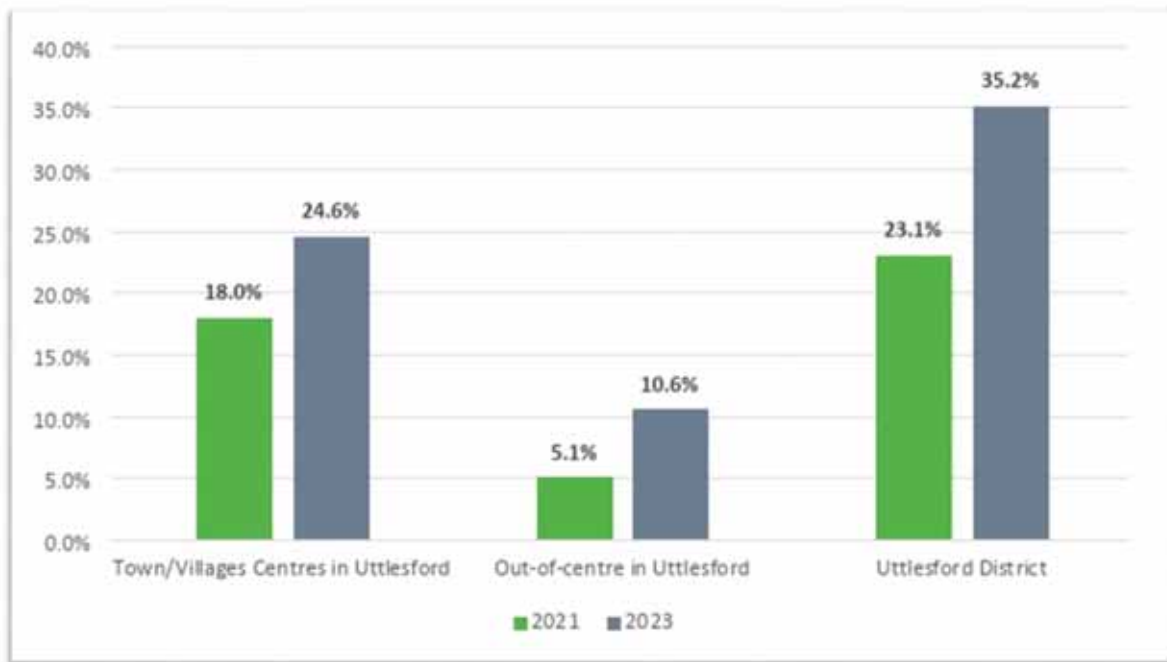
### Local Market Share Trends – Comparison Goods

- 4.71 In Figure 17 below, we examine the comparison goods spending of Uttlesford residents (Zones 1-3) within the District itself. Unfortunately, the 2018 Retail Study was not presented in such a way that makes it possible for us to compare and

contrast the market share data between the two dates on a District-only basis (as we earlier did for convenience goods). However, we can compare our findings to those in our interim 2021 Study.

4.72 The results show that there has been a welcome uplift in Uttlesford residents spending within the District itself, with overall comparison goods market share increasing from 23.1% in 2021 to 35.2% in 2023. There have been gains in both in-centre spending (as we explore further below), as well as in out-of-centre destinations.

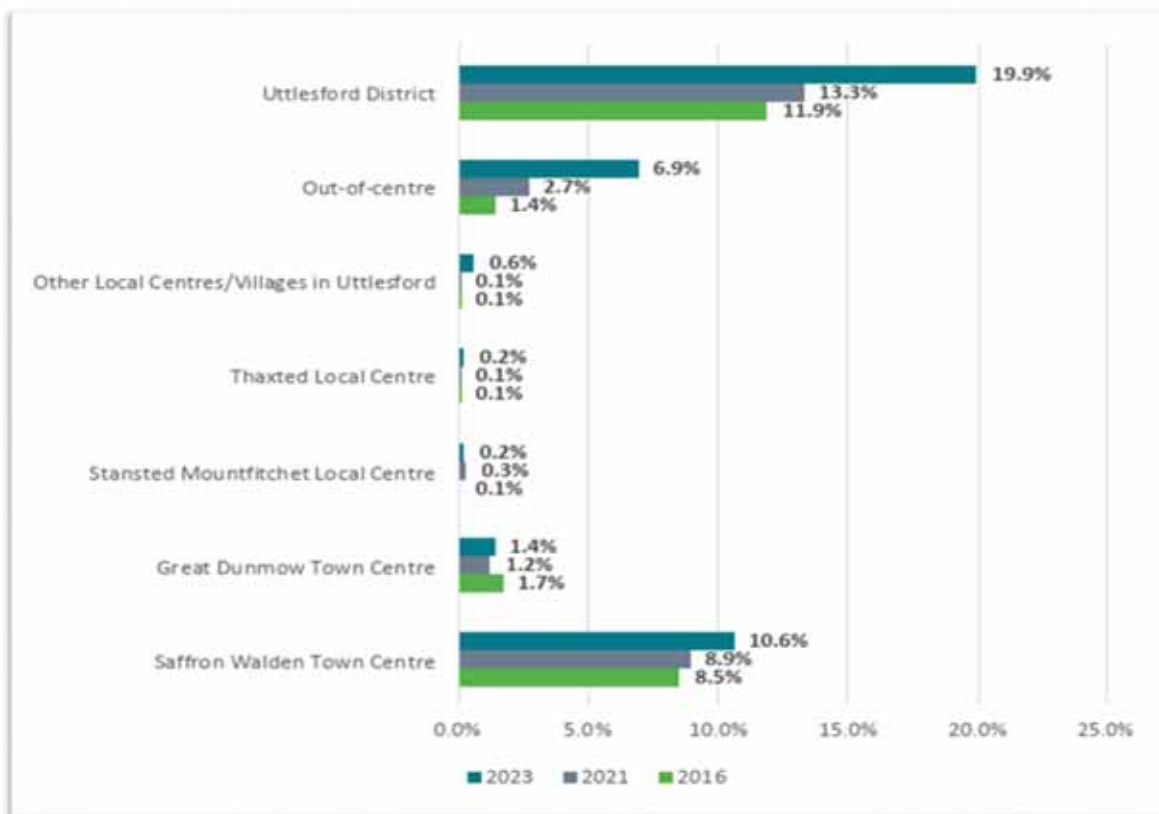
Figure 17. Comparison Goods Market Share from Uttlesford Residents (2021-2023)



Source: Appendix C, Table 17b

4.73 We are though able to compare and contrast the District's market share within the wider Study Area over the period 2016-2023. In Figure 18 below, the results show that the District has increased its market share of comparison goods spend from 11.9% in 2016 to 13.3% in 2021. Both in-centre and out-of-centre facilities in Saffron Walden have experienced an increase in market share, as has Stansted Mountfitchet Town Centre. There has though been a reduction in comparison goods market share in Great Dunmow Town Centre.

Figure 18. Comparison Goods Market Share by Destination (2016-2023)



Source: Appendix C & Uttlesford Retail Studies 2018 and 2021

- 4.74 In light of the above, our comparison goods market share analysis shows that the District has fared well over the period 2016-2023, especially Saffron Walden Town Centre and smaller villages. The findings clearly show that only Saffron Walden provides any significant comparison goods offer in its own right and highlights the importance of convenience and service uses to support the District’s other centres.
- 4.75 Out-of-centre retail facilities within the District have also increased market share significantly. This is predominantly a result of the popularity of the Tesco store in Great Dunmow for comparison goods shopping, as well as the Homebase store in Saffron Walden. Both have seen their market share increase significantly since 2016.

### Comparison Goods Capacity

- 4.76 The methodology for calculating capacity for comparison goods floorspace differs from that used to model capacity for convenience goods floorspace. The principal reason for this is that there are no robust, industry standard benchmark sales densities for calculating the turnover of smaller independent retailers that typically make up the majority of the comparison provision of town centres (although it is noted that sales densities are published for national multiple comparison retailers). Moreover, the trading levels of comparison retailers can fluctuate significantly depending on a number of localised variables, most notably the location of the retailer relative to similar providers (as customers are more likely to link multiple comparison goods trips to retailers in close proximity to each other).
- 4.77 As such, we adopt a standard approach that comparison goods retailers across the Study Area are trading ‘at equilibrium’ at 2023, meaning that we adopt the survey derived turnover of each facility, and examine capacity by measuring the

growth in available expenditure to 2041. For the purposes of our assessment, we have assumed that the District's attraction to Study Area residents will remain constant at 19.9% of all spending proportionate to population growth (Table 18a). Based on the limited scale of planned developments inside and nearby the District, we consider this a robust basis for analysis. In producing this Study, the Council has also consulted with its neighbouring authorities on planned development and our review of those consultations suggests that there is no development elsewhere nearby which is likely to significantly alter market share being attracted to and from Uttlesford.

4.78 We take account of committed and extant planning permissions for new comparison retail floorspace across the Study Area that are likely to come forward over the plan period, again informed by our discussions with Council officers. This includes any developments that are currently under construction, or would not have been operating at the time of the 2023 household survey. In the same way as we viewed convenience goods, we do not take into account proposed allocations for retail floorspace that are not likely to come forward over the plan period. However, from the information supplied by officers, there are no such commitments at the current time.

4.79 Figure 19 sets out below the resultant gross comparison goods capacity forecasts over time. The early years forecast shows negative capacity. This is because Experian forecasts show that the near-term sales efficiency of existing retailers will actually grow faster than the forecast growth in spending, meaning that the limited expenditure generated by the growth in local population will be consumed by existing retailers, rather than being made available to support new floorspace. However, by 2031 a positive surplus expenditure arises.

**Figure 19.** Gross Comparison Goods Surplus Expenditure in Uttlesford

Year	Benchmark Turnover (£m)	Survey Turnover (including inflow) (£m)	Surplus Expenditure (£m)
2026	£180.0	£178.9	-£1.1
2031	£201.9	£207.3	£5.4
2036	£231.8	£242.2	£10.4
2041	£266.1	£283.8	£17.7

Source: Table 19a, Appendix C

4.80 Building on this assessment, we then look at floorspace capacity projections using minimum and maximum averages sales densities. The results are set out in Figure 20 below.

**Figure 20.** Net quantitative 'capacity' for new comparison goods facilities in Uttlesford

Year	Surplus Expenditure (£m)	Minimum Floorspace Capacity (sq m net)	Maximum Floorspace Capacity (sq m net)
2026	-£1.1	-190	-300
2031	£5.4	840	1,330
2036	£10.4	1,230	1,940
2041	£17.7	2,100	3,300

Source: Table 19a, Appendix C

4.81 We identify small amounts of capacity from 2031 onwards. This equates to between 840 – 1,330 sq m net in 2031, increasing to between 2,100 and 3,330 sq m net by 2041.

## Food and Beverage Capacity

- 4.82 We have undertaken an assessment of the potential capacity for additional food and beverage floorspace across the District, utilising current market shares as identified through the household survey, population and spending growth rates and benchmarking against current levels of provision.
- 4.83 This exercise identifies the future spending available to support additional food and beverage floorspace (in the form of restaurants, pubs, bars, café etc.) over the plan period to 2041. This approach is not prescriptive, but instead provides an indication of the scope for future development to be supported, in addition to the findings of the assessments of the key centres.
- 4.84 Experian provides localised data on spending on restaurants and cafés per capita, which includes spending on alcoholic drinks (away from home) and take-away meals. This spending was shown to be £1,193 per annum for residents in the Study Area (2020 prices).
- 4.85 Taking into account the population growth, and anticipated leisure spending growth rates (ERPBN, Figure 1a<sup>20</sup>), we calculate in Figure 21 a total spend across the District (defined as Zones 1-3) of £111.7m at 2023, increasing to £127.9m by 2031, and to £147.9m by 2041.
- 4.86 This spending is then attributed to the restaurant, café and bar facilities across the District. Based on the household survey results (Questions 34 and 35), we have calculated that 62.0% of all restaurant, cafe and bar spending carried out by residents in the District is retained within the District itself.
- 4.87 Growing the 'benchmark' turnover of facilities from current levels to account for growth through extensions and trading efficiencies over the plan period (Figure 2, RBPN20 - Leisure), we find the anticipated spending surplus as follows.

**Figure 21.** Restaurants, Pubs, Bars and Café Spending

Year	Inner Study Area Population	Spend Per Capita	Total Spend (£m)	Retention Rate @ 62.0%	Benchmark Turnover (£m)	Surplus Expenditure (£m)
2026	96,480	£1,214	£117.2m	£72.6m	£69.3m	£3.3m
2031	100,382	£1,274	£127.9m	£79.2m	£70.4m	£8.8m
2036	103,440	£1,332	£137.8m	£85.4m	£71.1m	£14.3m
2041	106,174	£1,393	£147.9m	£91.7m	£71.8m	£19.8m

Source: Nexus analysis

<sup>20</sup> Note that this accounts for the substantial short-term uplift in leisure spending as a result of emergence from the Covid pandemic

Figure 22. Restaurants, Pubs, Bars and Café Capacity

Year	Surplus Expenditure	Sales Density (£/sq m)	Floorspace (sq m)
2026	£3.3m	£5,005	660
2031	£8.8m	£5,085	1,730
2036	£14.3m	£5,136	2,780
2041	£19.8m	£5,188	3,820

Source: Nexus analysis

- 4.88 We find a total food and beverage spending surplus across Uttlesford District of £8.8m by 2031, and £19.8m by 2041.
- 4.89 Adopting an average sales density of £5,000 per sq m at 2023 (again, projected to grow in line with ERPBN sales efficiencies) we calculate the typical restaurant, pub and café floorspace that could be supported by the identified surplus expenditure. This is shown as being up to 1,730 sq m by 2031, and 3,820 sq m by 2041. This should be treated only as a rough guide.
- 4.90 We are also highly cognisant of the fact that the recent pandemic will have resulted in the closure of a large amount of restaurant, bar and café floorspace across the District. Whilst our figures show that there is likely to be a substantial pent-up consumer demand for additional spending in this area, this does not mean that all of that demand should be met through new floorspace. The potential re-occupation of vacant floorspace should be accounted for in the first instance.

## 5. Health-Check Assessment

- 5.1 This section of the report sets out our detailed health check findings on the vitality and viability of Uttlesford's Key Settlements (Town Centres), as defined in the Council's proposed draft Regulation 18 Plan (Core Policy 3 and 50), of Saffron Walden, Great Dunmow and Stansted Mountfitchet, as well as its Local Rural Centres of Elsenham, Great Chesterford, Hatfield Heath, Newport, Takeley and Thaxted.
- 5.2 The extent of our assessments of the centres have been determined by the extent of Experian Goad Plans (where available), in order to provide consistency and allow for comparison against national averages and the findings of the previous 2016 and 2021 Studies. Where Goad Plans are not available, the Council's base mapping has been used. Full sized composition plans are contained at **Appendix D**.

### Methodology

- 5.3 This health-check assessment builds on the consultant teams' analysis of market trends as outlined in Chapter 2. We supplement this analysis with two sources of new empirical evidence; consultation and stakeholder engagement, and our town centre health checks. By combining the findings of our engagement with local groups, residents and businesses, and our on-the-ground observations, we are able to build a picture of the current health of the centres, based on performance against the range of health check indicators set out in the NPPF/PPG.
- 5.4 We describe our methodology for the health check exercise below, before going on to examine each of the Town and Local Rural Centres in Uttlesford. We utilise the categorisations employed by Experian. These are mostly commonplace, but for the avoidance of doubt, 'Retail Services' include the likes of dry cleaners, health & beauty and opticians, whilst 'Leisure Services' include bars, cafes, and fast-foods.
- 5.5 Nexus carried out the latest health check surveys in July 2023.
- 5.6 Health checks are both a physical exercise in walking the town centres to understand their make-up, constraints, and opportunities, as well as an exercise in understanding the views of local stakeholders.
- 5.7 While the NPPF does not provide a precise list of criteria to be used to assess the health of a centre, the Government's 'Town Centres and Retail' National Planning Practice Guidance (NPPG) of March 2014, updated in July 2019, offers a helpful set of indicators. The NPPG explains these indicators should be monitored on a regular basis in order to judge the health of a centre and its performance over time:
- **Diversity of Uses** | Data on the diversity of uses in Uttlesford's centres was collated during the health check completed by Nexus in July 2023. The collected data includes the number, type and quantum of floorspace provided in these locations.
  - **Proportion of Vacant Street Level Property** | Vacant properties were also identified during the 2023 health check. The volume of vacant floorspace within a centre can provide an indication of how well the centre is performing. However, it is important to acknowledge that a degree of vacancy is inevitable and indeed desirable. Some churn is expected in the market as units alter and change, as new businesses come in, and others leave. In this context, vacant units can be found in even the strongest of town centres. Equally, a low vacancy rate does not necessarily mean a centre is performing well; as the quality and performance of the occupied units may be relatively poor.
  - **Commercial Yields on Non-Domestic Property** | Whilst this can be an indicator of town centre performance over time, data on commercial yields for Uttlesford's centres is not publicly available at this time, as it is now only



produced by ONS for major cities. Commercial rents provide a suitable alternative indication of the relative attractiveness of the area.

- **Customers' Views and Behaviour** | Information on customers' views is based on the results of the household survey data. Importantly, and as described at Chapter 4, the household survey undertaken by NEMS represents a demographically accurate sample of the population.
- **Retailer Representation and Intentions to Change Representation** | Information on the current strength of centres and retailer representation have been derived from Experian Goad Category Reports and other published sources.
- **Commercial Rents** | An examination of average prime rents to facilitate an understanding of shopping rents and investment yields.
- **Pedestrian Flows** | General footfall and pedestrian flows were observed by Nexus during site visits to the Centres. Nexus was able to obtain a comprehensive understanding of pedestrian flows through observation at varying times.
- **Accessibility** | Consideration of access to and around each centre was informed by the Nexus site visits. This was in addition to stakeholder engagement, and a desktop review of data pertaining to access to public transport and parking facilities. The accessibility of a centre is determined by the ease and convenience of access by a variety of transport means including pedestrians, cyclists and disabled people.
- **Perceptions of Safety and Occurrence of Crime** | General perceptions of safety were gathered by Nexus during the site visits and supplemented by a review of existing data.
- **State of Town Centre Environmental Quality** | Consideration of the quality of the buildings and public realm in each of the centres was informed by Nexus' site visits to the centres.
- **Balance between independent and multiple stores** | Consideration of the balance of retailer representation was informed by Nexus' site visits to the centres, as well as Goad mapping.
- **Barriers to Entry** | Consideration of the extent to which there is evidence of barriers to new businesses opening and existing businesses expanding. Attention was given to the length of unit vacancies as per Goad Reports, as well as the size of units available to let, and insights provided through engagement with relevant stakeholders operating businesses within the centres.
- **Opening Hours / Availability / Evening Economy** | General understanding of the night-time economy was informed by Nexus' site visits to the centres, stakeholder engagement, and a desktop review of various local businesses' opening hours.

## Saffron Walden Town Centre

### Description

- 5.8 Saffron Walden is the primary retail and leisure destination in the District, providing a range of services and amenities that are not widely available within the smaller settlements. The centre is located 12 miles north of Bishops Stortford.
- 5.9 Due to the historic nature of this centre, the layout is informal and interesting, with several narrow side streets which add to its character. The main shopping streets are located on High Street, King Street, Hill Street and around Market Place, which acts as a focal point of the centre. The centre is entirely within a Conservation Area. Saffron Walden is classed as a 'Town Centre' within the Uttlesford Local Plan (2005) and the Regulation 18 Plan (2023).

### Overall Composition

- 5.10 Saffron Walden is the largest centre in the District comprising 210 units in town centre uses. The centre has a good mix of uses largely comprising independent retailers with a number of national multiples including Boots, Superdrug, Monsoon and Robert Dyas, primarily located in King Street and Hill Street. Waitrose is the largest convenience store located to the south of the centre. Our Goad assessment of the centre is contained at Figure 23 below, and also in larger print form at Appendix D.

Figure 23. Saffron Walden Composition Map



- 5.11 Figure 24 provides an overview of Saffron Walden’s composition at the time of the site visits in July 2023, compared to the UK averages (2023). It also contrasts the findings to the last health checks carried out for the Council in 2010 and 2021.

Figure 24. Saffron Walden Town Centre Composition

Categories	Units 2010 (%)	Units 2021 (#)	Units 2021 (%)	Units 2023 (#)	Units 2023 (%)	UK Average Units 2023 (%)
Convenience	7.2	16	7.2	14	6.7	9.3
Comparison	54.1	77	34.8	80	38.1	26.9
<i>Retail Services</i>		32	14.9	34	16.2	15.8
<i>Leisure Services</i>		37	16.7	38	18.1	25.3
<i>Financial &amp; Business Services</i>		27	12.2	20	9.5	8.7
Services	32.0	96	43.4	92	43.8	49.8
Vacant	6.7	32	14.5	24	11.4	13.8
<b>Total</b>	<b>100.0</b>	<b>221</b>	<b>100.0</b>	<b>210</b>	<b>100.0</b>	<b>100.0</b>

Source: Nexus Planning 2021 and 2023

Note: Data analysed for 2021 and 2023 uses the current Goad category definitions to allow comparison with UK averages

Note: Data analysed for 2010 using superseded Goad category definitions to allow comparison with historic data.

### Convenience

- 5.12 The proportion of convenience goods units (6.7%) has remained relatively consistent since 2010, but is marginally below the UK average of 9.3%.
- 5.13 Qualitatively, the centre has a wide range of convenience units including butchers, bakers, and health food shops. The majority of these units are independent stores. The centre also features a Waitrose store (2,501 sq m net) to the south of the town centre. The town has two out-of-centre foodstores; a Tesco on Radwinter Road (3,196 sq m net) to the south east of the town, and an Aldi store (1,218 sq m net) on Thaxted Road to the south of the town.

### Comparison

- 5.14 Comparison units account for the largest proportion of stores within Saffron Walden Town Centre, with 80 units (38.1%), which considerably exceeds the UK average of 26.9%. This suggests that the centre is still performing well in terms of comparison goods offer, and this is borne out by the survey results highlighted in Section 4. Notwithstanding, in keeping with many town centres across the UK, Saffron Walden has seen a significant decrease in the number of comparison goods retailers since 2010, when they accounted for 54.1% of units in the centre.
- 5.15 The centre features a wide selection of different comparison units, including fashion, jewellers and homeware and charity shops, which would all be expected in the largest town centre in the District.

### Services

- 5.16 The service sector (retail, leisure, financial and business services) has increased in presence since the 2010 health checks. Overall, services now account for 43.8% of units within the centre, compared to 32.0% in 2010.
- 5.17 Retail services account for 16.2% of the units in Saffron Walden, which is very similar to the UK average of 15.8%. Of the retail services provided in Saffron Walden Town Centre, it is notable that nearly two-thirds provide ‘health and beauty’ services.

5.18 The centre features a lower proportion of leisure units (18.1%) compared to the UK average of 25.3%. The leisure services currently present in the centre include a range of cafes, along with several public houses, two hotels, restaurants and takeaway units. Notably, Saffron Walden does not currently offer any increasingly popular 'experience-based' leisure activities such as indoor golf or escape rooms.

5.19 Financial and business services account for 9.5% of the centre's units. This is marginally higher than the UK average of 8.7%. The centre's offer includes a wide range of banking options, as well as a number of estate agents.

### Vacancies

5.20 At the time of the site visits in July 2023, there were 24 vacant units (11.4%), a lower proportion than the UK average (13.8%). This is an improved situation to 2021 when 14.5% of units were vacant and suggests that Saffron Walden Town Centre has emerged well out of the pandemic. This is corroborated by our market share analysis in Section 4.

### Pedestrian Flows

5.21 During the site visits high pedestrian flows were observed throughout the centre, with no particularly quiet areas observed. The historic street pattern and highly walkable nature of the centre contributes to this. King Street and Hill Street were noted as having the greatest pedestrian flows.

### Accessibility

5.22 There are a number of car parks available in Saffron Walden, all of which are located on the outskirts of the centre. These include:

- Fairycroft Road (incl. Waitrose) – 294 spaces
- The Common – 109 spaces
- Rose and Crown – 36 spaces
- Swan Meadow – 394 spaces

5.223 Fairycroft Road, The Common and Swan Meadow are charged at £2.00 for 3 hours. Rose and Crown is £1.20 for a maximum of 2 hours. Further parking was also witnessed on Market Place at the time of the Nexus site visit. Car parks appeared to be well utilised.

5.224 High levels of traffic were noted along High Street, particularly at the Junction with King Street, although no congestion was noted at the time of the Nexus visit.

5.225 There is no train station in Saffron Walden. The closest station is 2 miles away at Audley End with a number of bus services connecting it to the centre.

5.226 A number of bus services link Saffron Walden to locations elsewhere in the sub-region, including Cambridge, Haverhill and Stansted Airport, as well as many other local towns.

5.227 Parts of the centre are pedestrianised. However, narrow pavements make navigating the centre by foot difficult in some places. Measures were noted on Hill Street to widen the pedestrian area using cones.

5.228 The results of the household survey found that 76.4% of respondents travelled to the town centre using private vehicles, whilst 20.1% had walked to the centre. 2.6% of respondents used the bus.

## Perception of Safety

- 5.29 The centre was relatively busy at the time of the site visits, providing significant natural surveillance across the centre. The perception of crime in Saffron Walden is low. This is corroborated by data from [crimerate.co.uk](https://www.crimerate.co.uk) which notes that the incidence of crime in Saffron Walden was 35% lower than the UK average in 2023.

## Opening Hours

- 5.30 Saffron Walden benefits from a number of public houses and restaurants throughout the centre which ensures that an evening economy is in operation within this centre. With the exception of some convenience units, such as Waitrose, the remainder of the centre operates traditional opening hours.

## Environmental Quality

- 5.31 Saffron Walden is a pleasant centre which appears to be well maintained and no litter evident at the time of the visits. A number of planters with attractive floral displays were witnessed throughout the centre along with heritage signage.
- 5.32 Attractive shopfronts and buildings were noted throughout the visit, in particular the Cross Keys Hotel, the Library in Market Place and the Corner Cupboard. Shop frontages throughout the centre were of good quality. However, a more consistent approach to shop frontages would be beneficial throughout the centre.
- 5.33 The street furniture was largely uncluttered and the pavements in relatively good condition, albeit very narrow in places as would be expected in a centre of its historic nature.

## Barriers to Entry

- 5.34 The majority of the centre is designated as a Conservation Area (designated 1968) and includes a number of listed buildings. Whilst this is undoubtedly a positive in terms of visitor attraction, it could also potentially act as a barrier to entry for new businesses as any alterations will have to demonstrate the preservation of the Conservation Area.
- 5.35 There are a number of vacant units in the Town Centre (24 no.). These are not concentrated in any particular area, which is a positive. However, it is notable that a number of vacant units were previously occupied by national multiple retailers. This could be considered a barrier to entry to other national multiples who may be concerned with the viability of the centre.

## Customer Views & Behaviour

- 5.36 When asked what they most liked about Saffron Walden Town Centre, the most common responses from the NEMS household survey (Q29) were 'choice and range of shops' (30.4%), the 'environmental quality of the centre' (17.0%) and 'the market' (7.3%).
- 5.37 The top three responses as to what would encourage respondents to visit the centre more often (Q30) were, 'increased choice and range of shops' (14.4%), 'more parking' (6.9%) and 'improved non-food shops' (6.5%).

## Summary

- 5.38 In summary, our health-check of Saffron Walden Town Centre indicates that:
- The provision of convenience goods units is slightly below the UK average, whilst the provision of comparison goods units is well above the UK average.

- The centre is increasingly accented towards independent retail.
- There has been a notable increase in service provision in the town centre. Services account for 43.8% of units within the centre, compared to 32.0% in 2010. Financial services and health and beauty services are especially prominent.
- The centre now has a lower number of vacant units (11.4%) compared to the UK average (13.8%). This is a reversal of fortunes since 2021 when it had a rate higher (14.5%) than the UK average.
- In terms of improvements, improved visitor signposting to the car parks would be beneficial. A shopfront strategy could be implemented to assist in bringing all shopfronts up to the high standards set in general.

## Great Dunmow Town Centre

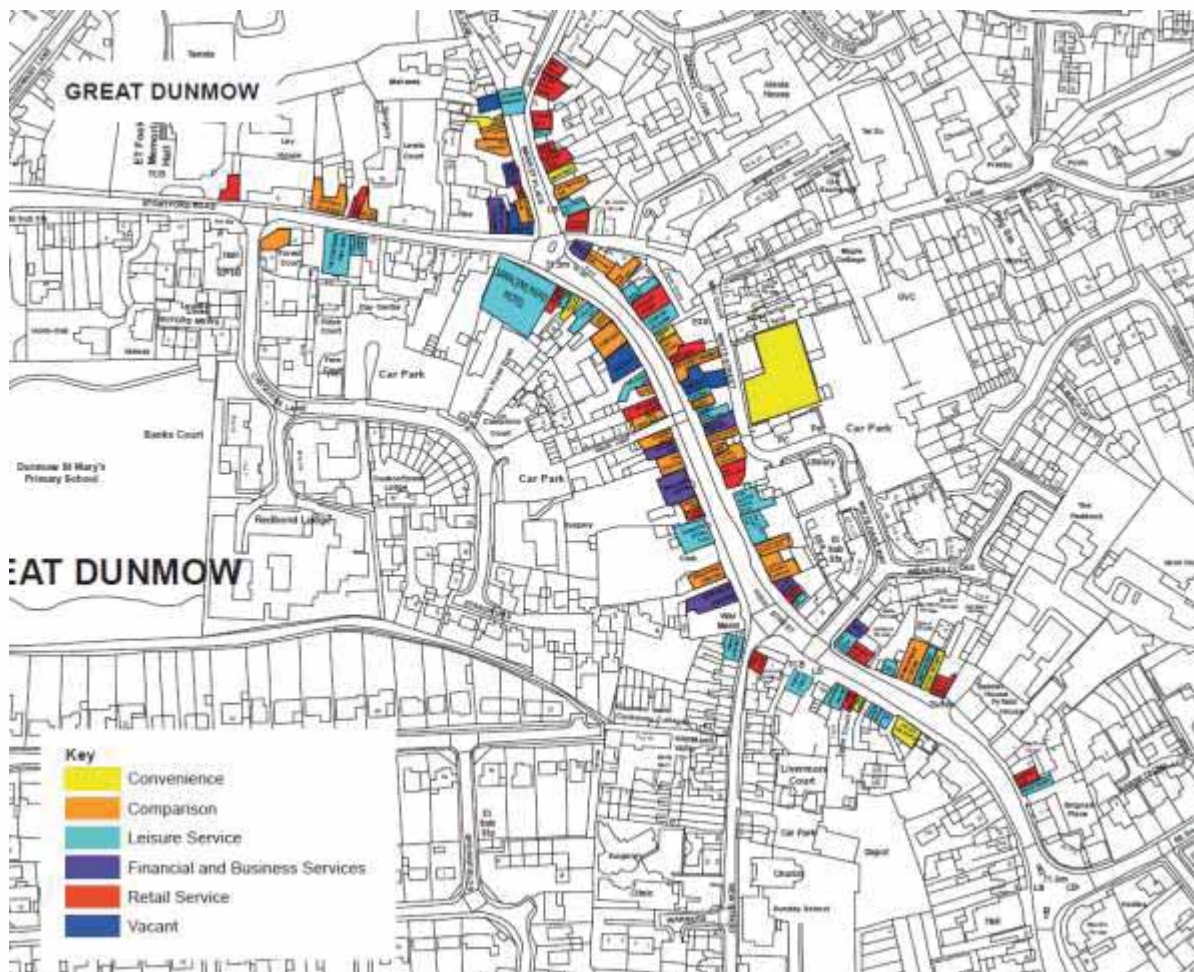
### Description

- 5.39 Great Dunmow is an historic market town located equidistant between Braintree and Bishops Stortford. The retail provision in the centre is primarily located along High Street and Stortford Road.
- 5.40 Great Dunmow is classed as a 'Town Centre' within the Uttlesford Local Plan (Adopted 2005) as well as the current Regulation 18 Plan (2023).

### Overall Composition

- 5.41 Great Dunmow comprises 96 units, and is the second largest centre in the District. The centre predominately comprises independent retailers with a limited number of national multiples including Boots, as well as William Hill and Coral in terms of betting shops, and Barclays and Nationwide for financial services. Services account for almost two-thirds of the units in the centre.

Figure 25. Great Dunmow Composition Map



- 5.42 Figure 26 provides an overview of Great Dunmow's composition at the time of the site visits in July 2023, compared to the UK averages (2023), as well as a comparison to previous centre surveys carried out in 2010 and 2021.

Figure 26. Great Dunmow Town Centre Composition

Categories	Units 2010 (%)	Units 2021 (#)	Units 2021 (%)	Units 2023 (#)	Units 2023 (%)	UK Average Units 2023 (%)
Convenience	9.4	8	8.3	8	8.2	9.3
Comparison	35.4	24	25.0	26	26.8	26.9
<i>Retail Services</i>	-	23	24.0	21	21.6	15.8
<i>Leisure Services</i>	-	23	24.0	28	28.9	25.3
<i>Financial &amp; Business Services</i>	-	13	13.5	10	10.3	8.7
Services	51.0	59	61.5	59	60.8	49.8
Vacant	4.2	5	5.2	4	4.1	13.8
<b>Total</b>	<b>100</b>	<b>96</b>	<b>100</b>	<b>97</b>	<b>100.0</b>	<b>100.0</b>

Source: Nexus Planning 2023

Note: Data analysed for 2021 and 2023 uses the current Goad category definitions to allow comparison with UK averages

Note: Data analysed for 2010 using superseded Goad category definitions to allow comparison with historic data.

### Convenience

- 5.43 The provision of convenience goods units in Great Dunmow is just below the UK average of 9.3%. The main offer is a Co-Operative foodstore, located behind the high street (725 sq m net). The convenience offer also includes a One Stop along with other smaller, independent convenience units including 2 butchers and 2 delicatessens.

### Comparison

- 5.44 The centre has seen a significant decrease in the number of comparison units since 2010, at which point, there were 34 units (35.4%). In 2023 comparison units accounted for 26 units (26.8%), which is in line with the UK average.
- 5.45 The majority of the comparison units are independent retailers offering a range of goods. The comparison offer comprises a mix of charity shops, sports goods, chemists, carpet and flooring shop, as well as antiques and gift shops. However, the centre lacks in fashion and footwear stores.

### Services

- 5.46 Services account for 60.8% of units within Great Dunmow, which significantly exceeds the UK average of 49.8%. The services provision for the centre has increased since the 2010 health-check, when they accounted for 51.0% of units in the centre.
- 5.47 Retail services make up 21.6% of the units, higher than the UK average of 15.8%. A majority of the retail services are made up of the 'health and beauty sector'.
- 5.48 Leisure services account for 28.9% of the centre, which is comparable with the UK average of 25.3%. The leisure services within the centre comprise cafes, fast food and takeaways, as well as restaurants, public houses and hotels.
- 5.49 The centre has a slightly higher percentage of financial and business services (10.3%) compared to the UK average of 8.7%. The financial and business services include a number of estate agents, as well as financial advisors and banks.



## Vacancies

5.50 The number of vacant units within the centre has decreased from 5 to 4 units since 2021 and vacancy rate in the centre remains low at only 4.1%. This is significantly lower than the UK average of 13.8% and is positive in terms of the vitality and viability of this centre. The few vacancies there are, are spread throughout the centre, and as a result, there are no particular areas of concern in Great Dunmow.

## Pedestrian Flows

5.51 The highest areas of pedestrian flow were witnessed along High Street, primarily between New Street and Market Place.

## Accessibility

5.52 Great Dunmow Town Centre does not benefit from a dedicated train station; the nearest station being in Stansted Mountfitchet.

5.53 There are a number of car parks in Great Dunmow, all of which charge for parking. On-street parking is limited throughout the centre.

- Angel Lane – 31 spaces (maximum stay 3 hours for £1.20)
- Chequers Lane – 67 Spaces (maximum stay 3 hours for £1.20)
- New Street – 11 Spaces (maximum stay 3 hours for £1.20)
- White Street – 172 spaces (up to £3.50 for 9 hours, with monthly, quarterly, bi-annually or annual rates are also available).

5.554 The centre also benefits from several bus services, connecting local residents to a number of locations including Saffron Walden, Braintree, Chelmsford and Stansted Airport. In addition to these services, the 315 service offers a more localised service to the immediate surrounding villages.

5.555 Continuous traffic was noted on High Street at the time of the Nexus site visits, although no congestion was witnessed. Car parks appeared to be well utilised, with the availability of more parking stated as something that would encourage more visits to the centre in the household survey (see below).

5.556 The results of the household survey showed that a 77.9% of people questioned travelled to the centre by private vehicle as either the driver or passenger. A significant number of people stated that they walked into the town centre (16.7%). 3.6% of people accessed the centre using bus.

## Perception of Safety

5.57 The centre was relatively busy at the time of the site visits, providing significant natural surveillance across the centre. The perception of crime in Great Dunmow was low when the site visits were carried out. A small amount of graffiti was witnessed on High Street.

5.58 This is verified by [crimerafe.co.uk](http://crimerafe.co.uk) who recorded that the prevalence of crime in Great Dunmow in 2023 is 30% below the UK average.

## Opening Hours

- 5.59 The evening economy comprises several restaurants, hotels and drinking establishments. A number of takeaways are also located in the centre. The supermarkets in the centre are open beyond conventional opening hours of 9am - 5pm, with Co-Op and One Stop open until 10pm.

## Environmental Quality

- 5.60 Great Dunmow is an attractive centre and has a large number buildings of notable quality, including the Old Town Hall, Square 1 restaurant and the Saracens Head Hotel, which enhance the character of the area and result in a pleasant visitor experience. A large number of the shop frontages are of good quality.
- 5.61 Heritage wayfinding signage was noted at the time of the visit. However, the centre was lacking green relief in parts and improvements within the centre could include planting/hang baskets and inclusion of seating where the pavement width allows, in particular, the area by the War Memorial, which could act as more of a focal point for the centre. Pavements, although largely free from litter at the time of visits, were noted to be in need of improvement.

## Barriers to Entry

- 5.62 The centre offers a number of car parks, but lacks on street parking for short stay visits. This was raised as a significant barrier to entry in the Great Dunmow Neighbourhood Plan (see Section 2).
- 5.63 Whilst the low vacancy rate in the town centre is good news, it may also mean that a lack of available space (by unit size) could be seen as a barrier to entry. Planning applications seeking amalgamations or sub-divisions to reflect market demand should be considered carefully on their merits.
- 5.64 Similar to Saffron Walden, the centre in its entirety is designated as a conservation area (designated 2007) and includes a number of listed buildings. Whilst this helps protect its attractive nature, this could potentially represent a barrier to entry for new businesses as any alterations will have to demonstrate a lack of harm to the historic environment.

## Customer Views & Behaviour

- 5.65 When asked what they most liked about Great Dunmow Town Centre, the most common responses from the NEMS household survey were 'close to home or work' (54.7%), 'choice and range of shops' (7.4%) and 'environmental quality of centre' (5.5%).
- 5.66 The top three responses to what would encourage respondents to visit the centre more often asked during the household survey were 'increased choice and range of shops' (14.6%), 'a discount foodstore' (11.4%) and 'improved food shops in the town centre' (9.0%).

## Key Issues

- 5.67 In summary, our health-check of Great Dunmow Town Centre indicates that:
- The composition of the Town Centre is broadly in line with UK averages.
  - There are a very low number of vacant units (4.1%). This is a feature of health, but can also mean that it is difficult for new entrants to find an appropriate unit. The Council should listen to market signals on whether amalgamations or sub-divisions are appropriate.

- The centre would benefit from public realm improvements, including a general 'greening' of the centre, and perhaps creating a focal area by the War Memorial.
- The lack of availability of fee car parking is an issue for traders and local residents, and is a feature of the made Neighbourhood Plan. If the town centre started to exhibit features of decline, then no doubt the focus would sharpen on this issue.
- Great Dunmow is an attractive, characterful centre with a pleasant shopping environment.

## Stansted Mountfitchet Local Centre

### Description

- 5.68 Stansted Mountfitchet is located to the west of the District and is under 10 miles from Saffron Walden. The centre provides a range of services and is predominantly surrounded by residential dwellings. The majority of the units can be found in two locations; between the east end of Chapel Hill and the south western side of Grove Hill and also along the B1383 between Chapel Hill and Clarence Road.
- 5.69 Stansted Mountfitchet is classed as a 'Local Centre' within the Uttlesford Local Plan (Adopted 2005), and as a 'Local Rural Centre' in the Regulation 18 Plan (2023).

### Overall Composition

- 5.70 Stansted Mountfitchet is a Local Centre comprising 51 units split between two locations as identified above. The first location is anchored by the junction linking Chapel Hill and Grove Hill, which features The Kings Arms public house and mixed use convenience store, pharmacy and estate agent with a large car park to the rear. This is also positioned within close proximity to the train station. The second location is relatively linear in structure with a range of unit types positioned along the main road.

Figure 27. Stansted Mountfitchet (Lower Street) Composition Map

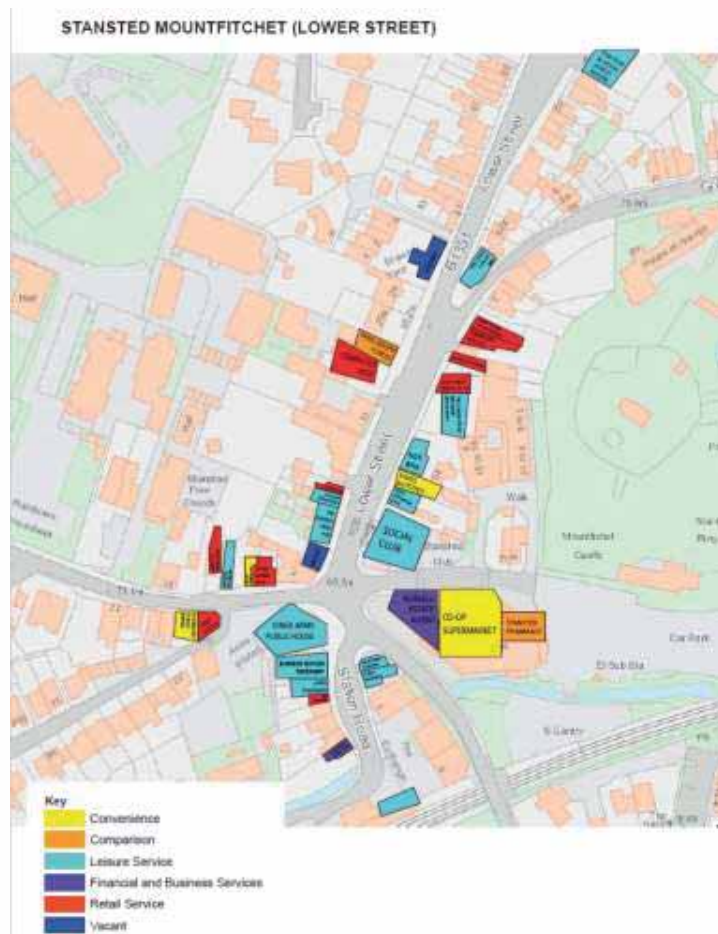


Figure 28. Stansted Mountfitchet (Cambridge Road) Composition Map



5.71 Figure 29 provides an overview of Stansted Mountfitchet’s composition at the time of the site visits in July 2023, compared to the UK averages (2023), as well as a comparison to previous health checks carried out in 2010 and 2021.

Figure 29. Stansted Mountfitchet Local Centre Composition

Categories	Units 2010 (%)	Units 2021 (#)	Units 2021 (%)	Units 2023 (#)	Units 2023 (%)	UK Average Units 2023 (%)
Convenience	18.6	6	11.8	6	11.8	9.3
Comparison	25.6	6	11.8	6	11.8	26.9
<i>Retail Services</i>		14	27.5	13	25.5	15.8
<i>Leisure Services</i>		20	39.2	19	37.3	25.3
<i>Financial &amp; Business Services</i>		4	7.8	4	7.8	8.7
Services	51.2	38	74.5	36	70.6	49.8
Vacant	4.7	1	2.0	3	5.9	13.8
<b>Total</b>	<b>100.0</b>	<b>51</b>	<b>100.0</b>	<b>51</b>	<b>100.0</b>	<b>100.0</b>

Source: Nexus Planning 2023

Note: Data analysed for 2021 and 2023 uses the current Goad category definitions to allow comparison with UK averages

Note: Data analysed for 2010 using superseded Goad category definitions to allow comparison with historic data.

## Convenience

- 5.72 There are 6 convenience units within Stansted Mountfitchet, making up 11.8% of all units, which is slightly higher than the UK average of 9.3%. The number of convenience units within the centre has dropped by two units since 2010.
- 5.73 The centre features a small Co-op supermarket by the car park to the north-east of the train station, as well as a Tesco Express on Cambridge Road. The centre also features an independent bakery, butchers, petrol station, and greengrocers.

## Comparison

- 5.74 There are 6 comparison units within the centre, which make up 11.8% of all units, lower than the UK average of 26.9%. The number of comparison units within the centre has fallen from 25.6% in 2010. As such, Stansted Mountfitchet now has a considerably lower percentage of comparison goods units compared to the UK averages.
- 5.75 The comparison units comprise largely independent retailers and with the range of shops, including: florists, printing shop and design shop.

## Services

- 5.76 Overall, services equate to 70.6% of units within Stansted Mountfitchet. This has increased considerably since the 2010 survey (51.2%).
- 5.77 There are numerous health and beauty units within the centre and a number of barber shops. Stansted Mountfitchet has a greater proportion of retail services (25.5%), compared to the UK average (15.8%).
- 5.78 The centre also has a higher proportion of leisure services (37.3%) compared to the UK average (25.3%). The leisure offer includes the Kings Arms public house, a social club, bars and restaurants as well as a large number of takeaways. For a centre of its size, the centre has an extensive service offer, which is no doubt linked to commuter custom to/from the mainline train station.
- 5.79 Financial and business services equate to 7.8% of the centre, which is slightly lower than the UK average (8.7%).

## Vacancies

- 5.80 Stansted Mountfitchet has seen a slight increase in vacant units (5.9%), compared to the previous 2021 survey (2.0%). The proportion of vacant units in the centre remains though significantly below the UK average of 13.8%.

## Pedestrian Flows

- 5.81 During the Nexus site visits, it was observed that that both parts of the centre were quiet during daytime hours. The Tesco Express on Cambridge Road attracted the highest footfall.

## Accessibility

- 5.82 Stansted Mountfitchet has a train station just outside the first town centre boundary near the Kings Arms public house. The train line connects Stansted Mountfitchet to London Liverpool Street and numerous other locations. It is also located approximately 5 miles from Stansted Airport.
- 5.83 Parking is available in the centre at the locations below. There are also on street parking spots throughout the centre, although there are extensive 'resident permit' zones. At the time of the visit sufficient parking was observed to be available.

- Lower Street - 209 spaces (maximum stay 9 hours for £4.70)
- Crafton Green – 52 spaces (maximum stay 9 hours for £3.00)
- Station car park – 68 spaces (£7.00 for 9 hours)

5.84 A regular bus service links the centre to the train station and the nearby airport.

5.85 At the time of the visits, traffic was not considered to be heavy and there was no significant congestion.

5.86 The results of the household survey showed that only half of respondents travel to the centre by private vehicle (52.7%), whilst 42.5% had last walked to the centre. 3.6% of visitors arrived by bus.

### Opening Hours

5.87 The centre has numerous public houses, bars and brasseries and a social club as well as restaurants catering for a number of cuisines. With the exception of the two small supermarkets, the remainder of the town maintains relatively traditional opening hours.

### Environmental Quality

5.88 Stansted Mountfitchet (Lower Street) is an attractive centre with many attractive buildings throughout including the Stansted Mountfitchet Social Club, the Kings Arms Public House and a number of dwellings. This area of the centre is within a Conversation Area.

5.89 In comparison, the environmental quality of the Cambridge Road portion of the centre does not benefit from the same historic character.

5.90 There was a noticeable lack of trees or green infrastructure throughout the centre as it is mainly comprised of rows of terraced units. However, some hanging baskets attached to attractive heritage lampposts along Lower Street were noted. Improved signage in both centres would also enhance the character of the area.

5.91 Pavements were found to be litter free at the time of the visit. However, the overall quality of the paving would benefit from improvement.

5.92 The height and size of storefront fascia boards was relatively consistent throughout the centre, and condition of the shopfronts relatively good.

### Barriers to Entry

5.93 The lack of clear development sites and available premises may be factors that may reduce the potential for new traders to enter the centre.

5.94 It is evident that the centre is also heavily reliant on its train station, which serves the extensive service economy. It will be important to continue to monitor the health of the centre now that working patterns have changed following the pandemic in order to ascertain whether there has been any significant impact on trade. There has been a small increase in vacancy over the period since 2021.

## Customer Views & Behaviour

- 5.95 When asked what they most liked about Stansted Mountfitchet Local Centre, the most common responses from the NEMS household survey were 'close to home' (41.9%), 'choice and range of shops' (18.0%) and 'environmental quality' (8.3%).
- 5.96 The top three responses to what would encourage respondents to visit the centre more often asked during the household survey stated 'more parking' (17.8%), 'increased choice and range of shops' (7.0%) and 'discount foodstore' (6.2%).

## Summary

- 5.97 In summary, our health-check of Stansted Mountfitchet Local Centre indicates that:
- The centre has two small foodstores but is very accented towards the provision of services which account for 70.6% of all units within Stansted Mountfitchet.
  - Stansted Mountfitchet has very low vacancy which is an indicator of very good health. However, the centre is reliant on commuters utilising the train station and vacancy has increased slightly since 2021.
  - Environmental improvements could be made to the centre, including opportunities for greenery and pavement improvements.



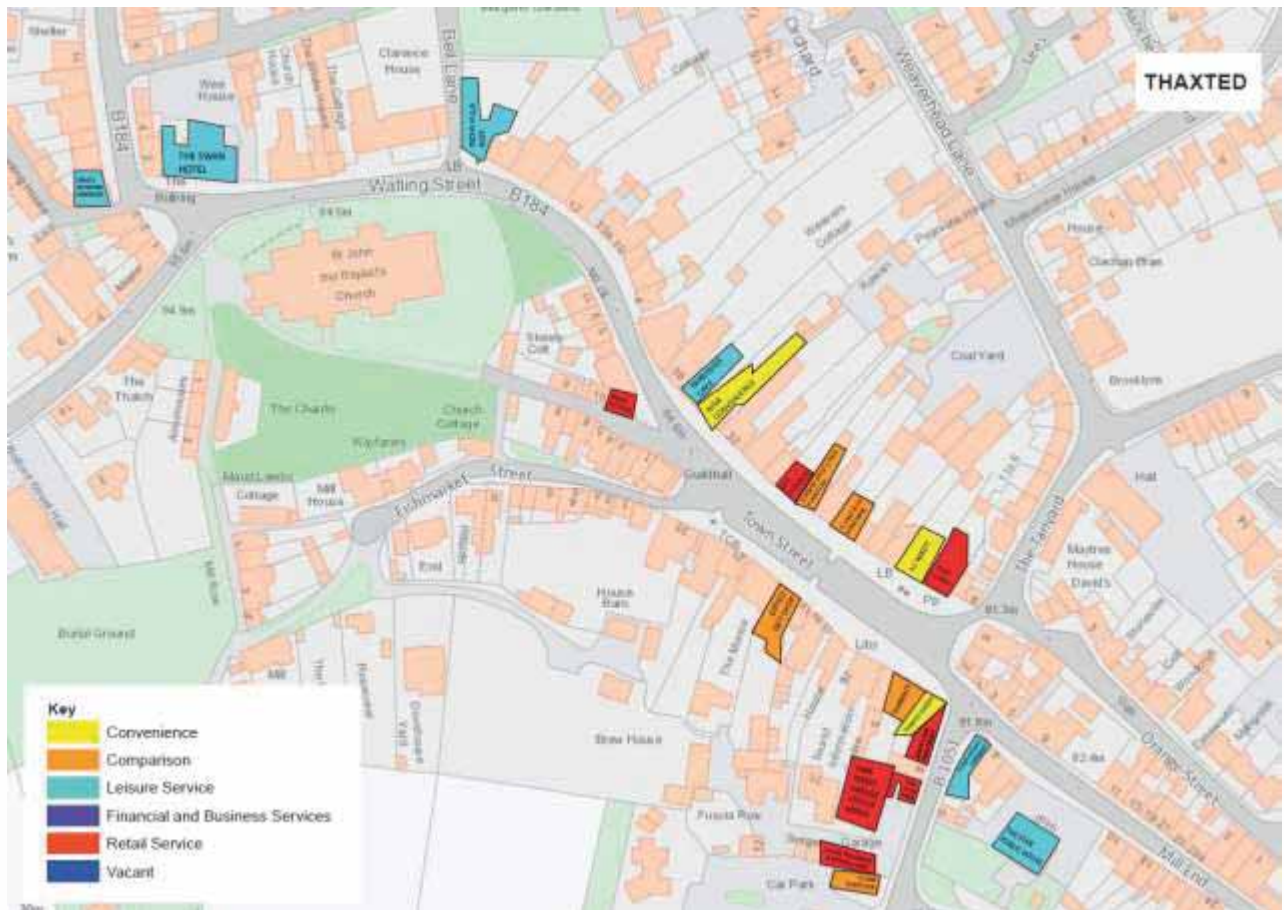
## Thaxted Local Centre

### Description

- 5.98 Thaxted is located to the east of the District and is approximately seven miles from Saffron Walden. The centre provides a range of services and is surrounded by predominantly residential dwellings. The majority of the units are located along Town Street and Watling Street. The focal point of the centre is the Guildhall.
- 5.99 Thaxted is classed as a 'Local Centre' within the Uttlesford Local Plan (Adopted 2005), and a 'Local Rural Centre' in the Regulation 18 Plan (2023).

### Overall Composition

Figure 30. Thaxted Composition Map



- 5.100 Figure 31 provides an overview of Thaxted's composition at the time of the site visits in July 2023, compared to the UK averages (2023). Thaxted was not subject to health-check as part of previous 2010 Retail Study. But was assessed under the 2021 Retail Study.

Figure 31. Thaxted Local Centre Composition

Categories	Units 2021 (#)	Units 2021 (%)	Units 2023 (#)	Units 2023 (%)	UK Average Units 2023 (%)
Convenience	3	13.6	3	14.3	9.3
Comparison	5	22.7	5	23.8	26.9
<i>Retail Services</i>	<i>6</i>	<i>27.3</i>	<i>7</i>	<i>33.3</i>	<i>15.8</i>
<i>Leisure Services</i>	<i>6</i>	<i>27.3</i>	<i>6</i>	<i>28.6</i>	<i>25.3</i>
<i>Financial &amp; Business Services</i>	<i>0</i>	<i>0.0</i>	<i>0</i>	<i>0.0</i>	<i>8.7</i>
Services	12	54.6	13	61.9	49.8
Vacant	2	9.1	0	0.0	13.8
<b>Total</b>	<b>22</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>	<b>100.0</b>

Source: Nexus Planning 2023

Note: Data analysed for 2021 and 2023 uses the current Goad category definitions to allow comparison with UK averages

Note: Data analysed for 2010 using superseded Goad category definitions to allow comparison with historic data.

### Convenience

5.101 There are 3 convenience units within Thaxted, making up 14.3% of all units. This is higher than the UK average of 9.3%.

5.102 The centre features a Nisa Local, a butchers and a tobacconist.

### Comparison

5.103 There are 5 comparison units within the centre, which make up 23.8% of all units. As such, Thaxted has a marginally lower percentage of units compared to the UK average of 26.9%.

5.104 The comparison units comprise largely independent retailers. Considering its modest size, it contains a good range of shops, including hardware stores, a pharmacy, charity shop and household goods shop.

### Services

5.105 Overall, services equate to 61.9% of units within Thaxted. There are 7 retail service units (33.3%) and 6 leisure service units (28.6%) within the centre. There are no financial or business service units within the centre.

### Vacancies

5.106 Thaxted has no vacant units. A unit which appeared vacant in 2021 has now been turned over to residential use. The centre therefore appears to have come out of the pandemic performing very well, serving an important local function.

### Pedestrian Flows

5.107 During the Nexus site visits, it was observed that there was a steady flow of footfall along Town Street. However, this tailed off towards the north of Town Street where the pavements became narrower.

### Accessibility

5.108 Thaxted does not have a train station.

- 5.109 There is a short stay car park located to the rear of Town Street. There is also space for some on-street parking along Town Street and Watling Street.
- 5.110 A regular bus service passes through the town, linking it with nearby towns and centres.
- 5.111 At the time of the visit, no heavy traffic was noted.
- 5.112 The results of the household survey showed that 41.6% of people usually travel to the centre by private vehicle, while 58.4% had walked to the centre.

### Opening Hours

- 5.113 The centre has a public house which operates longer hours. However, the remainder of the Local Centre maintains traditional daytime opening hours.

### Environmental Quality

- 5.114 Thaxted is a small and attractive centre. However, there was a noticeable lack of trees or green infrastructure throughout the centre. There is some greenspace adjacent to the St Johns Baptist Church at the top of Town Street, however this is positioned on the edge of the centre.
- 5.115 Pavements were found to be in relatively good condition, although narrowed near the top of Town Street.
- 5.116 The height and size of storefront fascia boards was relatively consistent throughout the centre, and the shopfronts were well kept or restored to their historical state.

### Barriers to Entry

- 5.117 The centre in its entirety is designated as a Conservation Area (designated 1968) and includes a number of listed buildings. As a result, whilst the quality of the environment in Thaxted features heavily in its overall attraction, this could potentially represent a barrier to entry for new businesses as any alterations will have to demonstrate a lack of harm to the historic environment.

### Customer Views & Behaviour

- 5.118 When asked what they most liked about Thaxted Local Centre, the most common responses from the NEMS household survey were 'close to home' (53.3%), 'choice and range of shops' (26.2%) and 'traditional/quaint nature of the centre' (10.6%).
- 5.119 There were very few dislikes mentioned in Thaxted. The top three responses to what would encourage respondents to visit the centre more often asked during the household survey stated 'improved non-food shopping' (13.4%), 'more parking' (12.8%) and 'improved food shopping' (12.6%).

### Summary

- 5.120 In summary, our health-check of Thaxted Local Rural Centre indicates that the centre caters very well for its local catchment area. The range of goods offered is limited, but the household survey indicates that there is little discontent with any aspects of the centre.

## Local Rural Centres

### Newport

- 5.121 Newport is located approximately 3 kilometres south-west of Saffron Walden. It has 11 retail units, including 1 vacancy. 6 of the units are in service uses, 2 are in convenience use (a small Nisa foodstore and a bakery) and 2 further units are in comparison goods use (a pharmacy and a home interiors shop).
- 5.122 The centre is located exclusively along the linear High Street. The centre is highly attractive with a number of feature and Listed buildings. The centre is relatively lightly trafficked and there are plenty of resting places. Parking is largely on-street. Environmental quality is good.

### Great Chesterford

- 5.123 Great Chesterford is the northern-most centre in the District and is located approximately 3 kilometres north of Saffron Walden. The centre has no recognisable retail centre and just two town centre use units; a bakery and food hall and a public house.

### Hatfield Heath

- 5.124 Hatfield Heath is located to the far south of the District, around 5 kilometres south of Stansted Mountfitchet. It is the largest of the village centres and is home to 14 units in town centre use. The centre is fully let and vibrant. It is anchored by a small Co-op foodstore. The centre comprises 2 convenience goods units, 3 comparison goods units and 8 service goods units. The centre has a number of small restaurants and/or takeaways.
- 5.125 The centre faces on to the attractive heath, incorporating a church building, war memorial and cricket ground as well as public open space. Parking is on a crescent off the main Stortford Road.

### Takeley

- 5.126 Takeley has 8 units in town centre use. It is located on a very busy cross-roads between Dunmow Road and Parsonage Road, making accessibility around the centre difficult. However, there are signal-controlled junctions in all directions and off-street parking is provided off Dunmow Road. The centre has low environmental quality being car-dominated and with little by way of greenery.
- 5.127 The centre comprises 2 convenience units (Londis and a newsagents), a small pharmacy and 5 units in service uses (a public house, tyre store, dry cleaners and 2 take-aways).

### Elsenham

- 5.128 Elsenham is a small village centre located approximately 1 kilometre north-east of Stansted Mountfitchet. It is located immediately adjacent to a double-roundabout which can make accessibility by car challenging. The centre has just 4 town centre units comprising a Tesco Express store, a post office, a hair salon and a take-away.

## 6. Boundaries

### Introduction

- 6.1 As previously discussed in Section 3, Paragraph 86 of the NPPF requires local plans to *“define the extent of town centres and primary shopping areas”*, with there now being no specific requirement to identify primary and secondary frontages.
- 6.2 The Government has confirmed that the removal of the requirement to define frontages reflects the general need to be flexible in planning for the future of town centres due to the rapid changes taking place in the retail and leisure industries, as highlighted in Section 2. The removal of the requirement does not though preclude local planning authorities from identifying primary and secondary shopping frontages where supported by local circumstances.
- 6.3 Annex 2 of the revised NPPF indicates that a Primary Shopping Area is the *“Defined area where retail development is concentrated”*.
- 6.4 Annex 2 also identifies that a town centre is the *“Area defined on the local authority’s policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area”*.

### Legislative Context

- 6.5 Town centre boundaries enable developers and decision-makers to consider the sequential and impact tests when considering individual proposals for development and/or change of use. It is also relevant for consideration of the impact thresholds (nationally set at 2,500 sq m gross external area under the NPPF).
- 6.6 Edge-of-centre is defined as sites which are within a 300m walking distance of the town centre boundary, whilst out-of-centre is defined as those areas beyond that 300m. Defining suitable town centre boundaries is therefore important in this context.
- 6.7 The Council must weigh up the advantage of having sufficiently large, defined areas to cater for the likely demands of the range of existing and future town centre uses within a centre, but also, the disadvantages of defining too wide an area, whereby a number of sites which are not suitable for development fall within the edge-of-centre category. A balance must therefore be struck between the two.
- 6.8 In practice, local authorities usually utilise the Primary Shopping Area definition to help designate those frontages which they are keenest to preserve in retail use, with more liberal town centre uses applied to areas outside the Primary Shopping Area, but within the Town Centre.
- 6.9 In general terms, and building on our observations in Section 2, we consider that the future of the High Street is likely to evolve quickly and that there is some danger in being closed to the idea of non-retail uses at ground floor level within the heart of town centres. The shift to online trading and the lasting impacts of the pandemic have accelerated previous thinking on this. Moreover, any application for a change of use would need to be considered through a planning application in any event (where Permitted Development Rights do not apply) and so there is a significant degree of control, even where there is no defined Primary Shopping Area.

## Implications for Uttlesford

- 6.10 The trends and policy direction we have identified have a number of potential implications for retail and leisure provision within Uttlesford. With Saffron Waldon clearly identified as the principal comparison goods retail centre in the District, it will be most susceptible to structural changes in the retail marketplace and the propensity of shoppers to buy increasing amounts of comparison goods online.
- 6.11 This is exemplified by the increase in vacancies in the centre from 6.7% in 2010 to 14% in 2021, albeit that level has now dropped back to 11.4% in 2023. These increases have largely been fuelled by a reduced comparison goods element (54.1% of units in the centre were comparison goods units in 2010, down to 38.1% in 2023).
- 6.12 Whilst the growth of online retailing is likely to have had a detrimental impact on the turnover of a number of Uttlesford's centres, going forward there may be opportunities for retail facilities to benefit from multi-channel retailing in order to help drive footfall and sustain retailer representation. This is particularly important in light of the current commercial situation and the need to rejuvenate high streets once the pandemic is over. It will be important to adopt a holistic approach to place management in order to ensure that centres support an experiential offer and are able to attract visitors to linger throughout the day and into the evening.
- 6.13 There is a need for increased flexibility in centres, which need to be adaptable in order to address changing needs (both across a given day and, more widely, into the future).
- 6.14 The latest pressures on our high streets will likely affect demand for space and its use, the design of buildings and public realm, and transport access. Indeed, the changes in working habits will likely impact on the way we live longer-term, resulting in a need for residents to shop and work locally, and enjoy the local services and leisure activities. In this regard, it is the sub-regional centres which have struggled more since the relaxation of lockdown measures given that a higher proportion of workers are still working from home and making the most of facilities within the smaller local town centres. This is evidenced in our most recent assessment of centres such as Great Dunmow and Thaxted, which appear to have come out the pandemic stronger (see our further analysis in Section 5). Broadly speaking, we expect Uttlesford District to have been a beneficiary of the return to 'local' centres, as it has no sub-regional centre within its boundaries. There is evidence of this from our most recent field-work, set out at Section 5.

## Emerging Uttlesford Policy

- 6.15 Work on a new Uttlesford Local Plan begun with publication of an Issues and Options Paper in 2020/2021 and a Regulation 18 draft of the Plan is due to be published shortly.
- 6.16 As part of this process, and in conjunction with Nexus who previously considered boundaries and related policy in 2022, officers have drafted a preliminary policy which covers town and local centres and shopping frontages, as below.

### Core Policy 50: Retail and Mian Town Centre Uses Hierarchy

*The Council will promote the continued role and function of its town and local centres to positively contribute towards their viability, vitality, character and public realm. The hierarchy of centres in the district is:*

- **Key Settlements (Town Centres):** Great Dunmow, Saffron Waldon, Stansted Mountfitchet
- **Local Rural Centres (Local Centres):** Elsenham, Great Chesterford, Hatfield Heath, Newport, Takeley, Thaxted

*All Key Settlements and Local Rural Centres have designated Town Centre Boundaries, whilst only the Key Settlements*

*have designated Primary Shopping Areas.*

*The boundaries of the Town Centres' and their respective Primary Shopping Areas (where appropriate) are defined on the Policies Map and by Appendix 15.*

*To ensure the long-term vitality and viability of the Town Centres, the Council will apply a 'town centre first' approach to retail, services and other main town centre uses in accordance with the established hierarchy of centres. The Council will use planning conditions to assist with the application of the town centre first approach in the context of Class E flexibilities introduced by the Use Classes Order.*

*Retail and other 'Main Town Centre Uses' will be directed towards these centres. Where such uses are proposed outside these centres the Council will apply the sequential approach as set out in the NPPF.*

*Where planning permission is required for any retail or leisure proposal outside these centres, they will be subject to an impact assessment, appropriate to the use. In Uttlesford the threshold for such an impact assessment is over 1000 sqm (gross).*

*The Council will support the provision of new local centres containing a small number of shops of limited size with the allocated strategic housing sites set out in this Local Plan and as specified within the Development Site Templates (Appendices 2,3 and 4).*

*The Council will support proposals for new small shops or extensions to existing shops within or adjacent to existing settlements that are required to serve local needs.*

*In locations beyond the defined town and local centres, change of use (that require planning permission) of shops and other community facilities will only be permitted where the applicant can demonstrate that:*

- i. there is no significant demand for an alternative town centre use in that catchment area, demonstrated by marketing for 18 months; or*
- ii. the facility is not financially viable; or*
- iii. the replacement land use offers compelling benefits which outweigh the loss.*

*Proposals for development that affects the design of a shopfront will need to ensure consistency with the Uttlesford Shopfront Design Guide.*

#### *Primary Shopping Areas*

*Where planning permission is required, proposals resulting in the loss of Main Town Centre Uses\* at ground floor level within a Primary Shopping Area must demonstrate that:*

- i. the unit has been proactively and appropriately marketed for at least 12 months and it has been demonstrated that there is no longer a realistic prospect of the unit being used for E Class Uses in the foreseeable future;*
- ii. the proposal meets the needs of residents within the local neighbourhood; and*
- iii. the proposals will not have an adverse impact on the vitality and viability of the centre as a whole.*

*Notwithstanding the flexibilities allowed under Class E of the Use Classes Order the Council will use planning conditions where appropriate to support the availability of retail floorspace within the Primary Shopping Area, and limit new floorspace in out of centre locations.*

*The Council will support main town centre uses as meanwhile uses on a temporary basis within Primary Shopping Areas. Such uses would be controlled by condition as a temporary use (up to 18 months) so as to not permanently lose retail floorspace unnecessarily without justification.*

*\* Defined using the NPPF definition as retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, 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).*

## Analysis

- 6.17 In light of our assessment of trends and recent legislature, we consider that the draft wording provided by the Council is sound. The policy takes account of the amendments to the Use Class Order and, in our view, provides sufficient flexibility for changing between Class E uses, whilst also allowing reasonable flexibility in order to account for the rapidly changing nature of the high street.
- 6.18 We agree with the proposed differentiation between Town Centre Boundaries and Primary Shopping Areas, with more restrictive policy applying to the Primary Shopping Area.
- 6.19 It is important to carefully articulate the viability test proposed to be applied to proposals for taking units in Primary Shopping Frontages outside of Class E use. Picking up on our previous work, the Council has included a defined requirement to evidence unsuccessful marketing of the property within Class E uses (for a period of 12 months). Such a test is well established across a number of areas of planning policy and is sound in concept. In terms of the detail, we would suggest that the proponent should have to demonstrate that they have marketed the unit via a number of specified means which should include widely known industry agencies digital marketing platforms. Details of the asking rent/price at each stage should be detailed, as well as any incentives offered (e.g. rent-free periods). A full log of interest in the property should be kept, including details of any property showings, and reasons why any interested parties did not take their interest further, or of any offers made but rejected, and why. In line with the suggested policy approach, this record should then be submitted to the Council, or their chosen specialists, for independent assessment.
- 6.20 The only further amendment we propose is that the wording of Core Policy 50 be altered slightly to allow for one of the Local Rural Centres (Thaxted) to incorporate a Primary Shopping Area. This is to align with the made Thaxted Neighbourhood Plan which incorporates designated frontages within the overall Town Centre Boundary (see Section 3), as well as being in recognition of its role in serving a wider hinterland.
- 6.21 Having discussed the policy wording, we turn in the next section to consider whether the various boundaries proposed for each of the centres are in our view appropriate.

## Boundary Review

- 6.22 Having described the economic pressures and legislative context for defining town centre boundaries, as well as appropriate policy wording, we set out in this section a review of the boundaries proposed by the Council for each of Uttlesford's town centres: Saffron Walden, Great Dunmow and Stansted Mountfitchet, as well as its Local Rural Centres: Thaxted, Newport, Great Chesterford, Hatfield Heath, Takeley and Elsenham.
- 6.23 Our assessment in each case is informed by site visits to each centre undertaken in July 2023 where we recorded the uses present for all nine centres. We also took account of any structural changes since the time of our previous assessment of the composition of the Town Centres in 2021 and 2022.
- 6.24 Our recommendations are captured on large-scale plans at **Appendix E**.

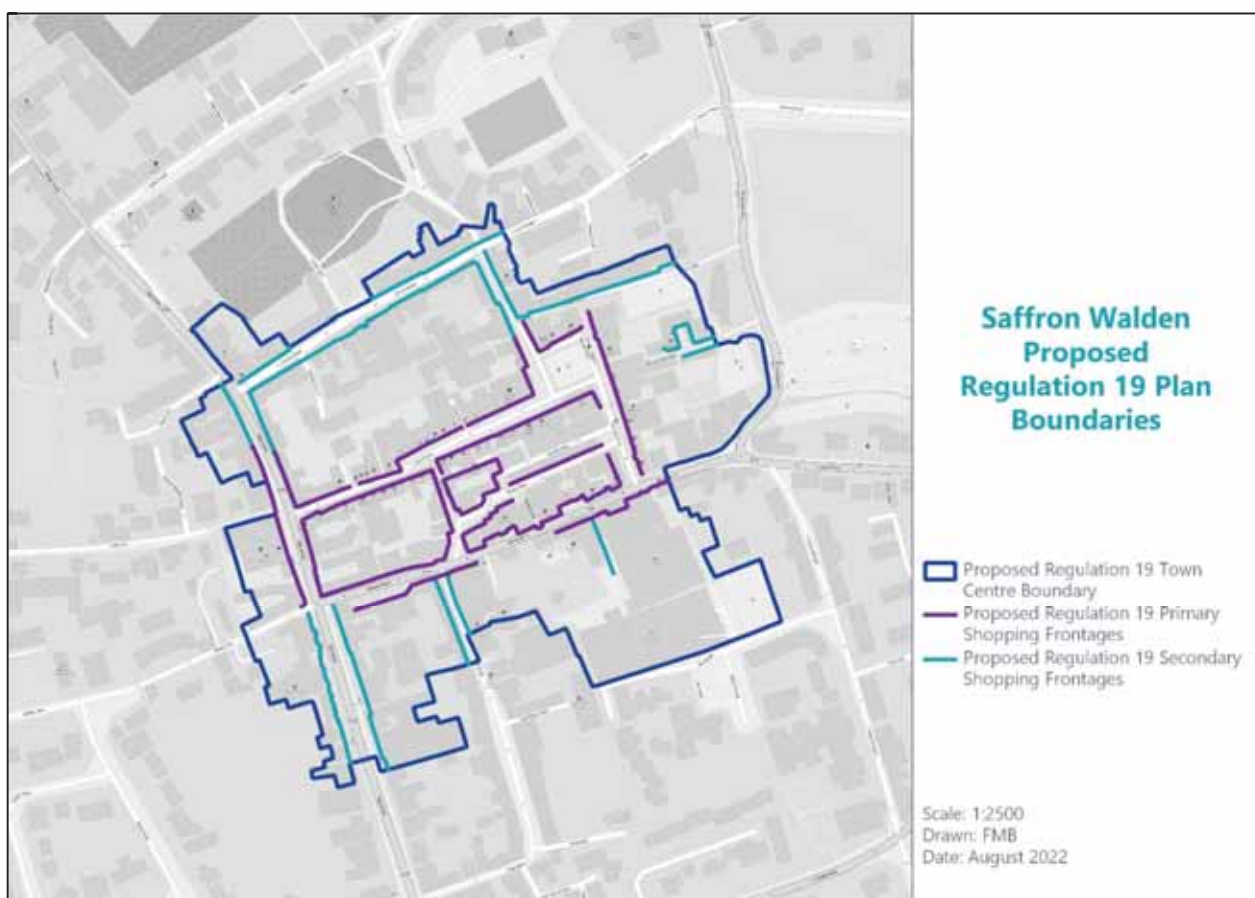


- 6.25 Our recommendations on boundary changes are guided by the guidance contained within the NPPF. We seek to ensure that the parts of each centre proposed to be included as Town Centre or Primary Shopping Area, is appropriately classified. This is to ensure that there is no inappropriate loss of town centre use which enhances the vitality and viability of a centre, or any over-proliferation of designated frontages which might otherwise unduly restrict the ability of a centre to evolve.

## Saffron Walden

### Town Centre Composition

- 6.26 We extrapolate below the boundaries proposed for Saffron Walden Town Centre under the Council's previous emerging Plan (2018). The centre is shown to have a Town Centre Boundary, as well as Primary and Secondary Retail Frontages.



- 6.27 Our 2023 survey found that there has been a significant reduction in the number of vacant units from 32 to 24, thereby reducing the overall vacancy rate from 14.5% to 11.4%. There has been small decreases in the number of units selling convenience goods (7.2% to 6.7%) and financial and business services (12.2% to 9.5%), whilst the number of units selling comparison goods (34.8% to 38.1%) goods, retail services (14.9% to 16.2%) and leisure services (16.7% to 18.1%) have all increased. Overall, the number of town centre use units has decreased notably from 221 units to 210 units.
- 6.28 Whilst there has been a notable loss of unit numbers, principally through residential conversion, those are not focussed in any one area of the centre. Moreover, there have been no major developments which would in themselves warrant any reconsideration of the boundaries previously proposed. We therefore focus on whether the boundaries proposed in 2018 remain appropriate in the modern day.

### Town Centre Boundary

6.29 We suggest that the boundary is sound and have no recommended changes.

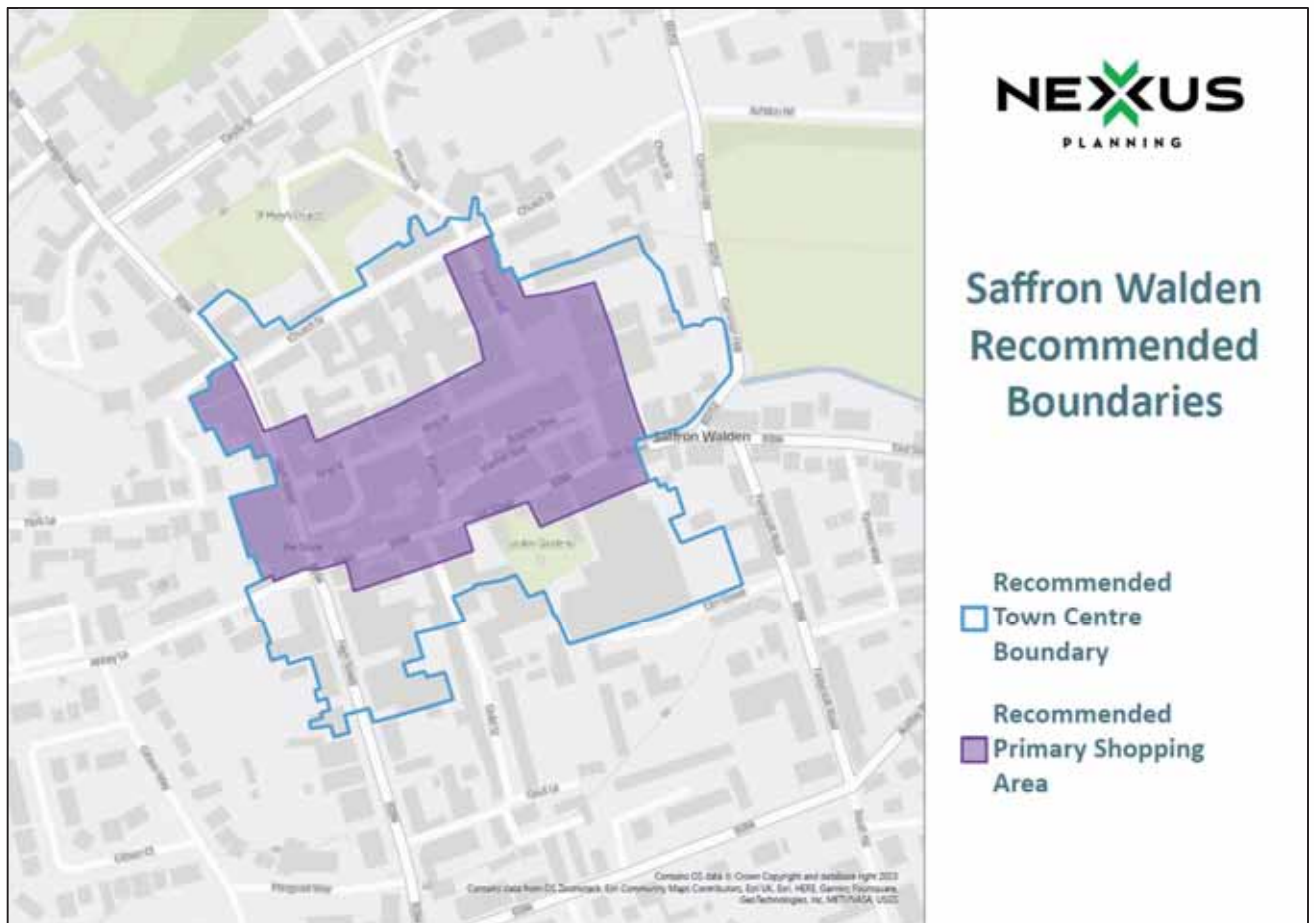
### Primary and Secondary Shopping Frontages

6.30 These designations should be removed so that a new 'Primary Shopping Area' designation be introduced in line with NPPF guidance and proposed Core Policy 50 of the Regulation 18 Plan.

### Primary Shopping Area Boundary

6.31 Our suggested Primary Shopping Area designation is based on the original Primary Shopping Frontages with the exception that the northern parts of Market Hill and High Street (formerly Secondary Shopping Frontage) be included within the Primary Shopping Area due to the number of important retail units present.

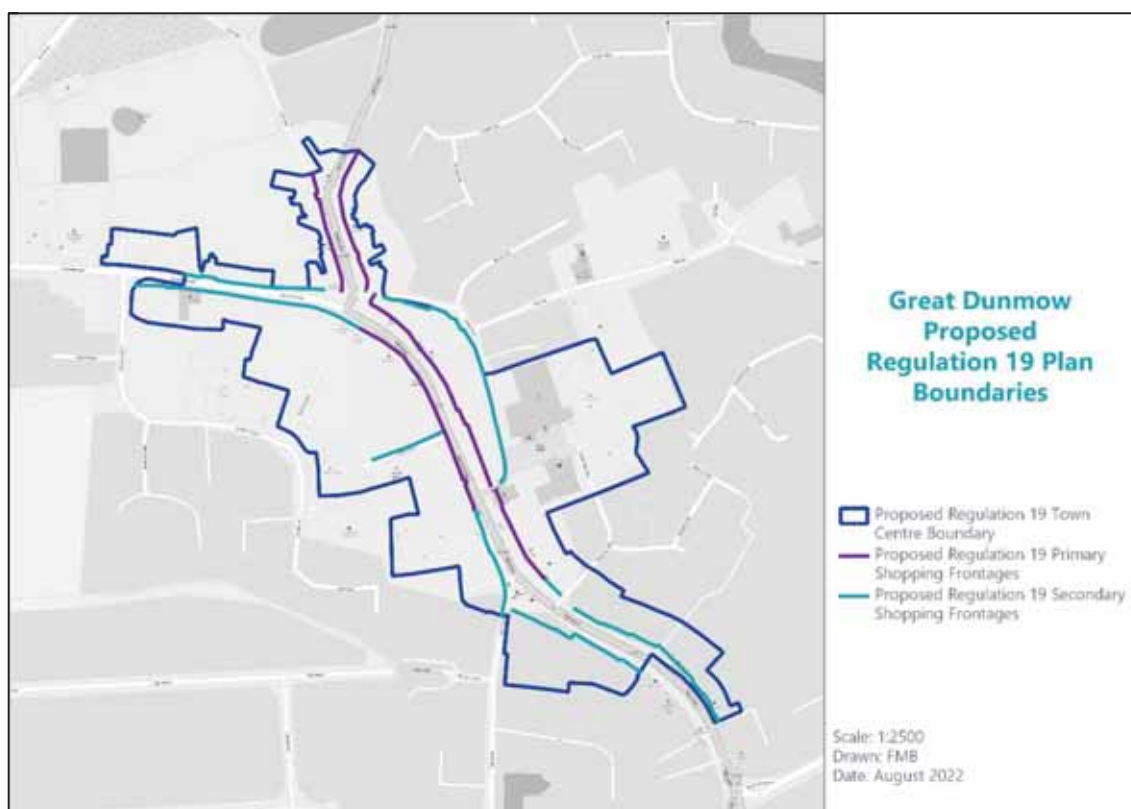
6.32 Our recommended revisions are therefore as follows (full-scale Plan at **Appendix E**).



## Great Dunmow

### Town Centre Composition

- 6.33 We extrapolate below the boundaries proposed for Great Dunmow Town Centre under the Council's previous emerging Plan (2018). The centre is shown to have a Town Centre Boundary, as well as Primary and Secondary Retail Frontages.



- 6.34 Our survey found that only seven properties in Great Dunmow had changed hands since our 2021 survey. As a result there has been a small decrease to the overall vacancy rate since 2021 (5.2% to 4.1%), meaning the centre continues to exhibit very low vacancy levels.
- 6.35 Accordingly, there has been no major developments, or loss of units, which would in themselves warrant any reconsideration of the boundaries previously proposed. We therefore focus on whether the boundaries proposed in 2018 remain appropriate in the modern day.

### Town Centre Boundary

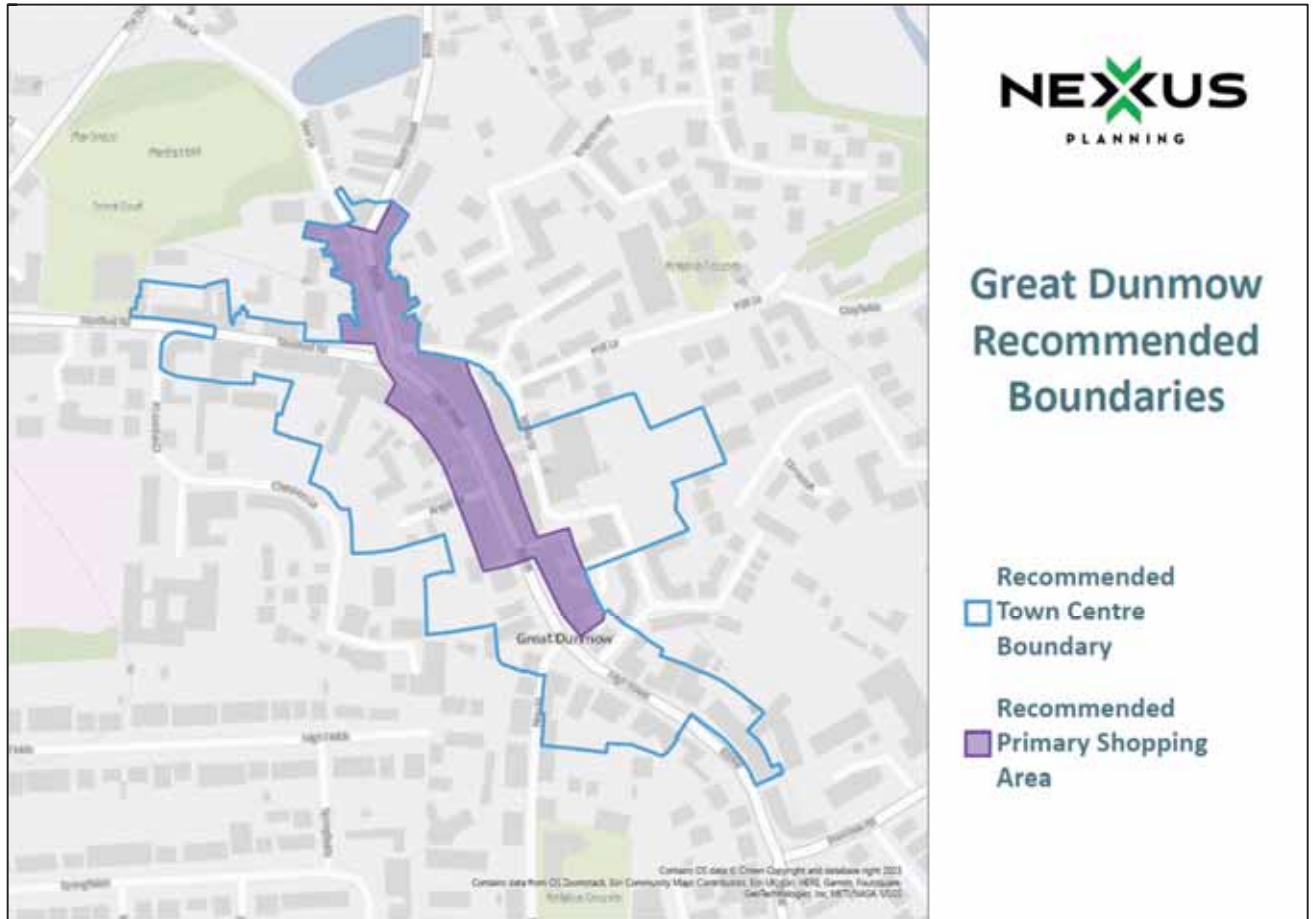
- 6.36 We suggest that the boundary is sound and have no recommended changes.

### Primary and Secondary Shopping Frontages

- 6.37 These designations should be removed so that a new 'Primary Shopping Area' designation be introduced in line with NPPF guidance and proposed Core Policy 50 of the Regulation 18 Plan.

### Primary Shopping Area Boundary

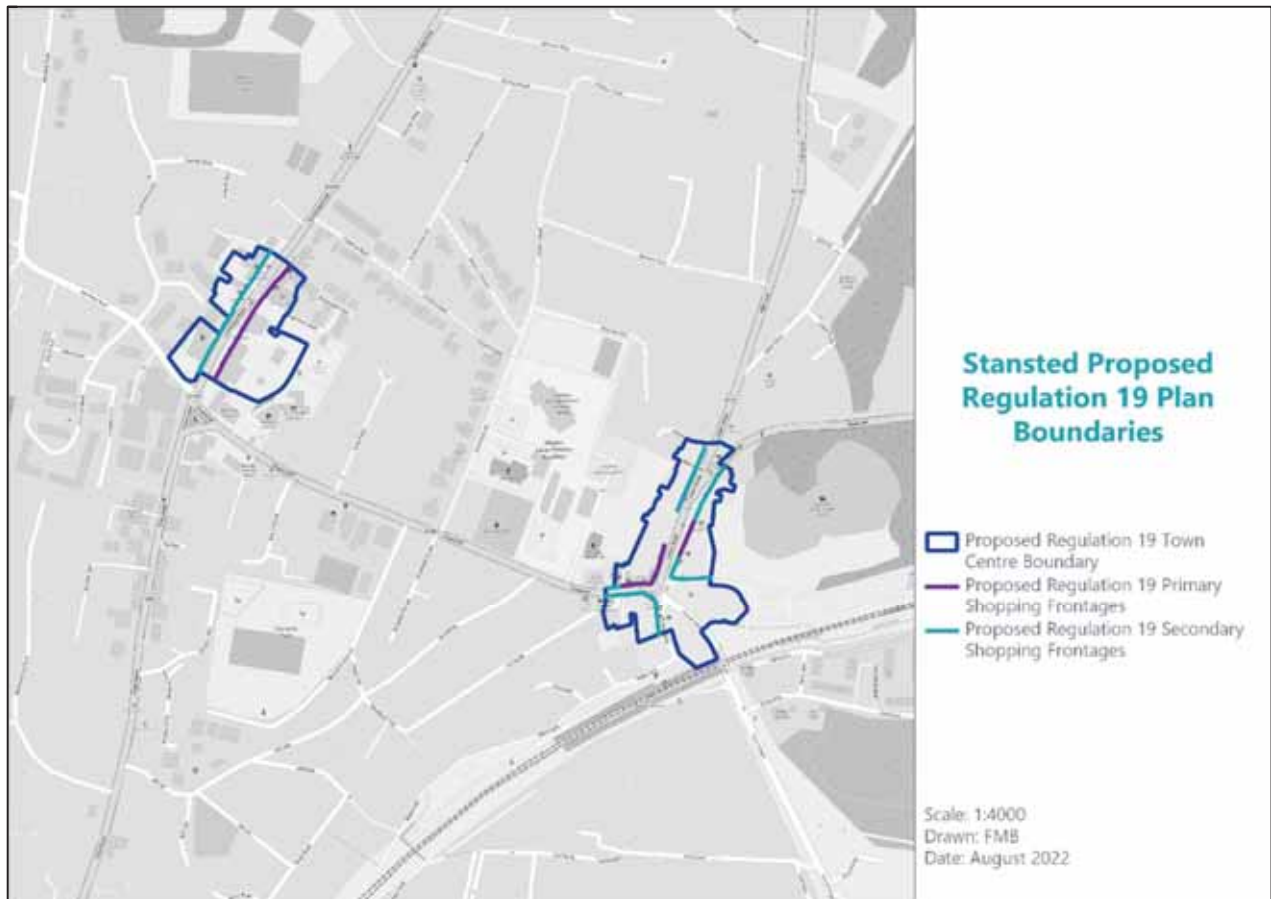
- 6.38 Our recommended Primary Shopping Area boundary is based on the previously identified Primary Retail Frontage, which we have surveyed and agree that it remains relevant as the primary area where retail is concentrated.
- 6.39 Our recommended revisions are therefore as follows (full-scale Plan at **Appendix E**).



## Stansted Mountfitchet

### Town Centre Composition

- 6.40 We extrapolate below the boundaries proposed for Stansted Mountfitchet Town Centre under the Council's previous emerging Plan (2018). The centre is shown to have a Town Centre Boundary, as well as Primary and Secondary Retail Frontages.



- 6.41 The local centre is notable for having two separate retail cores, known as the Cambridge Road area and the Lower Street area. Both are shown on the Regulation 19 Plan proposals map extract above and together comprise Stansted Mountfitchet Town Centre.
- 6.42 There has been no change to the Cambridge Road part of the centre since our 2021 assessment, and only four changes to the Lower Street part of the centre. The centre remains though healthy, with only three vacant units overall (5.9% of units).
- 6.43 Accordingly, there has been no major developments, or loss of units, which would in themselves warrant any reconsideration of the boundaries previously proposed. We therefore focus on whether the boundaries proposed in 2018 remain appropriate in the modern day.

### Town Centre Boundary

6.44 We recommend that the full extent of Station Road, and the train station itself (which has a café outlet), is included within the Town Centre Boundary.

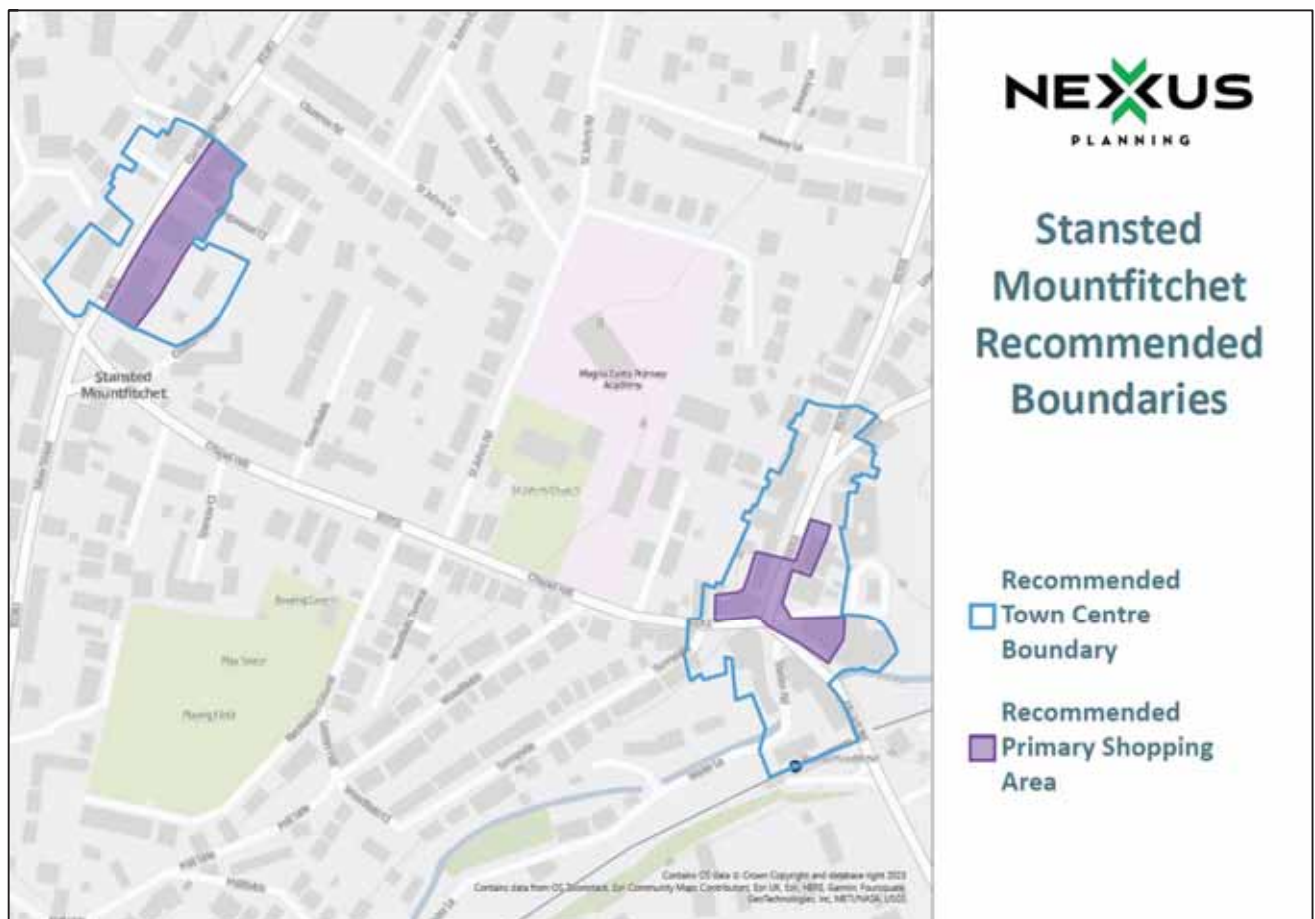
#### Primary and Secondary Shopping Frontages

6.45 These designations should be removed so that a new 'Primary Shopping Area' designation be introduced in line with NPPF guidance and proposed Core Policy 50 of the Regulation 18 Plan.

#### Primary Shopping Area Boundary

6.46 We base our proposed Primary Shopping Area on the previous Primary Shopping Frontage, with the addition that the purpose-built retail block between Church Road and Mountfitchet Castle Street, which includes the Co-op store, be included within the Primary Shopping Area.

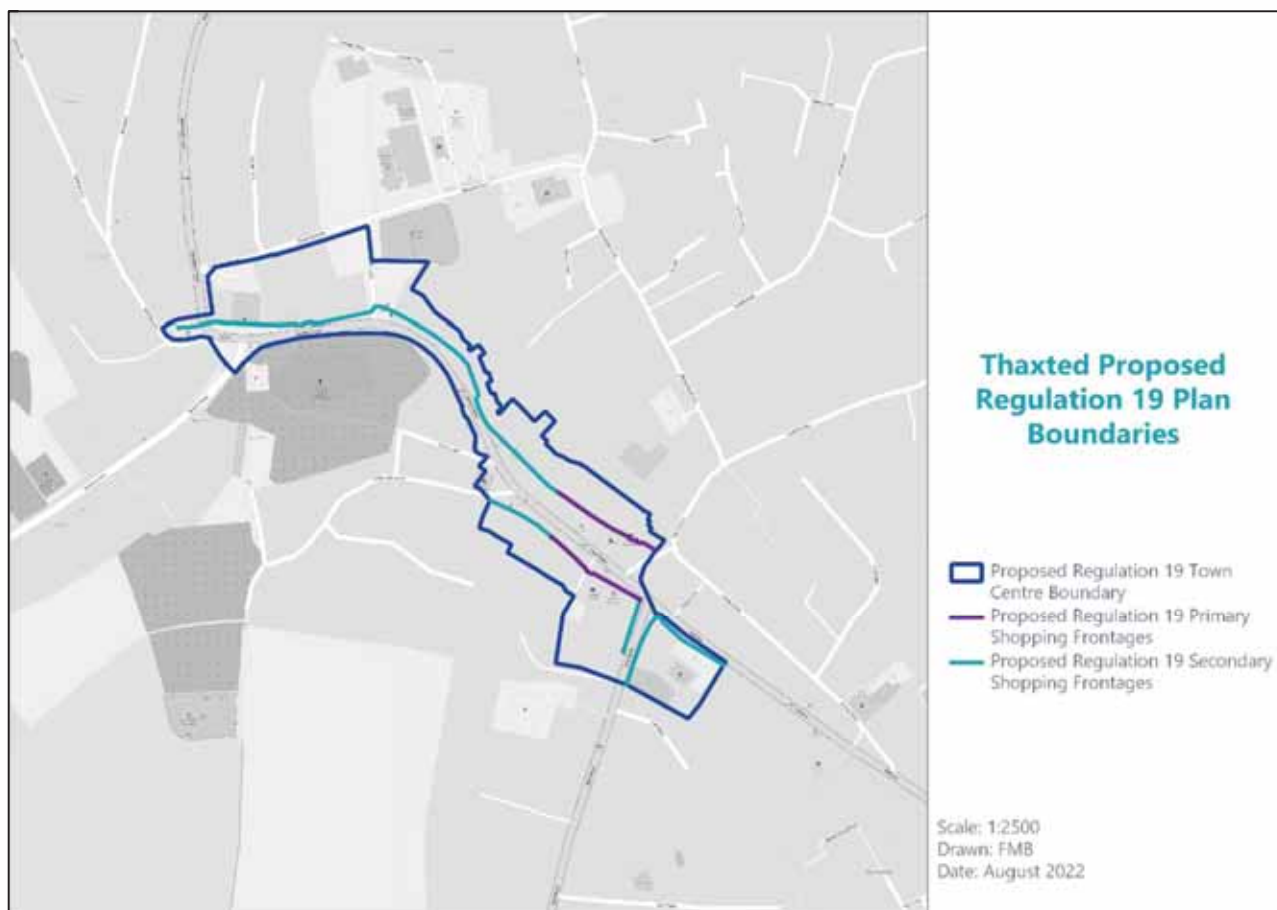
6.47 Our recommended revisions are therefore as follows (full-scale Plan at **Appendix E**).



## Thaxted

### Local Rural Centre Composition

- 6.48 We extrapolate below the boundaries proposed for Thaxted Local Rural Centre under the Council's previous emerging Plan (2018). The centre is shown to have a Town Centre Boundary, as well as Primary and Secondary Retail Frontages.



- 6.49 There have been no changes to the composition of the centre since our 2021 survey.
- 6.50 Accordingly, there has been no major developments, or loss of units, which would in themselves warrant any reconsideration of the boundaries previously proposed. We therefore focus on whether the boundaries proposed in 2018 remain appropriate in the modern day.

### Town Centre Boundary

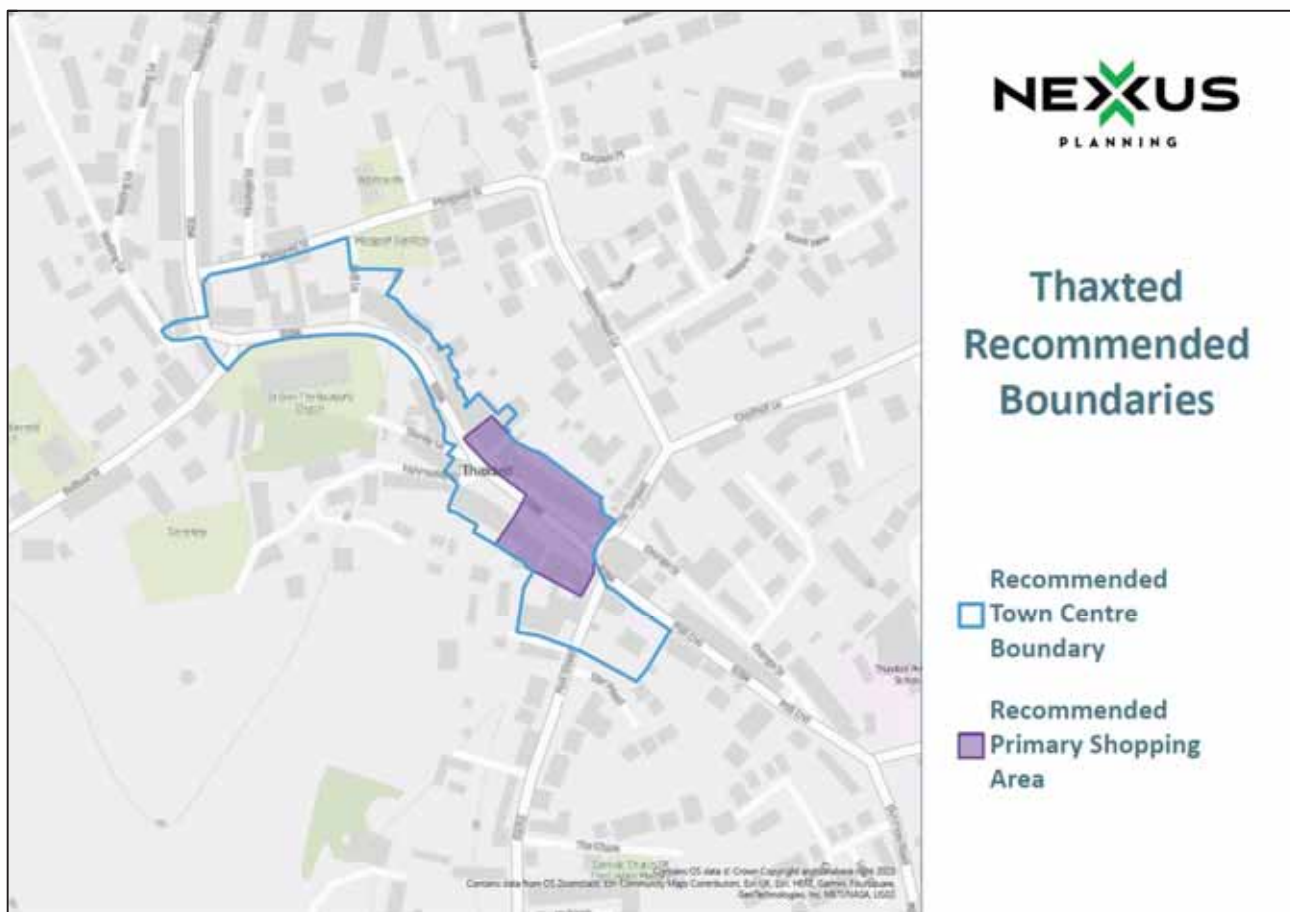
- 6.51 We suggest that the Town Centre Boundary is sound and does not require any alteration.

### Primary and Secondary Shopping Frontages

- 6.52 These designations should be removed so that a new 'Primary Shopping Area' designation be introduced in line with NPPF guidance and proposed Core Policy 50 of the Regulation 18 Plan.

### Primary Shopping Area Boundary

6.53 We recommended that the Primary Shopping Area cover the previously proposed Primary Shopping Frontage, as well the part of the previously proposed Secondary Shopping Frontage on the even numbered side of Town Street, up to and including No. 36 Town Street.



6.54 Our recommended revisions are therefore as follows (full-scale Plan at Appendix E).

### Other Local Rural Centres

6.55 The remaining four Local Rural Centres have not previously had defined Local Centre Boundaries.

6.56 Having considered each centre in isolation, we do not consider it necessary to identify a Primary Shopping Area in each instance, as there is not the quantity of units which would necessitate separate Local Rural Centre and Primary Shopping Area boundaries.

6.57 Indeed, in the case of Great Chesterford Local Rural Centre, the centre has only two units in main town centre uses, both of which are located separately. We do not therefore define a boundary for the centre.

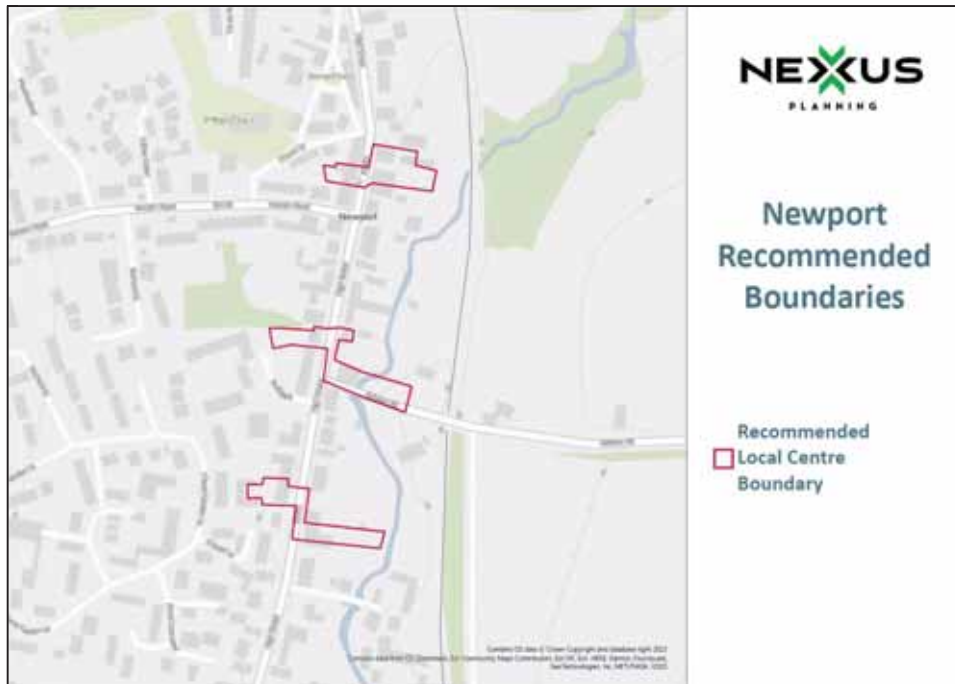
6.58 In the case of Newport, we have had careful consideration to the made Neighbourhood Plan, which has four distinct boundaries for the Centre. Having considered this further, we suggest the that northernmost three, should indeed cumulatively form the Local Centre. The southernmost is not predominantly in town centre uses and so we have excluded

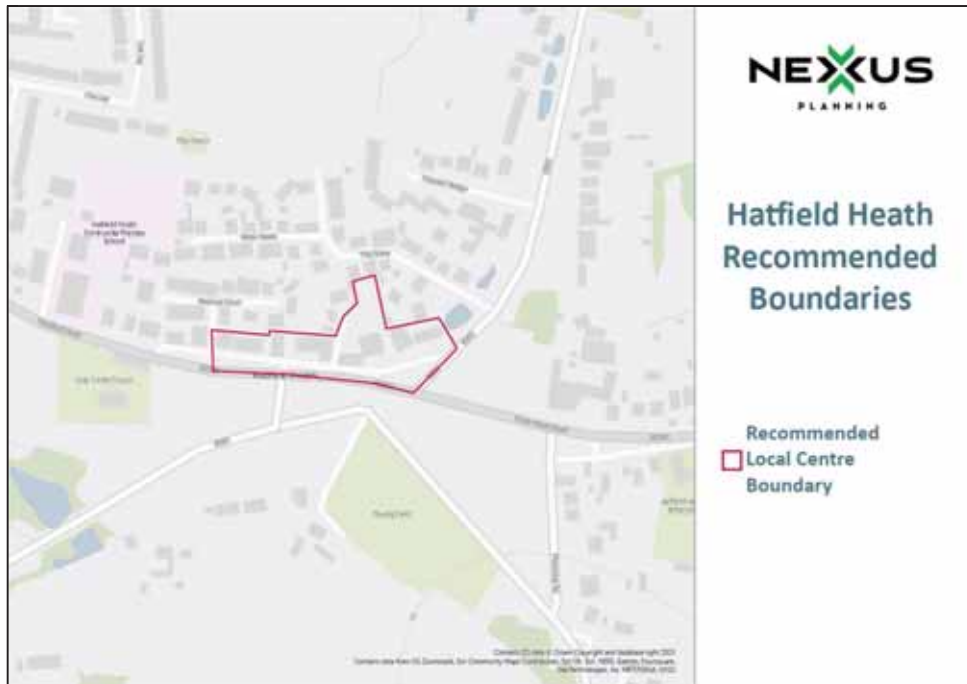


it from the proposed Local Rural Centre Boundary. Whilst it is unusual to have three boundaries for one centre, there is already precedent for this in Uttlesford with Stansted Mountfitchet, which has two.

6.59 Boundaries for Takeley, Hatfield Heath and Elsenham have been defined based on our site visits in July 2023.

6.60 Each of the proposed Local Rural Centre Boundaries are extrapolated below, with full size versions contained at **Appendix D**.





## Summary

- 6.61 We have examined the economic and policy-based context for setting Town Centre/Local Rural Centre Boundaries, and Primary Shopping Areas for the four main centres in Uttlesford. We conclude that, subject to minor changes, the proposed policy wording suggested by the Council is sound and is likely to provide sufficient protection, yet flexibility, in ensuring that there is an appropriate balance of Class E uses in its town centres.

6.62 We have also recommended a number of minor changes to the boundaries for each of the centres, as well as new boundaries for the Local Rural Centres which did not previously have defined boundaries.

## 7. Summary and Recommendations

7.1 In this section of the report, and based on our findings in the preceding sections, we provide commentary on the following:

- A summary of what **floorspace capacity** might exist in terms of meeting Uttlesford’s convenience goods, comparison goods and food/beverage goods requirements to 2041;
- Drawing on a range of qualitative factors evidenced by this Study, how that capacity might translate into a **strategy for accommodating growth**;
- A review of existing **retail policies** and how those might require updating in the next iteration of the Plan; and
- Recommendations in terms of the **future monitoring** of retail matters across the District.

### Identified Retail and Food/Beverage Capacity

6.2 Section 4 of this Study described the empirical survey work undertaken and summarised the market share findings in terms of where residents of the Study Area (Zones 1-6) and the District (Zones 1-3) carry out their convenience and comparison goods shopping. Applying those market shares to census-based population and expenditure estimates for the Study Area geography, capacities for additional convenience, comparison and food/beverage floorspace over the Plan period to 2041 were estimated. These are summarised in Figure 32.

Figure 32. Uttlesford District – Floorspace Capacity Projections to 2041 (Sq m net)

Year	Convenience Goods	Comparison Goods	Food/Beverage
2026	4,680 – 6,400	-190 - -300	660
2031	4,990 – 6,840	840 – 1,330	1,730
2036	5,380 – 7,370	1,230 – 1,940	2,780
2041	5,800 – 7,950	2,100 – 3,300	3,820

### Strategy for Accommodating Growth

6.3 At the outset, given current economic uncertainties and, more relevantly, pressures on the retail sector, we would stress the need to treat long-term forecasts with caution. As highlighted within the PPG<sup>21</sup>: *“Given the uncertainty in forecasting long-term retail trends and consumer behaviour, this assessment may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed.”* (our emphasis)

6.4 Additionally, capacity does not equate to need. Need is more than just a quantitative measure; it should also involve qualitative considerations around issues such as any residents’ dissatisfaction with the current level of provision, and the potential impacts of realising capacities on the ground from our health check work. Fundamentally, capacity modelling should not be seen as an absolute; it is a guide to a Plan-led approach.

<sup>21</sup> (Town Centres and Retail) Planning Practice Guidance, Paragraph: 004, Reference ID: 2b-004-20190722

- 6.5 Any consideration of allocations for new retail floorspace should take into account an assessment of the performance and vitality and viability of a centre in order to ensure that any identified capacity meets both a quantitative and qualitative need, and does not harm existing businesses.
- 6.6 Taking each of the above factors into account, we consider that the District might benefit from a further main foodstore. The capacity analysis indicates that, even taking the advisory approach of looking to the short-term, there is capacity for between 4,860 – 6,400 sq m of net convenience floorspace over the period to 2026. This capacity is largely generated by the over-trade of existing out-of-centre foodstores within the District itself.
- 6.7 In terms of where a new foodstore might be located, we consider it unlikely that there will be market demand (nor likely a suitable site) for a large foodstore in either Stansted Mountfitchet or Thaxted. Saffron Walden is well provided for in terms of the combined offer of Waitrose in the Town Centre and Tesco and Aldi outside of the Town Centre.
- 6.8 The most obvious location is therefore Great Dunmow. The town relies heavily on the out-of-centre Tesco, which trades extremely well. Careful consideration would though need to be given to the town centre Co-op store, which is evidenced to have picked up trade considerably over the period since 2021, perhaps benefitting from more localised shopping patterns arising out of the pandemic.
- 6.9 We therefore recommend that the Council seeks to identify a suitable site in, or on the edge of, Great Dunmow Town Centre for the provision of a foodstore in order to address the needs of the resident population over the period to 2026 and beyond. Discussions may also be advisory with the Co-op over whether they want to expand their presence.
- 6.10 Any remaining convenience goods floorspace capacity should be used to bolster existing or proposed stores within existing centres in the retail hierarchy, as well as the planned locations of residential and employment allocations in the development strategy in the emerging Local Plan.
- 6.11 Turning to comparison goods, it is evident that macro-economic conditions in general, and retail trends towards online shopping, have re-shaped the viability of the sector. As a result, our forecasts show negative floorspace capacity in the early part of the Plan period. On this basis, we do not recommend that the Council seeks to allocate any floorspace for additional comparison goods over the short-medium term, and instead formulates a policy base on which to preserve and enhance existing floorspace in its town centres.
- 6.12 The food/beverage sector has been hard-hit by the pandemic and there have been a number of vacancies created as national multiple chains have been forced to close. Our observation is that Uttlesford has not seen the brunt of this, as much of its food-beverage offer is independent. Notwithstanding, our expectation is that there will be a quantum of vacant floorspace in this sector which can be used to accommodate new start-ups. This should be examined by any applicant seeking new floorspace outside of town centres before the Council seeks to approve any such space outside of town centres. Taking this into account, the relatively small quantum of floorspace capacity we have identified (1,730 sq m by 2031) does not, in our view, warrant any specific allocations in the emerging Plan.

### Retail Policy Recommendations

- 6.13 As summarised in Section 3, the current Local Plan (2005) pre-dates the NPPF and its retail policies will need a thorough overhaul under the emerging Local Plan.
- 6.14 Based on the findings of our report, we would recommend that emerging policies consider each of the following:
- Retail Hierarchy – Paragraph 86 of the NPPF invites local authorities to define a network and hierarchy of town centres in order to promote their long-term vitality and viability. There is no retail hierarchy set out in the 2005

Plan and so it will be necessary to set out a hierarchy for the District in the emerging Plan. This should be evidence-based and should contain a description of the anticipated role and function of each tier of the hierarchy. This Study has considered the market share of each prominent centre in the District, as well as a range of other relevant health-check factors. As described in Section 6, we conclude that the retail hierarchy set out at Core Policy 50 of the Council's emerging Regulation 18 plan is appropriate. This defines the hierarchy as follows:

- **Key Settlements (Town Centres):** *Great Dunmow, Saffron Walden, Stansted Mountfitchet*
  - **Local Rural Centres (Local Centres):** *Elsenham, Great Chesterford, Hatfield Heath, Newport, Takeley, Thaxted*
- **Retail Impact Assessment** – The sequential test forms part of the NPPF and we would suggest that any future town centre policies reflect the requirements of the NPPF on the sequential test; namely that it should only apply to applications which are neither in an existing centre nor in accordance with an up-to-date plan; and to reflect the fact that it is not applied to applications for small scale rural offices or other small scale rural development.

In accordance with the NPPF, retail, office and leisure developments greater than 2,500 sq m proposed in edge-of-centre and out-of-centre locations will be subject to the assessment of the impact criteria set out by Paragraph 90.

Where appropriate, Local Authorities are entitled to identify local thresholds in accordance with the following considerations identified within the PPG ('Town centres and retail', Paragraph 15):

- scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- impact on any other planned investment.

Given the smaller size of Uttlesford's town centres, and the large quantum of independent retailers, we consider it likely that the Council may wish to consider implementing an impact threshold at below the NPPF standard of 2,500 sq m. In doing so, the Council would need an appropriate evidence base. The findings of this Study should be used in this regard and the Council may wish to consider a specific exercise in re-examining a suitable threshold. To this end, we note that emerging Core Policy 50 under the Regulation 18 Plan had a suggested threshold of 1,000 sq m. This looks sensible in our estimation, though this threshold should be re-tested for its soundness under a re-consideration of the Plan policies. Such an assessment would incorporate the market share and health-check findings of this Study, alongside any other economic or market considerations at that point in time and consider whether the 1,000 sq m threshold remained appropriate.

We would stress that whilst a locally set threshold would require the submission of an impact assessment for all edge-of-centre and out-of-centre developments exceeding the recommended thresholds, national guidance dictates that the impact test should be undertaken in a proportionate and locally appropriate way, commensurate to the scale of development proposed.

The level of detail would typically be agreed with Council officers during the pre-application process in order to avoid overly onerous requirements that may otherwise restrict and delay development opportunities from coming forward.

Town Centre Boundaries – In order to enact the sequential and impact test set out in the NPPF, it is necessary to appropriately define Town Centre boundaries and Primary Shopping Areas. We set out in Section 6 a series of detailed recommendations in respect of the Town or Local Rural Centre Boundaries which should apply for each Centre defined in the retail hierarchy at Core Policy 50 of the Regulation 18 Plan.

We have also defined a Primary Shopping Area Boundary for the Town Centres and Thaxted. Thaxted is the only Local Rural Centre to have a designated Primary Shopping Area as it has such a designation in its made Neighbourhood Plan, and because it has more than twice the number of units than any other Local Rural Centre and is assessed to serve a wider retail hinterland than any of the other Local Rural Centres. The context for defining a Primary Shopping Area has changed since the introduction of Class E, as previously such definitions were used to categorise the range of former 'A-class' uses which were permissible or otherwise. However, proposed Core Policy 50 of the Regulation 18 Plan makes the necessary adjustments and aligns the Primary Shopping Area with consideration of proposed changes of use to Class E units by taking account of marketing, local needs and overall impact on vitality and viability. We agree that this approach is sound and is in keeping with the NPPF.

- Class E and 'meanwhile' uses – As highlighted in Section 2, flexible working practices and new formats should be encouraged through planning policies supporting the amalgamation or sub-division of existing town centre units and workspace (where such development results in little loss of net floorspace, but results in a better standard of retail or office accommodation etc.) to encourage investment. Where developments within the town centre are to be carried forward, we would suggest a flexible approach to the provision (or re-provision) of retail floorspace, reflecting the fact that changes of use across Class E are no longer defined as development.

Nonetheless, Class E of the Use Class Order introduces a situation that will enable retail uses to occupy non-retail Class E premises in out of centre locations, circumventing any relevant 'town centre first' policies. As such, and where there is a risk that an alternative use within Class E (such as retail) would impact on the health of surrounding centres, the Council should attach conditions to the grant of planning permission in out of centre locations to restrict the use to that applied for.

The Council may also wish to identify aspects of this Study that would form part of an evidence base for any Article 4 directions for future Permitted Development Rights that would result in the loss of Class E floorspace, particularly in the town centres.

We would also suggest that the Council considers the suitability of adopting a policy that would assist in enabling the re-occupation of longstanding vacant units in the centres that may no longer be fit-for-purpose as retail units, and would benefit from change of use to an alternative town centre use that would support the overall vitality and viability of the centre (including those outside of Class E, such as pubs, bars, cinemas and music venues). Such a policy could require evidence of a continuous period of vacancy and marketing (in our experience, an 18-month period is often required) demonstrating that the unit does not have a realistic prospect of being occupied in its current use and would benefit from occupation as an alternative main town centre or residential use. This would have the added benefit of consolidating the retail provision where it is most in demand, ensuring that the town centre remains competitive. The differentiation between Town Centre Boundaries and the Primary Shopping Area in the Regulation 18 Plan assist with this process, as it would generally be expected that those units this is most likely to apply to would be outside the Primary Shopping Area.

Policy support should also be provided for 'meanwhile' uses to temporarily occupy vacant units by occupiers seeking to test new business concepts, pop-up stores and event spaces where they support the vitality and viability of the town centre. Other complimentary initiatives that could benefit from policy support could include the construction of click and collect 'hubs' or lockers, and the use of outdoor space for public events.

It would be important that any policies aimed at re-occupying vacant units, alongside encouraging meanwhile units, worked appropriately in tandem. Our anticipation would be that meanwhile uses (presumably secured by Planning Condition) would not constitute a use which would re-start the clock on the 18 month vacancy period, in order to ensure that property owners were not discouraged from exploring such uses.

## Monitoring Retail Health

- 6.15 Nexus carried out town centre health checks across Uttlesford in 2021 and in 2023. Our study is also accompanied by an up-to-date household telephone survey of 600 households.
- 6.16 Notwithstanding our up-to-date empirical evidence, the global and UK economy is undergoing a significant change at the time of writing, and we recommend that the Council seeks to monitor the overall situation regarding its retail centres carefully. The Council may seek to put in place further 'light touch' health-checks of its main centres in around 18-24 months' time.



## Glossary of Terms

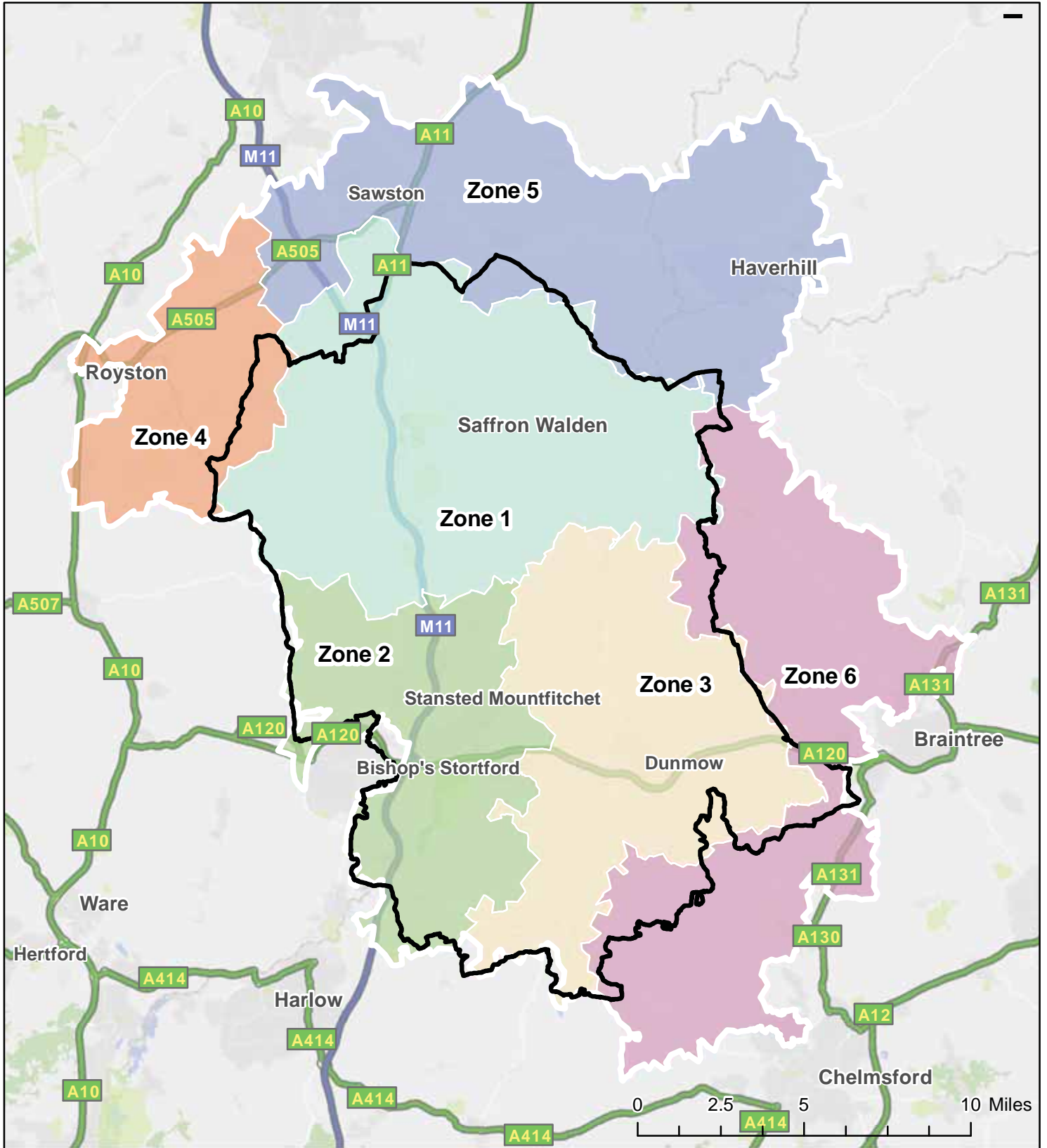
<b>Bulky goods:</b>	Goods of a large physical nature (for example DIY, furniture, carpets) that sometimes require large areas for storage or display. <i>Source: Planning Portal</i>
<b>Capacity:</b>	Forecast resident spending within the catchment area, with which to support existing and additional retail floorspace. <i>Source: Planning Portal</i>
<b>Comparison Goods:</b>	Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.) <i>Source: Planning Portal</i>
<b>Convenience Goods:</b>	Everyday essential items, such as food. <i>Source: Planning Portal</i>
<b>Edge-of-Centre:</b>	For retail purposes, a location that is well connected to, and up to 300 metres from, the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances. <i>Source: NPPF</i>
<b>Expenditure per Capita:</b>	The amount of money spent on retail goods per person in each Zone across the Study Area.
<b>Expenditure:</b>	Average annual expenditure levels for various forms of goods, multiplied by the population within the defined Study Area.
<b>Experian Goad:</b>	Experian Goad is a retail property intelligence system that helps retail developers, property investors, planning professionals, and commercial agents to identify profitable locations for retail property development and investment projects. It offers comprehensive retail location plans and easy to use reports covering over 3,000 shopping areas in the UK and Ireland.
<b>Experian (MMG3):</b>	A population, expenditure and socio-demographic dataset that utilises the 2011 Census release, projected forward by using growth rates derived from Office for National Statistics projections and current age and gender estimates.
<b>Financial &amp; Business Services:</b>	An Experian Goad category comprising the likes of banks, building societies, employment agencies, legal services, estate agents and business services. <i>Source: Experian Goad</i>
<b>Floorplate:</b>	Defined as the physical rentable area over a single floor; sometimes called the footprint.
<b>Goad Plans:</b>	A plan showing a bird's eye view of a retail centre including the exact location of all retail outlets and vacant premises, fascia name, retail category, and floor space. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing or prospective store locations. <i>Source: Experian</i>
<b>Independent Retailers:</b>	Retailers with less than ten outlets/ stores. <i>Source: Experian</i>
<b>Leisure Services:</b>	An Experian Goad category for town centre leisure units which includes bars, cafes, cinemas, nightclubs, takeaways, hotels, public houses and restaurants. For clarity, it does not include facilities for leisure pursuits e.g. sports centres, swimming pools or health & fitness clubs. <i>Source: Experian Goad</i>
<b>Main Town Centre Uses:</b>	Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, 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). <i>Source: NPPF</i>
<b>Market Share:</b>	The proportion of residents that visit a particular retail destination, derived from household survey results.
<b>National Multiple:</b>	Defined as retailers with ten or more outlets/ stores. <i>Source: Experian</i>
<b>Prime Unit:</b>	'Prime' is a widely used term within real estate investment circles to describe building and location quality. There are no universally agreed definition, however, and no consistency in the distinctions applied to prime or non-prime property. <i>Source: Colliers</i>
<b>Primary shopping area:</b>	Defined area where retail development is concentrated. <i>Source: NPPF</i>
<b>Retail Floorspace:</b>	Total floor area of the property that is associated with all retail uses in square metres. May be expressed as a net figure (the sales area) or in gross (including storage, preparation and staff areas). <i>Source: Planning Portal</i>
<b>Retail Impact:</b>	The potential effects of proposed retail development upon existing shops. <i>Source: Planning Portal</i>
<b>Retail Services:</b>	An Experian Goad category comprising the likes of dry cleaners, health & beauty, opticians, photo processing, post offices and travel agents. <i>Source: Experian Goad</i>
<b>Sequential Approach:</b>	A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield housing sites before greenfield sites, or town centre retail sites before out-of-centre sites. <i>Source: Planning Portal</i>
<b>Sales Density:</b>	Turnover, per square metre. Various retail planning sources such as GlobalData UK Food & Grocery Company Briefing Reports and Mintel Retail Rankings provide average (or 'benchmark') sales densities for national multiple convenience retailers.
<b>Special Forms of Trading:</b>	Special forms of trading (SFT) are defined as sales via the internet, mail order, stalls and markets, vending machines, door-to-door and telephone sales, including online sales by supermarkets, department stores and catalogue companies. <i>Source: Experian</i>
<b>Study Area:</b>	The geographical area where the household survey is carried out, based on postal sectors that make up the 6 Zones that cover Uttlesford District and its surrounding hinterland.
<b>Trade draw:</b>	The proportion of trade that a development is likely to receive from customers within and outside its catchment area. It is likely that trade draw will relate to a certain geographic area (i.e. the distance people are likely to travel) and for a particular market segment (e.g. convenience retail). The best way of assessing trade draw where new development is proposed is to look at existing proxies of that type of development in other areas. <i>Source: PPG Paragraph: 018 Reference ID: 2b-018-20190722</i>
<b>Turnover:</b>	Amount of sales per unit area of retail floorspace <i>Source: Planning Portal</i>
<b>Town Centre:</b>	Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.  <i>Source: NPPF</i>







## APPENDIX A – STUDY AREA PLAN

# Uttlesford Retail Capacity Study

## Study Area Zones



### Legend

	Zone 1		Zone 3		Zone 5
	Zone 2		Zone 4		Zone 6

## APPENDIX B – NEMS HOUSEHOLD TELEPHONE SURVEY RESULTS



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**Uttlesford Household Survey  
for  
Nexus Planning**

June 2023

Job Ref: 047A23

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# Introduction

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## 1.1 Research Background & Objectives

To conduct a survey amongst residents in and around the Uttlesford District Council area to assess shopping habits for main food and grocery, top-up food, non-food shopping, leisure activities and local centre usage.

## 1.2 Research Methodology

A total of 607 interviews were conducted between Wednesday 31<sup>st</sup> May and Monday 19<sup>th</sup> June 2023. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 6 zones defined by postcode sector. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	CB10 1, CB11 4, CB11 3, CB10 2	105
2	CM22 6, CM22 7, CM23 1, CM24 1, CM24 8	101
3	CM6 1, CM6 2, CM6 3, CM6 4	100
4	SG8 7, SG8 8	101
5	CB21 4, CB21 6, CB22 3, CB22 4, CB9 0, CB9 7, CB9 8, CB9 9	100
6	CM7 4, CM7 5, CM77 6, CM3 1, CM1 4	100
<b>Total</b>		<b>607</b>



### 1.3.2 Telephone Numbers

The **landline** numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

**Mobile** numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

### 1.3.3 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

### **1.3.4 Sample Profile**

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

### **1.3.5 Monitoring of Calls**

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

## 1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	19.04	56	2.0628
35-44	18.12	49	2.2444
45-54	19.40	54	2.1807
55-64	19.37	91	1.2918
65+	24.08	357	0.4094
<b>Total</b>		<b>607</b>	

Further weightings were then applied to the zone date, to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	34,516	105	132	0.8111
2	26,319	101	90	0.9128
3	29,997	100	110	0.8445
4	11,375	101	76	0.4670
5	56,660	100	114	1.5376
6	36,593	100	85	1.3382
<b>Total</b>	<b>195,460</b>	<b>607</b>	<b>607</b>	

\* Source: 2019 Experian

## 1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

*For example, if 50% of a sample of 607 answers “Yes” to a question, we can be 95% sure that between 46% and 56% of the population holds the same opinion (i.e. +/- 4%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

<b>%ge Response</b>	<b>95% confidence interval</b>
10%	±2.4%
20%	±3.2%
30%	±3.6%
40%	±3.9%
50%	±4.0%

## 1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## **Appendix 6:**

Data Tabulations

By Zone Filtered Nulls & SFT

(Weighted)

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q01 At which store do you usually undertake your main food and grocery shopping?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Knight Park, Thaxsted Road, Saffron Walden	5.7%	29	25.2%	20	7.2%	5	4.0%	3	3.7%	1	0.0%	0	0.5%	1
Costcutter, High Street, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Saffron Walden Town Centre, CB10 1EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, High Street, Newport, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Cromwell Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stortford Road, Clavering, Saffron Walden, CB11 4PE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pleasant Valley, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	8.3%	43	51.4%	40	0.0%	0	3.1%	3	0.7%	0	0.0%	0	0.0%	0
The Loaf Tin Bakery, Royston Road, Wendens Ambo, CB11 4JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden	3.4%	17	16.0%	12	0.0%	0	3.2%	3	6.2%	2	0.4%	1	0.0%	0
<b>Zone 2</b>														
Broad Oak Stores, High Street, Hatfield Broad Oak, CM22 7HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cammas Hall Farm Shop, Needham Green, Hatfield Broad Oak, CM22 7JT	0.4%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cambridge Road, Stansted Mountfitchet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heath, Hatfield Heath, Bishop's Stortford, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henham Village Shop, High Street, Henham, CM22 6AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanstead Mountfitchet Village Centre, CM24 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Takeley Village Centre, CM22 6SH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Dunmow Road, Takeley, Bishop's Stortford, CM22 6SH	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ambrose Corner, Elsenham, Bishop's Stortford, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cambridge Road, Stansted Mountfitchet	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-op, Webb Road, Flitch Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Street, Great Dunmow	0.6%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Linsell's of Felsted, Station Road, Felsted, CM6 3DG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Dunmow Town Centre, CM6 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thaxted Town Centre, CM6 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Town Street, Thaxted, CM6 2LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
One Stop, High Street, Dunmow, CM6 1AW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Mill End, Thaxted, CM6 2LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priors Hall Farm Shop, Gallows Green Road, Lindsell, CM6 3QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Stores, High Street, Stebbing, Dunmow, CM6 3SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steels Butchers, High Street, Great Dunmow, Dunmow, CM6 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Green Local Centre, Bennet Canfield, Dunmow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	17.5%	90	0.0%	0	13.3%	9	71.8%	58	0.0%	0	0.0%	0	21.9%	23
<b>Zone 4</b>														
Local shops, Barley Village Centre, SG8 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Royston Town Centre, SG8 7BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thriplow Village Centre, SG8 7RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Doggetts Barn, Church End, Barley, SG8 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McCull's, Queens Road, Royston, SG8 7AP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thriplow Village Shop, Middle Street, Thriplow, SG8 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Aldi, Lord's Croft Lane, Haverhill	6.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	35	0.0%	0
B. Searle & Sons, High Street, Sawston, Cambridge, CB22 3BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Sawston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Linton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Sawston, CB22 3BG	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0
Costcutter, Garages, North Street, Haverhill, CB9 0EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Haverhill	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.5%	1
Lidl, Ehringshausen Way, Haverhill	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11	0.0%	0
Local shops, Bumpstead Road, Haverhill, CB9 8PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bumpstead Village Centre, CB9 7DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marys Greengrocers, High Street, Sawston, Cambridge, CB22 3BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, High Street, Abington, CB21 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Chapple Drive, Haverhill, CB9 0DU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	5.8%	30	0.4%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	29	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	7.5%	39	2.3%	2	0.0%	0	0.0%	0	0.0%	0	23.3%	36	0.5%	1
<b>Zone 6</b>														
Co-op, Brook Street, Great Bardfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Bocking, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



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Gemco News, Queens Road, Braintree, CM7 5UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wethersfield Village Centre, CM7 4BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10
Morrisons, Regiment Business Park, Eagle Way, Little Waltham, Chelmsford, CM3 3FY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Coldnailhurst Avenue, Braintree, CM7 5PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Woodhall Parade, Chelmsford, CM1 4BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shalford Village Store, Church End, Shalford, CM7 5EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walthamby Stores, Barrack Lane, Great Waltham, CM3 1ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Survey Area</b>														
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Aldi, Durham Road, Royston	0.7%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.4%	1	0.0%	0
Aldi, Exning Road, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Bishop's Stortford	1.6%	8	0.4%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Aldi, Springfield Road, Springfield, Chelmsford	1.2%	6	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	2.7%	3
Asda, Coldhams Lane, Cambridge	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Road, Royston, Barnsley, S71 4BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C A Leech & Son, Station Road, Melbourn, Royston, SG8 6DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bridge End Lane, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fulbourn, Cambridge, CB21 5DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanstead Abbots, Ware, SG12 8AG	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Chelmsford, CM1 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Long Brandocks,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Writtle, CM1 3JP							
Co-op, Market Hill, Clare, CO10 8NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Station Road, Buntingford, SG9 9HT	0.2%	1	0.0%	0	0.0%	0	3.5%
Co-op, Weaver's Court, High Street, Halstead, CO9 2JN	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Willowvale Way, Steeple Claydon, Buckingham, MK18 2PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Costcutter, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bank Street, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Thetford, IP24 3RS	0.0%	0	0.0%	0	0.0%	0	0.7%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.8%	4	0.0%	0	0.0%	0	3.9%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.7%	3	0.0%	0	0.0%	0	0.0%
Local shops, Bishop Stortford Village Centre, CM23 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Bolsover Town Centre, S44 6DJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Chelmsford Town Centre, CM1 1LE	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, Chelmsford, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Durham Way, Royston	0.3%	2	0.0%	0	0.0%	0	5.6%
Marks & Spencer, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencers, High Street, Chelmsford, CM1 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencers, High Street, Epping, CM16 4BP	0.4%	2	0.0%	0	2.7%	2	0.0%
Marks & Spencers, Hills Road, Cambridge, CB2 0QQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencers, Westway Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Colchester Road, Springfield, Chelmsford, CM2 5PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Panfield Lane, Braintree, CM7 2TL	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 6LB	0.1%	1	0.0%	0	0.0%	0	0.0%
Royston Food Centre, High Street, Royston, SG8 9YY	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Brooks Road, Cambridge	0.9%	5	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.4%	2	0.0%	0	2.7%	2	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	1.1%	5	0.0%	0	7.9%	5	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.7%	3	0.0%	0	5.0%	3	0.0%
Sainsbury's, Tofts Walk,	2.2%	12	1.3%	1	0.0%	0	0.4%

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Braintree														
Sainsbury's, White Heart Lane, Chelmsford	1.0%	5	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	4.4%	5
Sainsbury's Local, Shenley Road, Borehamwood, WD6 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, Third Avenue, Letchworth Garden City, SG6 2HX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Market Hill, Royston, SG8 9JZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Express, South Street, Bishop's Stortford, CM23 3AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Woollards Lane, Great Shelford, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fordham Road, Newmarket, CB8 7AH	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Tesco Extra, Off High Road, Pitsea, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Old North Road, Royston	3.5%	18	0.4%	0	0.0%	0	0.0%	0	62.7%	17	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Westcliff-on-Sea, Southend-on-Sea, SS0 0JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	3.9%	20	2.1%	2	26.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Langley Centre, Harlow	0.8%	4	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Great Notley, Braintree	1.9%	10	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	7.7%	8
Tesco Superstore, Market Place, Braintree	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	13
Tesco Superstore, Marks Farm, Braintree	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	2.0%	10	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	8.5%	9
Tesco Superstore, Springfield Road, Chelmsford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Tesco Superstore, Yarrow Road, Cambridge	2.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	14	0.0%	0
Waitrose (Little), London Road, Bishop's Stortford, CM23 3LA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fred Archer Way, Newmarket, CB8 8NY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Hauxton Road, Trumpington, Cambridge	1.3%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	1	3.3%	5	0.0%	0
Waitrose, Northgate End, Bishops Stortford	1.7%	9	0.4%	0	12.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Others</b>							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	515	78	69	81	28	156	103
Sample:	507	85	84	87	79	87	85

## Q02 Which retailer do you purchase your main food internet / home delivery shopping from?

*Internet / delivery at Q01*

Asda	4.4%	4	0.0%	0	9.2%	1	0.0%	0	0.0%	0	0.0%	0	27.6%	3
Iceland	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Sainsbury's	13.1%	12	6.1%	2	17.9%	2	18.6%	2	5.1%	0	16.0%	3	20.7%	2
Tesco	61.0%	56	57.9%	17	45.0%	6	63.2%	8	71.3%	5	80.9%	16	41.4%	4
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	17.9%	17	28.6%	8	25.1%	3	18.2%	2	21.1%	2	3.1%	1	5.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	2.9%	3	7.4%	2	2.9%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
(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
Weighted base:	92	29	13	12	8	20	11							
Sample:	100	20	17	13	22	13	15							

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q03 What is the main reason you choose .... (STORE MENTIONED AT Q01) for your main food and grocery shopping?</b>							
Accessibility by public transport	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	2 0.5%
Car parking prices	0.8%	5 1.0%	1 0.5%	0 0.0%	0 0.5%	0 0.0%	0 2.6%
Car parking provision	1.8%	11 2.6%	3 8.5%	7 0.0%	0 0.5%	0 0.0%	0 1.0%
Choice of food goods available	5.4%	33 5.6%	6 3.8%	3 9.6%	9 5.0%	2 6.5%	11 1.4%
Choice of shops nearby selling non-food goods	0.1%	1 0.0%	0 0.5%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Choice of shops selling food goods	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%
Cleanliness	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%
Delivery service	3.6%	22 10.8%	12 9.7%	8 1.2%	1 2.2%	1 0.0%	0 0.5%
Easy to get to by car	2.8%	17 2.0%	2 5.2%	4 8.0%	7 0.0%	0 0.4%	1 2.4%
Entertainment / events	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Good internal layout	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%
Good service / friendly staff	0.1%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Habit / always use it / preference for retailer	10.4%	63 8.0%	9 9.1%	7 1.1%	1 9.9%	4 13.5%	24 16.6%
Internet shopping is convenient	7.3%	44 7.7%	8 5.7%	5 8.6%	8 13.5%	5 8.2%	14 3.4%
Lower prices	12.0%	73 14.6%	16 10.0%	8 12.2%	11 16.6%	6 13.7%	24 6.5%
Loyalty card / points scheme	3.1%	19 0.3%	0 5.1%	4 0.0%	0 6.8%	2 5.5%	10 2.0%
Near to home	28.0%	170 27.3%	29 22.2%	18 42.8%	40 21.0%	7 21.5%	38 32.8%
Near to work	0.9%	5 0.0%	0 0.5%	0 1.2%	1 1.1%	0 2.0%	3 0.0%
Nice shopping environment	0.4%	3 0.3%	0 0.0%	0 0.0%	0 0.5%	0 1.1%	2 0.0%
Only one in the area / no other choice	1.2%	7 1.3%	1 0.5%	0 3.6%	3 2.7%	1 0.0%	0 1.0%
Provision of leisure facilities nearby	0.1%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Provision of services nearby, such as banks and other financial services	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Public information, signposts and public facilities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Quality of food goods available	7.4%	45 9.1%	10 5.6%	5 0.7%	1 8.3%	3 9.2%	16 9.2%
Quality of shops selling food goods	1.2%	7 0.0%	0 0.5%	0 2.0%	2 0.0%	0 1.1%	2 2.6%
Safety (during the day)	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%
Safety (during the evening / night time)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Staff discount / work there	3.1%	19 1.6%	2 8.1%	7 0.4%	0 7.5%	3 2.5%	4 2.6%
Value for money	2.5%	15 2.3%	2 0.9%	1 1.5%	1 1.7%	1 3.6%	6 2.9%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Being expanded	0.1%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Click and collect facilities	0.3%	2 1.7%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Close to family / friends	0.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.9%	3 0.0%
Close to other facilities	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%
Easy to get to by bus	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%
Familiar	0.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%
Get taken there	0.1%	1 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
Good atmosphere / friendly people	0.1%	0 0.0%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Has a cafe	0.1%	0 0.3%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Has a petrol station	0.1%	1 0.3%	0 0.0%	0 0.4%	0 0.0%	0 0.0%	0 0.0%
Helpful / friendly staff	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%
Large store	2.0%	12 3.1%	3 0.0%	0 4.1%	4 0.0%	0 1.1%	2 2.4%
Like to support independent shops	0.3%	2 0.0%	0 2.5%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Quiet / less busy	0.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.8%	3 0.0%
Safer due to covid	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.5%	0 0.0%	0 0.0%
Smaller store	0.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.4%	1 1.5%
(Don't know / no reason in particular)	1.8%	11 0.0%	0 0.5%	0 0.4%	0 1.1%	0 3.4%	6 3.5%
Weighted base:	607	107	82	93	35	176	114
Sample:	607	105	101	100	101	100	100



# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q06 How do you normally travel to .... (STORE MENTIONED AT Q01)?</b>														
<i>Not Internet / delivery at Q01</i>														
Car / van (as driver)	80.3%	413	81.5%	64	86.5%	60	90.0%	73	86.1%	24	70.7%	110	80.7%	83
Car / van (as passenger)	7.3%	38	5.7%	4	6.1%	4	3.8%	3	8.4%	2	8.1%	13	10.8%	11
Bus (including the busway or guided bus), minibus or coach	1.3%	7	0.4%	0	0.0%	0	2.1%	2	1.4%	0	0.4%	1	3.4%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.1%	47	10.3%	8	2.8%	2	4.0%	3	4.2%	1	17.4%	27	5.0%	5
Taxi	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (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
Weighted base:		515		78		69		81		28		156		103
Sample:		507		85		84		87		79		87		85

**Mean score [Minutes]:**

<b>Q07 How long did your last journey to .... (STORE MENTIONED AT Q01) take?</b>														
<i>Not Internet / delivery at Q01</i>														
1 - 5 minutes	27.2%	140	28.4%	22	5.5%	4	23.2%	19	30.7%	9	46.5%	72	13.9%	14
6 - 10 minutes	28.4%	146	37.2%	29	35.4%	24	21.1%	17	28.9%	8	20.4%	32	34.7%	36
11 - 15 minutes	18.5%	95	15.4%	12	28.6%	20	11.1%	9	27.1%	8	13.3%	21	25.8%	27
16 - 20 minutes	9.9%	51	6.1%	5	19.7%	14	4.0%	3	6.2%	2	11.4%	18	9.8%	10
21 - 25 minutes	3.0%	15	5.6%	4	5.5%	4	0.4%	0	1.4%	0	3.8%	6	0.5%	1
26 - 30 minutes	2.4%	12	2.6%	2	0.5%	0	7.5%	6	5.7%	2	0.8%	1	1.1%	1
31 - 40 minutes	1.5%	8	2.3%	2	0.0%	0	6.4%	5	0.0%	0	0.4%	1	0.0%	0
41 - 50 minutes	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.7%	3
51 - 60 minutes	6.8%	35	2.3%	2	0.0%	0	26.3%	21	0.0%	0	0.0%	0	11.5%	12
Over an hour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Refused)	0.6%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
<i>Mean:</i>		<i>15.34</i>		<i>12.54</i>		<i>13.93</i>		<i>26.19</i>		<i>11.11</i>		<i>10.57</i>		<i>18.09</i>
Weighted base:		515		78		69		81		28		156		103
Sample:		507		85		84		87		79		87		85

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Mean score [£]:</b>							
<b>Q08 How much on average does your household normally spend on main food and grocery shopping in a week?</b>							
£1 - £10	0.1%	1	0.0%	0	0.0%	0	0.0%
£11 - £20	0.8%	5	0.0%	0	0.0%	0	0.5%
£21 - £30	3.0%	18	2.2%	2	2.8%	2	4.1%
£31 - £40	5.0%	30	0.6%	1	7.1%	6	7.8%
£41 - £50	6.8%	41	1.9%	2	6.7%	5	8.4%
£51 - £60	9.2%	56	12.8%	14	8.1%	7	5.2%
£61 - £70	8.0%	49	8.4%	9	6.7%	5	2.3%
£71 - £80	9.9%	60	13.2%	14	6.5%	5	16.7%
£81 - £90	3.5%	21	0.6%	1	3.3%	3	6.9%
£91 - £100	17.3%	105	21.0%	23	16.1%	13	19.9%
£101 - £110	2.3%	14	2.0%	2	3.9%	3	0.0%
£111 - £120	4.3%	26	4.0%	4	3.3%	3	3.1%
£121 - £130	2.1%	13	3.2%	3	0.5%	0	4.2%
£131 - £140	2.9%	18	5.3%	6	1.4%	1	1.2%
£141 - £150	9.1%	55	13.8%	15	17.6%	14	5.9%
£151 - £160	0.9%	5	0.0%	0	0.0%	0	0.0%
£161 - £170	0.7%	4	0.0%	0	0.0%	0	0.0%
£171 - £180	0.8%	5	1.7%	2	0.0%	0	0.0%
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%
£191 - £200	3.1%	19	2.6%	3	1.4%	1	7.6%
£201 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%
£221 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%
£241 - £260	1.2%	8	1.7%	2	4.7%	4	2.0%
£261 - £280	0.3%	2	1.6%	2	0.0%	0	0.0%
£281 - £300	0.2%	1	0.0%	0	0.0%	0	0.0%
£301+	0.9%	5	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.4%	33	0.9%	1	6.6%	5	4.1%
(Refused)	2.2%	14	2.5%	3	3.4%	3	0.7%
<b>Mean:</b>	<b>100.73</b>	<b>106.42</b>	<b>102.23</b>	<b>96.74</b>	<b>102.98</b>	<b>93.10</b>	<b>108.33</b>
Weighted base:	607	107	82	93	35	176	114
Sample:	607	105	101	100	101	100	100

**Q09 When you go main food shopping is your trip linked with any other activity?***Not Internet / delivery at Q01*

Yes – NON-FOOD shopping	10.4%	53	10.9%	9	20.1%	14	2.1%	2	7.1%	2	11.5%	18	9.0%	9
Yes – other FOOD shopping	6.6%	34	7.3%	6	2.3%	2	4.1%	3	15.5%	4	9.2%	14	4.4%	5
Yes – visiting services such as banks and other financial institutions	1.9%	10	0.9%	1	4.6%	3	1.3%	1	0.0%	0	2.4%	4	1.1%	1
Yes – leisure activity	4.0%	20	5.4%	4	5.8%	4	0.0%	0	0.7%	0	5.1%	8	3.9%	4
Yes – travelling to/from work	2.3%	12	1.3%	1	4.6%	3	1.3%	1	6.5%	2	2.6%	4	0.5%	1
Yes – travelling to/from school/college/university	0.5%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.5%	1
Yes – getting petrol	4.5%	23	7.4%	6	0.5%	0	16.1%	13	2.1%	1	0.4%	1	2.7%	3
Yes – visiting café / pub / restaurant	2.5%	13	4.3%	3	5.7%	4	0.9%	1	0.7%	0	0.8%	1	3.4%	4
Yes – visiting family/friends	1.5%	8	0.0%	0	0.0%	0	1.3%	1	4.2%	1	2.6%	4	1.7%	2
Yes – visiting health service such as doctor, dentist, hospital	0.7%	3	0.9%	1	2.8%	2	0.4%	0	0.0%	0	0.0%	0	0.5%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	3	1.3%	1	0.0%	0	0.0%	0	2.1%	1	0.4%	1	0.5%	1
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - attending church	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Yes - charity shop	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - recycling centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - visiting the library	0.4%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(No activity)	61.9%	318	51.1%	40	48.5%	33	68.5%	56	60.5%	17	64.6%	101	70.1%	72
(Don't know / varies)	1.9%	10	7.5%	6	3.4%	2	0.0%	0	0.7%	0	0.0%	0	1.6%	2
<b>Weighted base:</b>	<b>515</b>	<b>78</b>	<b>69</b>	<b>81</b>	<b>28</b>	<b>156</b>	<b>103</b>							
<b>Sample:</b>	<b>507</b>	<b>85</b>	<b>84</b>	<b>87</b>	<b>79</b>	<b>87</b>	<b>85</b>							



Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q10 Where do you do this linked trip?</b>							
<i>Non-food, food or services at Q09 AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.4%	0	0.0%	0	2.0%	0	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.4%	0	0.0%	0	2.0%	0	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	1.7%	2	11.2%	2	0.0%	0	0.0%
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town Centre	16.0%	15	63.9%	10	6.4%	1	34.9%
Tesco Superstore, Radwinter Road, Saffron Walden	0.7%	1	4.4%	1	0.0%	0	0.0%
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet Village Centre	1.2%	1	0.0%	0	6.4%	1	0.0%
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow Town Centre	5.9%	6	0.0%	0	0.0%	0	65.1%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Stortford Road, Great Dunmow	0.0%	0	0.0%	0	0.0%	0	0.0%
Thaxted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	1.3%	1	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	1.3%	1	0.0%	0	0.0%	0	0.0%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	14.3%	14	0.0%	0	0.0%	0	0.0%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.7%	1	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	3.5%	3	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	2.1%	2	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawston Village Centre	4.1%	4	0.0%	0	0.0%	0	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	3.3%	3	0.0%	0	0.0%	0	0.0%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.2%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	14.2%	14	13.4%	2	62.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	7.7%	7	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	6
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarks, Costa, M&S Outlet)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.8%	1	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	3
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Cambridge, CB23 7PJ							
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Shelford Village Centre, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow District Centre	2.0%	2	0.0%	0	10.1%	2	0.0%
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	0.4%	0	0.0%	0	2.0%	0	0.0%
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Keynes, MK1 1QB							
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	1.6%	2	0.0%	0	8.4%	2	0.0%
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.0%	0	0.0%	0	0.0%	0	0.0%
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	1.8%	2	0.0%	0	0.0%	0	11.6%
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.8%	1	0.0%	0	0.0%	0	12.7%
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourn Village Centre, SG8 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Braintree Road, Witham, CM8 2TR							
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.0%	0	0.0%	0	0.0%	0	0.0%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Town Centre	0.8%	1	0.0%	0	0.0%	0	12.2%
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Heart Lane, Chelmsford	0.6%	1	0.0%	0	0.0%	0	3.7%
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	2.1%	2	0.0%	0	0.0%	0	5.6%
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre, CO10 1GL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston	1.8%	2	0.0%	0	0.0%	0	28.0%
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2
Tesco Superstore, Springfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	96	15		19		6		6		35		15		
Sample:	99	20		20		11		18		18		12		

**Q11 Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.**

Yes	76.7%	466	84.2%	90	76.7%	63	72.2%	67	67.9%	24	79.4%	140	71.9%	82
No	23.3%	141	15.8%	17	23.3%	19	27.8%	26	32.1%	11	20.6%	36	28.1%	32
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q12 Where do you usually undertake your 'top up' shopping?</b>														
<i>Yes at Q11 AND Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Knight Park, Thaxsted Road, Saffron Walden	3.5%	15	12.4%	10	5.5%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Saffron Walden	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Saffron Walden Town Centre, CB10 1EF	2.0%	8	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, High Street, Newport, CB11 3QY	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Cromwell Road, Saffron Walden	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Stortford Road, Clavering, Saffron Walden, CB11 4PE	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pleasant Valley, Saffron Walden	2.6%	11	11.3%	9	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	3.8%	16	15.2%	12	0.0%	0	0.5%	0	0.0%	0	2.6%	3	0.0%	0
The Loaf Tin Bakery, Royston Road, Wendens Ambo, CB11 4JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden	8.7%	38	39.7%	32	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0
<b>Zone 2</b>														
Broad Oak Stores, High Street, Hatfield Broad Oak, CM22 7HF	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cammas Hall Farm Shop, Needham Green, Hatfield Broad Oak, CM22 7JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cambridge Road, Stansted Mountfitchet	1.7%	7	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Heath, Hatfield Heath, Bishop's Stortford, CM22 7EB	1.8%	8	0.0%	0	11.5%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Henham Village Shop, High Street, Henham, CM22 6AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Elsenham Village Centre, CM22 6EH	1.3%	6	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Local shops, Stanstead Mountfitchet Village Centre, CM24 8AG	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Takeley Village Centre, CM22 6SH	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Dunmow Road, Takeley, Bishop's Stortford, CM22 6SH	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ambrose Corner, Elsenham, Bishop's Stortford, CM22 6EH	0.7%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cambridge Road, Stansted Mountfitchet	1.6%	7	0.4%	0	11.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Co-op, Webb Road, Flitch Green	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, White Street, Great Dunmow	9.4%	40	2.2%	2	0.6%	0	38.4%	25	0.0%	0	0.0%	0	17.6%	13
Linsell's of Felsted, Station Road, Felsted, CM6 3DG	0.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Felsted Village Centre, CM6 3DL	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Dunmow Town Centre, CM6 1AE	0.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Thaxted Town Centre, CM6 2LA	0.4%	2	0.4%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Town Street, Thaxted, CM6 2LA	1.2%	5	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0



# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6						
One Stop, High Street, Dunmow, CM6 1AW	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Mill End, Thaxted, CM6 2LT	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Priors Hall Farm Shop, Gallows Green Road, Lindsell, CM6 3QR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Stebbing Village Stores, High Street, Stebbing, Dunmow, CM6 3SQ	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Steels Butchers, High Street, Great Dunmow, Dunmow, CM6 1AE	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Green Local Centre, Bennet Canfield, Dunmow	0.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	4.7%	20	0.0%	0	7.4%	4	20.2%	13	0.0%	0	0.0%	0	3.7%	3
<b>Zone 4</b>														
Local shops, Barley Village Centre, SG8 8JW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Local shops, Royston Town Centre, SG8 7BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Local shops, Thriplow Village Centre, SG8 7RJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Londis, Doggetts Barn, Church End, Barley, SG8 8JW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
McColl's, Queens Road, Royston, SG8 7AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Thriplow Village Shop, Middle Street, Thriplow, SG8 7RD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Aldi, Lord's Croft Lane, Haverhill	2.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	12	0.0%	0
B. Searle & Sons, High Street, Sawston, Cambridge, CB22 3BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Budgens, High Street, Sawston	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Co-op, High Street, Linton	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0
Co-op, High Street, Sawston, CB22 3BG	3.3%	14	0.0%	0	0.0%	0	0.0%	0	0.9%	0	10.8%	14	0.0%	0
Costcutter, Garages, North Street, Haverhill, CB9 0EP	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, High Street, Haverhill	3.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	13	0.0%	0
Lidl, Ehringshausen Way, Haverhill	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.7%	1
Local shops, Bumpstead Road, Haverhill, CB9 8PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Bumpstead Village Centre, CB9 7DP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Marys Greengrocers, High Street, Sawston, Cambridge, CB22 3BG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Nisa Local, High Street, Abington, CB21 6AB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Premier Stores, Chapple Drive, Haverhill, CB9 0DU	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	2.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	12	0.0%	0
Tesco Superstore, Cangle Road, Haverhill	5.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	22	0.0%	0
<b>Zone 6</b>														
Co-op, Brook Street, Great Bardfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Church Street, Bocking, Braintree	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Gemco News, Queens Road, Braintree, CM7 5UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Great Waltham Village Centre, CM3 1DE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Local shops, Wethersfield Village Centre, CM7 4BS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8
Morrisons, Regiment Business Park, Eagle Way, Little Waltham, Chelmsford, CM3 3FY	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Coldnailhurst Avenue, Braintree, CM7 5PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Premier Stores, Woodhall Parade, Chelmsford, CM1 4BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shalford Village Store, Church End, Shalford, CM7 5EZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Walthamby Stores, Barrack Lane, Great Waltham, CM3 1ET	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
<b>Outside Survey Area</b>														
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Durham Road, Royston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Aldi, Exning Road, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Bishop's Stortford	0.4%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Springfield Road, Springfield, Chelmsford	1.2%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	6.3%	5
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Midland Road, Royston, Barnsley, S71 4BP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
C A Leech & Son, Station Road, Melbourn, Royston, SG8 6DX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Co-op, Bridge End Lane, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fulbourn, Cambridge, CB21 5DH	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Co-op, High Street, Stanstead Abbots, Ware, SG12 8AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Kings Road, Chelmsford, CM1 2BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Co-op, Long Brandocks,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Writtle, CM1 3JP							
Co-op, Market Hill, Clare, CO10 8NY	0.1%	1	0.0%	0	0.0%	0	0.0%
Co-op, Station Road, Buntingford, SG9 9HT	0.0%	0	0.0%	0	0.0%	0	0.9%
Co-op, Weaver's Court, High Street, Halstead, CO9 2JN	0.1%	1	0.0%	0	0.0%	0	0.0%
Co-op, Willowvale Way, Steeple Claydon, Buckingham, MK18 2PP	0.1%	1	0.0%	0	0.0%	0	0.5%
Costcutter, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.9%
Iceland, Bank Street, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Thetford, IP24 3RS	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.9%	4	0.0%	0	0.0%	0	0.5%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Bishop Stortford Village Centre, CM23 5EP	0.3%	1	0.0%	0	2.0%	1	0.0%
Local shops, Bolsover Town Centre, S44 6DJ	0.1%	1	0.0%	0	0.0%	0	0.0%
Local shops, Chelmsford Town Centre, CM1 1LE	0.5%	2	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, Chelmsford, CM2 7DQ	0.4%	2	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Braintree Retail Park, Braintree	0.7%	3	0.0%	0	0.0%	0	2.9%
Marks & Spencer, Durham Way, Royston	0.7%	3	0.0%	0	0.0%	0	0.0%
Marks & Spencer, South Street, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencers, High Street, Chelmsford, CM1 1DH	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencers, High Street, Epping, CM16 4BP	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencers, Hills Road, Cambridge, CB2 0QQ	0.1%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencers, Westway Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.5%
Marks and Spencer, Colchester Road, Springfield, Chelmsford, CM2 5PY	0.1%	1	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Panfield Lane, Braintree, CM7 2TL	0.7%	3	0.0%	0	0.0%	0	0.0%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, Ipswich, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Food Centre, High Street, Royston, SG8 9YY	0.0%	0	0.0%	0	0.0%	0	0.9%
Sainsbury's, Brooks Road, Cambridge	0.5%	2	0.4%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.4%	2	0.0%	0	3.3%	2	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.1%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.4%	2	0.0%	0	2.7%	2	0.0%
Sainsbury's, Tofts Walk,	0.5%	2	0.0%	0	0.0%	0	1.7%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Braintree														
Sainsbury's, White Heart Lane, Chelmsford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Sainsbury's Local, Shenley Road, Borehamwood, WD6 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Third Avenue, Letchworth Garden City, SG6 2HX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco Express, Market Hill, Royston, SG8 9JZ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0
Tesco Express, South Street, Bishop's Stortford, CM23 3AZ	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Woollards Lane, Great Shelford, CB22 5EY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Fordham Road, Newmarket, CB8 7AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Off High Road, Pitsea, Basildon, SS13 3JU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Extra, Old North Road, Royston	2.0%	8	2.0%	2	0.0%	0	0.0%	0	30.7%	7	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Westcliff-on-Sea, Southend-on-Sea, SS0 0JP	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Langley Centre, Harlow	0.6%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Great Notley, Braintree	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Tesco Superstore, Market Place, Braintree	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Tesco Superstore, Marks Farm, Braintree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Tesco Superstore, Yarrow Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose (Little), London Road, Bishop's Stortford, CM23 3LA	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fred Archer Way, Newmarket, CB8 8NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hauxton Road, Trumpington, Cambridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Waitrose, Northgate End, Bishops Stortford	1.3%	5	0.0%	0	7.4%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Others</b>							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	429	82	58	66	22	128	74
Sample:	397	72	67	65	62	71	60

**Mean score [Times a month]:****Q13 How often do you make 'top up' shopping trips to .... (STORE MENTIONED AT Q12)?***Yes at Q11*

Daily	3.8%	17	4.2%	4	1.9%	1	3.6%	2	5.6%	1	0.9%	1	9.2%	7
At least two times a week	33.1%	154	33.8%	30	43.8%	27	28.2%	19	22.4%	5	38.3%	53	22.2%	18
At least once a week	46.9%	218	44.9%	41	37.1%	23	51.6%	35	51.3%	12	49.6%	69	46.8%	38
At least once a fortnight	8.7%	40	10.3%	9	7.9%	5	13.4%	9	14.2%	3	6.7%	9	5.5%	4
At least once a month	4.9%	23	5.3%	5	5.1%	3	3.2%	2	4.1%	1	1.4%	2	12.2%	10
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Less often	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	12	1.2%	1	4.2%	3	0.0%	0	1.6%	0	3.2%	4	4.2%	3
<i>Mean:</i>	5.95	6.00	5.98	5.64	5.83	5.63	6.73							
Weighted base:	466	90	63	67	24	140	82							
Sample:	428	80	74	68	65	76	65							

**Mean score [£]:****Q14 Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.***Yes at Q11*

£1 - £10	18.1%	84	7.2%	6	26.3%	16	19.0%	13	24.4%	6	21.6%	30	15.3%	12
£11 - £20	26.4%	123	18.9%	17	18.6%	12	27.0%	18	29.2%	7	35.4%	49	24.2%	20
£21 - £30	17.8%	83	26.8%	24	9.1%	6	29.4%	20	21.4%	5	8.5%	12	19.7%	16
£31 - £40	8.6%	40	9.1%	8	12.3%	8	9.0%	6	4.2%	1	9.0%	13	5.7%	5
£41 - £50	7.3%	34	10.6%	10	1.2%	1	4.4%	3	0.0%	0	9.6%	13	9.1%	7
£51 - £60	2.5%	12	3.9%	3	3.0%	2	2.8%	2	3.3%	1	0.0%	0	4.3%	4
£61 - £70	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
£71 - £80	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
£81 - £90	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
£91 - £100	0.8%	4	2.0%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £260	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£261 - £280	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£281 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	15.3%	71	17.5%	16	28.9%	18	4.7%	3	4.9%	1	13.5%	19	17.5%	14
(Refused)	1.6%	7	2.2%	2	0.0%	0	1.0%	1	10.0%	2	0.0%	0	2.8%	2
<i>Mean:</i>	26.17	32.88	22.14	26.27	22.41	23.81	26.91							
Weighted base:	466	90	63	67	24	140	82							
Sample:	428	80	74	68	65	76	65							

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q15 Where do you usually buy clothing or footwear goods?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town Centre	4.7%	14	20.3%	8	0.0%	0	8.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.4%	1	0.0%	0	0.0%	0	2.3%
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow Town Centre	1.7%	5	0.0%	0	1.0%	0	9.8%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Stortford Road, Great Dunmow	4.2%	12	0.9%	0	0.0%	0	19.7%
Thaxted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0	0.0%	0	0.0%	0	0.0%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	3.1%	9	0.0%	0	0.0%	0	10.8%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.9%	3	0.0%	0	0.0%	0	3.1%
Sawston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	8.5%	25	18.4%	7	40.7%	16	3.6%	2	0.0%	0	0.7%	1	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	2.5%	7	0.0%	0	7.1%	3	3.7%	2	0.0%	0	0.0%	0	4.3%	3
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarks, Costa, M&S Outlet)	9.3%	27	15.1%	6	5.0%	2	9.1%	4	0.0%	0	4.7%	4	17.7%	11
Brentwood Town Centre, CM14 4RP	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	2.7%	8	0.9%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0
Cambridge City Centre	27.4%	81	36.0%	14	8.1%	3	4.6%	2	53.2%	11	57.5%	49	2.7%	2
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	1.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Chelmsford City Centre	17.8%	52	0.9%	0	3.1%	1	29.6%	14	0.0%	0	0.0%	0	56.8%	37
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.5%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0

Column %ges.



# Uttlesford Household Survey for Nexus Planning

Weighted:

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Cambridge, CB23 7PJ														
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port Town Centre, CH65 8AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Shelford Village Centre, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow District Centre	2.5%	7	4.8%	2	9.9%	4	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

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June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Keynes, MK1 1QB							
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	1.2%	3	0.0%	0	8.9%	3	0.0%
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.3%	1	0.0%	0	1.0%	0	0.0%
Letchworth Garden City Centre, SG6 3DN	0.1%	0	0.0%	0	0.0%	0	0.9%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.1%	0	0.0%	0	0.0%	0	0.9%
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.1%	0	0.0%	0	0.0%	0	0.9%
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourn Village Centre, SG8 6DB	0.1%	0	0.0%	0	0.0%	0	0.9%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Town Centre	1.4%	4	0.0%	0	0.0%	0	4.7%
Norwich City Centre, NR2 1ND	0.7%	2	0.0%	0	0.0%	0	2.3%
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%

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Braintree Road, Witham, CM8 2TR							
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.7%	2	0.0%	0	0.0%	0	4.4%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.4%	1	0.0%	0	0.0%	0	5.6%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Town Centre	0.6%	2	0.0%	0	0.0%	0	8.3%
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.4%	1	0.0%	0	3.1%	1	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.4%	1	0.0%	0	3.1%	1	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Heart Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.4%	1	0.0%	0	0.0%	0	5.9%
Sudbury Town Centre, CO10 1GL	0.4%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston	1.3%	4	0.0%	0	0.0%	0	17.7%
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.7%	2	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.4%	1	0.0%	0	3.1%	1	0.0%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	294		38		38		48		21		85		64	
Sample:	327		48		50		57		62		53		57	

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q16 Where do you usually buy books, CDs, DVDs?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.2%	0	0.8%	0	0.0%	0	0.0%
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town Centre	31.2%	48	90.3%	39	1.5%	0	9.6%
Tesco Superstore, Radwinter Road, Saffron Walden	0.2%	0	0.8%	0	0.0%	0	0.0%
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Heath Village Centre, CM22 7EB	1.3%	2	0.0%	0	8.0%	2	0.0%
Stansted Mountfitchet Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow Town Centre	1.9%	3	0.0%	0	1.5%	0	17.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Stortford Road, Great Dunmow	5.2%	8	0.0%	0	0.0%	0	31.4%
Thaxted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0	0.0%	0	0.0%	0	0.0%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	6.7%	10	0.0%	0	0.0%	0	0.0%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	1.3%	2	0.0%	0	0.0%	0	0.0%
Sawston Village Centre	1.3%	2	0.0%	0	0.0%	0	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	3.0%	5	0.0%	0	0.0%	0	0.0%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Roxwell Village Centre, CM1 4PD	0.4%	1	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Bishops Stortford Town Centre	11.8%	18	0.0%	0	71.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	6.9%	11	0.0%	0	1.5%	0	4.6%	1	0.0%	0	0.0%	0	32.7%	10
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarks, Costa, M&S Outlet)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Cambridge City Centre	9.0%	14	5.7%	2	0.0%	0	0.0%	0	18.5%	1	24.5%	8	5.9%	2
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	8.5%	13	0.0%	0	0.0%	0	35.0%	5	0.0%	0	0.0%	0	27.1%	8
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Cambridge, CB23 7PJ							
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Shelford Village Centre, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Halstead Town Centre, CO9 2JB	0.4%	1	0.0%	0	0.0%	0	1.9%
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	1.8%	3	0.0%	0	10.6%	3	0.0%
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.



# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Keynes, MK1 1QB							
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.2%	0	0.0%	0	1.5%	0	0.0%
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourn Village Centre, SG8 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Braintree Road, Witham, CM8 2TR														
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Town Centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	34.0%	3	0.0%	0	0.0%	0
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Thorley Centre, Bishops Stortford	0.8%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Heart Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre, CO10 1GL	1.8%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	1
Tesco Extra, Old North Road, Royston	0.6%	1	0.0%	0	0.0%	0	0.0%	0	12.9%	1	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Tesco Superstore, Great Notley, Braintree	0.4%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Market Place, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Princes Road, Chelmsford, CM29XW	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Springfield Road, Chelmsford	1.9%	3	0.0%	0	0.0%	0	10.0%
Tesco Superstore, Yarrow Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.2%	0	0.0%	0	2.3%	0	0.0%
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Writtle Village Centre, CM13EY	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Others</b>							
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	155	43	26	15	7	35	29
Sample:	180	41	34	20	30	27	28

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q17 Where do you usually buy small household goods such as home furnishings, jewellery, glass and china items?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.5%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	7.1%	19	46.9%	17	0.9%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	1.3%	4	0.0%	0	0.9%	0	4.5%	1	0.0%	0	0.0%	0	4.1%	2
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	2.9%	8	0.0%	0	0.0%	0	15.9%	5	0.0%	0	0.0%	0	6.5%	3
Thaxted Town Centre	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	1.5%	4	0.0%	0	0.0%	0	4.3%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	6.9%	18	0.0%	0	0.0%	0	19.6%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.2%	1	0.0%	0	0.0%	0	0.7%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.7%	2	0.0%	0	0.0%	0	2.0%
Sawston Village Centre	0.6%	2	4.7%	2	0.0%	0	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	2.6%	7	0.0%	0	0.0%	0	7.3%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.5%	4	0.0%	0	0.0%	0	9.7%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.6%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	4.0%	11	4.7%	2	20.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	3.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	10
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarkes, Costa, M&S Outlet)	3.5%	9	0.0%	0	5.4%	2	14.8%	5	0.0%	0	0.7%	1	4.1%	2
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0
Cambridge City Centre	21.2%	56	25.4%	9	10.6%	5	5.9%	2	57.5%	11	32.0%	30	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	1	2.8%	3	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	8.8%	23	0.0%	0	2.7%	1	30.4%	10	0.0%	0	0.0%	0	29.7%	13
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	2.0%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	10.8%	5
Colchester Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Cambridge, CB23 7PJ							
Coton Village Centre, CB23 7PL	0.4%	1	0.0%	0	0.0%	0	0.0%
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	1.3%	3	0.0%	0	0.0%	0	3.6%
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Shelford Village Centre, CB22 5EY	1.3%	3	0.0%	0	0.0%	0	3.6%
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow District Centre	2.9%	8	0.0%	0	17.4%	8	0.0%
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	5.9%	16	0.9%	0	33.7%	15	0.7%
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.7%	2	5.0%	2	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Keynes, MK1 1QB														
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	3.0%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	2.2%	6	0.0%	0	3.6%	2	11.4%	4	0.0%	0	0.7%	1	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth Garden City Centre, SG6 3DN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourn Village Centre, SG8 6DB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.6%	3	0.0%	0
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



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Braintree Road, Witham, CM8 2TR													
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tofts Walk, Braintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Sainsbury's, White Heart Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%
Sudbury Town Centre, CO10 1GL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston	1.2%	3	4.7%	2	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	266		35		44		32		19		93		42	
Sample:	269		43		51		34		50		53		38	

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q18 Where do you normally buy goods such as toys, games, bicycles and recreational goods?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	1.1%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radwinter Village Centre, CB10 2TG	0.7%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	17.4%	26	73.0%	21	8.0%	2	10.8%	2	8.3%	1	1.4%	1	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet Village Centre	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	6.2%	9	0.0%	0	0.0%	0	22.6%	4	0.0%	0	0.0%	0	19.3%	6
Thaxted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	2.5%	4	0.0%	0	0.0%	0	8.6%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	6.0%	9	0.0%	0	0.0%	0	19.3%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.4%	1	0.0%	0	0.0%	0	1.4%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringshausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	2.6%	4	0.0%	0	0.0%	0	9.0%
Sawston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.8%	1	0.0%	0	4.7%	1	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	2.2%	3	1.1%	0	10.5%	3	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	1.0%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	3.7%	1
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarkes, Costa, M&S Outlet)	1.2%	2	0.0%	0	1.5%	0	2.1%	0	0.0%	0	0.0%	0	3.7%	1
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	7	0.0%	0
Cambridge City Centre	17.6%	27	15.4%	5	16.0%	4	0.0%	0	39.7%	3	34.7%	15	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	2.7%	4	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	7.6%	2
Chelmsford City Centre	7.9%	12	0.0%	0	0.0%	0	24.7%	4	0.0%	0	0.0%	0	26.6%	8
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.7%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Cambridge, CB23 7PJ														
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Haddon Village Centre, PE7 3TN	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Shelford Village Centre, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow District Centre	2.6%	4	0.0%	0	15.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	5.0%	8	0.0%	0	23.1%	6	11.4%	2	0.0%	0	0.0%	0	0.0%	0
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Keynes, MK1 1QB							
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	2.2%	3	0.0%	0	0.0%	0	7.6%
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.0%	0	0.0%	0	0.0%	0	0.0%
Letchworth Garden City Centre, SG6 3DN	0.1%	0	0.0%	0	0.0%	0	2.8%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourn Village Centre, SG8 6DB	0.1%	0	0.0%	0	0.0%	0	2.8%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Town Centre	0.1%	0	0.0%	0	0.0%	0	2.8%
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	1.4%	2	0.0%	0	8.2%	2	0.0%
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Braintree Road, Witham, CM8 2TR														
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	6.9%	10	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	10
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.3%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fifth Avenue, Harlow	0.8%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Thorley Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, White Heart Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sawbridgeworth Town Centre, CM21 9EN	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Sudbury Town Centre, CO10 1GL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Old North Road, Royston	0.5%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	151		29		25		16		7		44		30	
Sample:	149		30		30		17		23		25		24	

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q19 Where do you normally buy chemist goods (including health and beauty products)?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Village Centre, CB11 3QY	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	18.1%	93	80.8%	82	0.5%	0	1.9%	1	16.2%	5	2.9%	5	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	2.7%	14	12.4%	13	0.0%	0	0.5%	0	0.7%	0	0.0%	0	0.7%	1
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsenham Village Centre, CM22 6EH	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet Village Centre	1.7%	9	0.0%	0	12.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley Village Centre	0.9%	5	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Street, Great Dunmow, CM6 1BD	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Felsted Village Centre, CM6 3DL	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	4.0%	21	0.0%	0	0.0%	0	27.0%	20	0.0%	0	0.0%	0	0.7%	1
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	9.3%	48	0.0%	0	3.2%	2	42.5%	32	0.0%	0	0.0%	0	16.3%	14
Thaxted Town Centre	1.3%	7	0.3%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.1%	1	0.0%	0	0.0%	0	0.4%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0	0.0%	0	0.0%	0	0.0%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.6%	3	0.0%	0	0.0%	0	2.1%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	12.1%	62	0.3%	0	0.0%	0	40.1%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	2.2%	11	0.0%	0	0.0%	0	7.4%
Sainsbury's, Haycocks Road, Haverhill	1.5%	8	0.0%	0	0.0%	0	5.1%
Sawston Village Centre	2.5%	13	0.0%	0	0.0%	0	8.2%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	5.9%	30	1.8%	2	0.0%	0	18.2%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.2%	6	0.0%	0	0.0%	0	7.5%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.1%	1	0.0%	0	0.0%	0	0.7%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.3%	2	0.0%	0	2.3%	2	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6						
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.4%	1	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	7.2%	37	0.7%	1	49.8%	35	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	5.3%	27	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	29.0%	24
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarks, Costa, M&S Outlet)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	7.8%	2	3.4%	5	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.7%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.7%	2
Chelmsford City Centre	5.1%	26	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	26.4%	22
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Cambridge, CB23 7PJ							
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre, EN2 6LU	0.2%	1	0.0%	0	0.0%	0	1.5%
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Shelford Village Centre, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow District Centre	1.3%	6	0.0%	0	9.3%	6	0.0%
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	0.2%	1	0.0%	0	1.7%	1	0.0%
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.7%
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Keynes, MK1 1QB														
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rayne Road, Braintree	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre, CM3 3NY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourn Village Centre, SG8 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newmarket Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Braintree Road, Witham, CM8 2TR														
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Town Centre	2.3%	12	0.3%	0	0.0%	0	0.0%	0	39.5%	11	0.0%	0	0.0%	0
Sainsbury's, Brooks Road, Cambridge	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0
Sainsbury's, Fifth Avenue, Harlow	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Thorley Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tofts Walk, Braintree	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Sainsbury's, White Heart Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sawbridgeworth Town Centre, CM21 9EN	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre, CO10 1GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Old North Road, Royston	2.1%	11	1.7%	2	0.0%	0	0.0%	0	31.8%	9	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.8%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Superstore, Market Place, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Tesco Superstore, Yarrow Road, Cambridge	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	512		101		70		74		29		153		84	
Sample:	525		99		90		86		85		89		76	



# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q20 Where do you normally electrical items, such as televisions, washing machines and computers?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.1%	0	0.8%	0	0.0%	0	0.0%
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town Centre	5.4%	14	28.8%	12	2.6%	1	4.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet Village Centre	0.1%	0	0.0%	0	0.8%	0	0.0%
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, White Street, Great Dunmow, CM6 1BD	0.1%	0	0.0%	0	0.0%	0	1.0%
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Stortford Road, Great Dunmow	3.9%	10	0.0%	0	0.0%	0	16.3%
Thaxted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	0.9%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	12.6%	33	2.6%	1	0.0%	0	43.7%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.2%	1	0.0%	0	0.0%	0	1.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	1.3%	3	0.0%	0	0.0%	0	4.6%
Sawston Village Centre	0.8%	2	0.0%	0	0.0%	0	2.7%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.9%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.7%	2	0.0%	0	4.8%	2	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	1.5%	4	6.2%	2	0.0%	0	0.0%	0	5.1%	1	0.9%	1	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	1.7%	5	0.0%	0	9.4%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	3.2%	9	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	14.6%	8
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarkes, Costa, M&S Outlet)	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Cambridge City Centre	19.1%	50	47.7%	19	11.2%	5	4.9%	2	53.5%	8	22.0%	16	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	4.1%	11	5.1%	2	0.0%	0	0.0%	0	1.2%	0	11.8%	9	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	11.6%	31	0.0%	0	4.2%	2	27.5%	10	0.0%	0	0.0%	0	34.8%	19
Chelmsford City Centre	8.1%	21	0.0%	0	0.0%	0	16.6%	6	1.2%	0	0.0%	0	28.0%	15
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.4%	1	0.0%	0	0.8%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Cambridge, CB23 7PJ														
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Shelford Village Centre, CB22 5EY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow District Centre	1.2%	3	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	12.0%	31	2.6%	1	53.7%	24	17.2%	6	0.0%	0	0.0%	0	0.0%	0
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Keynes, MK1 1QB							
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Grand Arcade, Cambridge	2.8%	7	6.1%	2	6.1%	3	0.0%
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.2%	1	0.0%	0	0.0%	0	0.0%
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	0.4%	1	0.0%	0	0.0%	0	3.0%
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.0%	0	0.0%	0	0.0%	0	0.0%
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourn Village Centre, SG8 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Braintree Road, Witham, CM8 2TR							
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.1%	0	0.0%	0	0.0%	0	1.0%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.4%	1	0.0%	0	0.0%	0	7.6%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.1%	0	0.0%	0	0.0%	0	1.2%
Royston Town Centre	0.7%	2	0.0%	0	0.0%	0	11.3%
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.4%	1	0.0%	0	2.6%	1	0.0%
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Heart Lane, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sible Hedingham Village Centre, CO9 3PX	0.2%	1	0.0%	0	0.0%	0	0.0%
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	1.3%	3	0.0%	0	0.0%	0	4.6%
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre, CO10 1GL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston	0.5%	1	0.0%	0	0.0%	0	8.8%
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Tesco Superstore, Yarrow Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	263		40		45		36		16		72		54	
Sample:	297		52		55		40		49		48		53	

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q21 Where do you normally buy DIY or gardening goods?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashdon Village Centre, CB10 2EX	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	12.2%	54	55.5%	45	1.9%	1	7.0%	4	2.3%	1	2.5%	3	0.0%	0
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.6%	3	2.2%	2	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Little Chesterford Village Centre, CB10 1TS	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	4.7%	21	23.8%	19	0.0%	0	2.5%	1	0.8%	0	0.0%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Broxted Village Centre, CM6 2BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.5%	2	2.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.1%	2
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow	2.6%	12	0.0%	0	0.0%	0	12.7%	7	0.0%	0	0.0%	0	5.4%	4
Thaxted Town Centre	0.6%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.9%	4	0.0%	0	0.0%	0	2.9%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	15.4%	69	4.3%	3	0.0%	0	48.1%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.4%	2	0.0%	0	0.0%	0	1.5%
Haverhill Town Centre	2.3%	10	1.3%	1	0.0%	0	6.8%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawston Village Centre	2.6%	12	0.0%	0	0.0%	0	8.7%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	3.1%	14	0.0%	0	0.0%	0	10.3%
Tesco Superstore, Cangle Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.1%	1	0.0%	0	0.0%	0	0.5%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.1%	1	0.0%	0	0.0%	0	0.7%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.7%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.1%	0	0.0%	0	0.6%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.4%	2	0.0%	0	3.0%	2	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	8.4%	37	0.0%	0	34.7%	20	20.9%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	6.5%	29	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	34.3%	28
B&Q, London Road, Stevenage	0.8%	4	0.0%	0	0.0%	0	0.0%	0	14.2%	4	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	2.1%	9	3.5%	3	0.0%	0	0.0%	0	4.7%	1	3.9%	5	0.0%	0
B&Q, The Oaks Retail Park, Harlow	1.6%	7	0.0%	0	6.8%	4	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	2.5%	11	0.4%	0	16.5%	11	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	1.1%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.7%	4
Braintree Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarks, Costa, M&S Outlet)	2.2%	10	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	6.9%	6
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	2.0%	9	0.4%	0	0.0%	0	0.0%	0	5.6%	1	5.4%	7	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.6%	3	0.0%	0	3.7%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Central London / West End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chelmsford City Centre	1.5%	7	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	5.5%	5
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.4%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Cornard Road Local Centre, Sudbury, CO10 2XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

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Cambridge, CB23 7PJ														
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newmarket Road, Cambridge, CB5 8JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.9%	4	0.4%	0	0.0%	0	0.0%	0	15.0%	4	0.0%	0	0.0%	0
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Baddow Village Centre, CM2 7QS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Notley Village Centre, CM77 7US	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Great Shelford Village Centre, CB22 5EY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Harlow District Centre	0.5%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	1.1%	5	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfields, Peartree Road, Colchester, CO3 0JS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Bishops Stortford	8.7%	39	2.5%	2	51.3%	33	6.9%	4	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Glover Drive, Maridian Water, N17 0FG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Keynes, MK1 1QB														
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourn Village Centre, SG8 6DB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Mills, Chipping Hill Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Uttlesford Household Survey for Nexus Planning

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Braintree Road, Witham, CM8 2TR							
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.0%	0	0.0%	0	0.0%	0	0.8%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Town Centre	1.4%	6	0.0%	0	0.0%	0	24.3%
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.1%	0	0.0%	0	0.6%	0	0.0%
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Heart Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	2.6%	12	2.6%	2	0.0%	0	9.6%
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.8%
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.8%	3	0.0%	0	0.0%	0	0.0%
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.2%	1	0.0%	0	0.0%	0	4.2%
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.1%	0	0.0%	0	0.0%	0	0.6%
Sible Hedingham Village Centre, CO9 3PX	0.1%	1	0.0%	0	0.0%	0	0.0%
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanstead Village Centre, CO10 9AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre, CO10 1GL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.7%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	445		81		64		57		25		135		82	
Sample:	452		82		78		65		73		77		77	

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q22 Where do you normally buy furniture, carpets and floor coverings?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashdon Village Centre, CB10 2EX	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden, CB11 3BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Elizabeth Way, Saffron Walden, CB10 2BL	0.0%	0	0.0%	0	0.0%	0	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden, CB10 2UR	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Chesterford Village Centre, CB10 1TS	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Village Centre, CB11 3QY	0.0%	0	0.0%	0	0.0%	0	0.0%
Radwinter Village Centre, CB10 2TG	0.0%	0	0.0%	0	0.0%	0	0.0%
Saffron Walden Town Centre	10.8%	30	54.2%	28	2.9%	1	2.5%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Hill Street, Saffron Walden, CB10 1EH	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Boots, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Heath Village Centre, CM22 7EB	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet Village Centre	0.3%	1	0.0%	0	1.9%	1	0.0%
Takeley Village Centre	0.6%	2	0.0%	0	1.9%	1	3.9%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green, CM22 6PF	0.4%	1	0.0%	0	2.9%	1	0.0%
<b>Zone 3</b>							
Broxted Village Centre, CM6 2BZ	0.1%	0	0.0%	0	0.9%	0	0.0%
Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, White Street, Great Dunmow, CM6 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%
Felsted Village Centre, CM6 3DL	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow Town Centre	1.3%	4	0.0%	0	0.0%	0	12.8%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	0.0%	0	0.0%	0	0.0%	0	0.0%
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Stortford Road, Great Dunmow	2.9%	8	0.0%	0	0.0%	0	19.8%
Thaxted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Chelmsford Road, Dunmow, CM6 1XG	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>							
Barley Village Centre, SG8	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
8JW							
<b>Zone 5</b>							
Aldi, Lord's Croft Lane, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Cambridge Close, Park Road, Haverhill, CB9 7YD	0.0%	0	0.0%	0	0.0%	0	0.0%
Bumpstead Road Local Centre, Haverhill, CB9 8QA	0.0%	0	0.0%	0	0.0%	0	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.4%	1	0.0%	0	0.0%	0	1.4%
David Holland Pharmacy, Norton Road, Haverhill, CB9 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Abington Village Centre, CB21 6AE	0.0%	0	0.0%	0	0.0%	0	0.0%
Haverhill Town Centre	9.8%	28	0.0%	0	0.0%	0	30.1%
Home Bargains, Ehringshausen Way, Haverhill, CB9 8QJ	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Brands, Skippers Lane, West Wickham, CB21 4SF	1.2%	3	0.0%	0	0.0%	0	3.6%
Iceland, High Street, Haverhill, CB9 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton Village Centre, CB21 4HS	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill, CB9 8PR	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.0%	0	0.0%	0	0.0%	0	0.0%
Travis Perkins, Hollands Road, Haverhill, CB9 8PU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>							
Great Waltham Village Centre, CM3 1DE	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Roxwell Village Centre, CM1 4PD	0.0%	0	0.0%	0	0.0%	0	0.0%
Shadforth Pharmacy, Broomfield Road, Chelmsford, CM1 4DP	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, Chelmsford, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Durham Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Exning Rd, Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Girling St, Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Bishop's Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Springfield Road, Springfield, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Coldhams Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Elizabeth II Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Village Square, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Watergardens, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chapel Hill Retail Park, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%



# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
B&Q, Homelands Retail Park, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, The Oaks Retail Park, Harlow	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre, SG7 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	5.6%	16	4.0%	2	0.0%	0	3.9%	1	6.9%	1	12.7%	12	0.0%	0
Biggleswade Town Centre, SG18 8AR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	2.9%	8	0.0%	0	20.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Burns Road, Royston, SG8 5PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	4.1%	12	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	19.4%	11
Braintree Village (Freeport Outlet), Charter Way, Braintree (Armarni, Calvin Klein, Clarkes, Costa, M&S Outlet)	4.5%	13	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.7%	1	16.6%	9
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Lane Farm Shop, A10, Melbourn, Meldreth, Royston, SG8 6DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	2.6%	7	0.0%	0	5.9%	2	0.0%	0	0.0%	0	5.5%	5	0.0%	0
Cambridge City Centre	17.0%	48	29.9%	15	9.5%	4	5.1%	1	53.4%	8	21.2%	20	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	3.9%	11	0.0%	0	0.0%	0	13.2%	4	0.0%	0	0.0%	0	13.3%	7
Chelmsford City Centre	6.5%	18	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	29.9%	17
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Lane Garden Centre, Langford, Biggleswade, SG18 9SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Cornard Road Local Centre, Sudbury, CO10 2XB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coton Orchard Garden Centre, Cambridge Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Cambridge, CB23 7PJ							
Coton Village Centre, CB23 7PL	0.0%	0	0.0%	0	0.0%	0	0.0%
Country Flooring, Springfield Road, Springfield, Chelmsford, CM2 6JP	0.6%	2	0.0%	0	0.0%	0	3.1%
DFS, Newmarket Road, Cambridge, CB5 8JL	1.2%	3	0.0%	0	0.0%	0	3.6%
Dobbies Garden Centre, Dunsbridge Turnpike, Royston, SG8 6RB	0.0%	0	0.0%	0	0.0%	0	0.0%
Dunelm, Easlea Road, Bury Saint Edmunds, IP32 7BY	0.0%	0	0.0%	0	0.0%	0	0.0%
Easy Chair & Sofa Company, Twyford Business Centre, London Road, Bishop's Stortford, CM23 3YT	0.1%	0	0.6%	0	0.0%	0	0.0%
Ellesmere Port Town Centre, CH65 8AA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Electrical Supplies, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%
Enfield Town Centre, EN2 6LU	0.0%	0	0.0%	0	0.0%	0	0.0%
Glasswells, Newmarket Road, Bury Saint Edmunds, IP33 3TU	2.4%	7	0.0%	0	0.0%	0	7.2%
Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Baddow Village Centre, CM2 7QS	0.6%	2	0.0%	0	0.0%	0	2.9%
Great Haddon Village Centre, PE7 3TN	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Notley Village Centre, CM77 7US	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Shelford Village Centre, CB22 5EY	0.0%	0	0.0%	0	0.0%	0	0.0%
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanging Gardens Nurseries, Ongar Road, Writtle, CM1 3NT	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow District Centre	1.7%	5	0.0%	0	11.9%	5	0.0%
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	4.0%	11	3.5%	2	24.0%	10	0.0%
Hatfields, Peartree Road, Colchester, CO3 0JS	0.4%	1	0.0%	0	0.0%	0	2.0%
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Baynes Place, Waterhouse Lane, Chelmsford, CM1 2QX	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Edinburgh Road (Harlow Retail Park), Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Fitzroy Park, Bishops Stortford	0.1%	0	0.0%	0	0.9%	0	0.0%
Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.0%	0	0.0%	0	0.0%	0	0.0%
HSL, Pixmore Avenue, Letchworth Garden City, SG6 1LJ	0.1%	0	0.0%	0	0.0%	0	1.3%
IKEA, Glover Drive, Maridian Water, N17 0FG	0.6%	2	3.5%	2	0.0%	0	0.0%
IKEA, Goslington, Bletcham Way, Bletchley, Milton	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Keynes, MK1 1QB														
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewson, Orchard Road, Royston, SG8 5HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Cambridge	1.7%	5	0.6%	0	0.0%	0	6.8%	2	0.0%	0	2.8%	3	0.0%	0
John Mitchell Electrical, Fairfield Road, Braintree, CM7 3HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	3.3%	9	3.5%	2	5.9%	2	6.8%	2	0.0%	0	3.4%	3	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays (Zara, House of Fraser, Primark, Harrods)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newmarket Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rayne Road, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Staple Tye, Southern Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Ware Road, Park Road, Hertford, SG13 7EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, CM9 5EP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Manor Farm Shop, Maldon Road, Great Baddow, CM2 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Great Cambridge Road, Cheshunt, Waltham Cross, EN8 0NF	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, York Way, Durham Way, Royston, SG8 5GX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourn Village Centre, SG8 6DB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Morrisons, Broad Street, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Calais Street, Hadleigh, IP7 6LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Norwich City Centre, NR2 1ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phillimore Garden Centre, Cambridge Road, Melbourn, SG8 6EY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Plinston Retail Park, Jubilee Road, Letchworth Garden City, SG6 1UP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensgate Centre, Edinburgh Way, Harlow, CM20 2DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsden Mills, Chipping Hill Industrial Estate,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Braintree Road, Witham, CM8 2TR							
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.1%	0	0.0%	0	0.0%	0	1.2%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.5%	1	0.0%	0	0.9%	0	0.0%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.3%	1	0.0%	0	0.0%	0	0.0%
Royston Domestic Appliances, Kneesworth Street, Royston, SG8 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's, Brooks Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Fifth Avenue, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Jackson Square, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, The Thorley Centre, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tofts Walk, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, White Heart Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre, CM21 9EN	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.1%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Aylesford Court, Works Road, Letchworth Garden City, SG6 1LP	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Chelmsford Trade Park, Westway, Chelmsford, CM1 3BQ	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Cockerell Close, Gunnels Wood Road, Stevenage, SG1 2NB	0.0%	0	0.0%	0	0.0%	0	0.0%
Screwfix, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PB	0.0%	0	0.0%	0	0.0%	0	0.0%
Sible Hedingham Village Centre, CO9 3PX	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Edmundsbury Retail Park, Bury St Edmunds, IP32 7BT	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanstead Village Centre, CO10 9AR	0.4%	1	0.0%	0	2.9%	1	0.0%
Stevenage Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre, CO10 1GL	0.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Viking Way, Bar Hill, Cambridge, CB23 8EL	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cambridge Road Industrial Estate, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Cheddars Lane, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Centre, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road / Edinburgh Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Tesco Superstore, Great Notley, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Place, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Marks Farm, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarrow Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorley Village Centre, CM23 4BE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre, CO5 0HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Birchanger Motorway Services, Dunmow Road, Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross Town Centre, EN8 7AL	0.8%	2	0.0%	0	2.9%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, Montfichet Road, Stratford, E20 1EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Monkswood Way, Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Princes Gate Retail Park, Howard Way, Harlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre, CM1 3EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	283		51		40		28		15		93		56	
Sample:	282		56		49		33		39		57		48	

**Q23 Which of the following forms of shopping do you carry out? [MR/PR]**

Internet	76.1%	462	82.7%	89	67.9%	55	81.4%	76	73.5%	26	75.4%	133	73.2%	83
Portable internet shopping (through mobile phone)	64.6%	392	76.6%	82	57.3%	47	71.4%	67	49.7%	18	69.1%	122	50.6%	58
TV Shopping	2.0%	12	0.0%	0	0.9%	1	0.0%	0	3.3%	1	1.5%	3	6.6%	7
(None of these)	13.5%	82	10.1%	11	13.4%	11	10.1%	9	12.5%	4	14.5%	26	18.1%	21
Weighted base:	607		107		82		93		35		176		114	
Sample:	607		105		101		100		101		100		100	

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q24 Which goods or services do you currently purchase via Internet or TV shopping? [MR]</b>														
<i>Those who carry out of the types of shopping at Q23</i>														
Baby items	5.6%	29	14.8%	14	0.0%	0	4.3%	4	0.0%	0	5.7%	9	3.2%	3
Banking / finance	10.9%	57	12.7%	12	0.0%	0	32.9%	28	0.0%	0	1.7%	3	15.7%	15
Books	24.8%	130	17.2%	17	14.6%	10	51.5%	43	46.1%	14	17.1%	26	22.0%	20
CDs, DVDs, Vinyl (physical products)	15.3%	80	8.8%	9	7.1%	5	27.8%	23	23.5%	7	13.1%	20	17.7%	17
Clothes / shoes	52.3%	275	56.5%	54	65.9%	47	49.7%	42	41.7%	13	49.3%	74	48.6%	45
Computer / printer accessories	6.2%	32	6.9%	7	2.8%	2	11.2%	9	0.6%	0	2.2%	3	11.6%	11
Console / PC games	3.8%	20	2.1%	2	0.0%	0	4.2%	3	0.0%	0	2.6%	4	11.0%	10
Cosmetics / health / beauty / chemist goods	15.9%	83	15.3%	15	14.4%	10	22.9%	19	6.2%	2	9.3%	14	25.1%	23
Craft / hobby items (including stationary)	6.1%	32	3.2%	3	3.8%	3	9.2%	8	12.4%	4	2.6%	4	11.4%	11
DIY / hardware goods	9.0%	47	7.2%	7	12.1%	9	14.5%	12	13.9%	4	1.3%	2	14.4%	13
Domestic electrical appliances (white goods)	16.8%	88	10.8%	10	11.7%	8	22.1%	19	23.8%	7	22.5%	34	10.4%	10
Downloadable content (e.g. music / movies / tv / games / apps)	4.8%	25	5.3%	5	1.6%	1	6.2%	5	10.5%	3	0.0%	0	11.4%	11
Food / groceries	18.1%	95	22.9%	22	25.5%	18	21.7%	18	29.7%	9	12.0%	18	10.0%	9
Furniture / soft furnishings / floor coverings / carpets	11.4%	60	16.0%	15	4.9%	3	17.8%	15	10.3%	3	8.7%	13	10.4%	10
Garden items	5.5%	29	7.3%	7	4.9%	3	9.7%	8	5.6%	2	1.3%	2	7.1%	7
Gifts	17.8%	94	16.2%	16	10.9%	8	35.3%	30	7.1%	2	12.8%	19	20.6%	19
Holiday and / or Travel / Event Tickets	13.6%	71	11.5%	11	8.3%	6	32.0%	27	6.6%	2	7.0%	10	16.3%	15
Insurance	6.0%	32	5.9%	6	1.7%	1	12.8%	11	0.0%	0	0.0%	0	15.1%	14
Jewellery	5.7%	30	1.7%	2	2.9%	2	7.1%	6	1.2%	0	6.6%	10	10.8%	10
Mobile phone accessories	6.3%	33	5.4%	5	1.7%	1	18.9%	16	0.0%	0	0.0%	0	11.9%	11
Musical instruments / accessories	2.5%	13	3.6%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	6.5%	6
Pet food / products	5.8%	30	0.3%	0	5.4%	4	11.3%	9	9.1%	3	3.8%	6	8.6%	8
Small electrical items (e.g. kettles / toasters / hairdryers etc)	17.6%	92	8.3%	8	22.1%	16	17.1%	14	32.3%	10	11.3%	17	29.4%	27
Small household goods	13.8%	73	10.5%	10	19.7%	14	13.2%	11	18.4%	6	10.0%	15	17.9%	17
Sports goods	5.1%	27	6.1%	6	5.0%	4	7.7%	6	7.8%	2	3.8%	6	3.0%	3
Toys	13.1%	69	14.7%	14	6.4%	5	16.5%	14	11.0%	3	19.0%	29	4.7%	4
TVs, Hi-Fi's, computers	10.9%	57	8.7%	8	12.2%	9	13.9%	12	17.0%	5	6.0%	9	15.3%	14
Vehicle parts	3.4%	18	6.7%	6	0.5%	0	2.1%	2	0.6%	0	2.2%	3	6.1%	6
Vehicles	1.0%	5	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.4%	1	3.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcohol	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Batteries	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.6%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bug replant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cleaning product	0.6%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.6%	1
Electrical parts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Environmentally friendly items	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasses	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile phone (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Weighted base:		525		96		71		84		31		150		93
Sample:		467		83		80		75		82		74		73

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q25 Excluding what you've already mentioned - Which other goods or services are you likely to purchase in the future via Internet or TV shopping? [MR]</b>														
<i>Those who carry out of the types of shopping at Q23</i>														
Baby items	0.9%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Banking / finance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Books	0.6%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
CDs, DVDs, Vinyl (physical products)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes / shoes	3.8%	20	2.1%	2	3.3%	2	0.0%	0	6.6%	2	5.7%	9	5.7%	5
Computer / printer accessories	1.0%	5	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Console / PC games	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosmetics / health / beauty / chemist goods	2.6%	14	2.4%	2	0.0%	0	2.1%	2	0.0%	0	4.9%	7	2.4%	2
Craft / hobby items (including stationary)	0.3%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
DIY / hardware goods	1.3%	7	0.0%	0	0.5%	0	0.4%	0	3.4%	1	1.3%	2	3.6%	3
Domestic electrical appliances (white goods)	1.7%	9	1.7%	2	0.0%	0	4.3%	4	0.6%	0	0.0%	0	3.8%	4
Downloadable content (e.g. music / movies / tv / games / apps)	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Food / groceries	2.6%	14	2.2%	2	0.0%	0	4.2%	3	3.4%	1	4.8%	7	0.0%	0
Furniture / soft furnishings / floor coverings / carpets	2.1%	11	3.8%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%	0
Garden items	1.6%	8	0.3%	0	1.7%	1	2.1%	2	0.6%	0	2.5%	4	1.2%	1
Gifts	2.7%	14	1.8%	2	0.0%	0	4.3%	4	0.6%	0	2.1%	3	5.7%	5
Holiday and / or Travel / Event Tickets	5.6%	29	6.0%	6	2.7%	2	0.0%	0	7.5%	2	10.8%	16	3.2%	3
Insurance	1.0%	5	1.1%	1	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Jewellery	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Mobile phone accessories	2.1%	11	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.4%	1	9.4%	9
Musical instruments / accessories	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet food / products	2.6%	14	2.2%	2	2.9%	2	4.3%	4	0.6%	0	0.0%	0	6.4%	6
Small electrical items (e.g. kettles / toasters / hairdryers etc)	2.7%	14	0.3%	0	0.5%	0	6.2%	5	0.0%	0	3.4%	5	3.2%	3
Small household goods	2.6%	14	0.0%	0	1.7%	1	9.3%	8	0.6%	0	0.4%	1	4.4%	4
Sports goods	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	3	0.0%	0
Toys	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
TVs, Hi-Fi's, computers	1.7%	9	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	3.8%	4
Vehicle parts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Vehicles	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing new / same goods as I currently am)	12.4%	65	9.5%	9	4.4%	3	19.1%	16	10.1%	3	14.2%	21	13.4%	12
	59.7%	314	68.7%	66	76.8%	54	54.1%	45	68.1%	21	49.1%	74	56.8%	53
Weighted base:		525		96		71		84		31		150		93
Sample:		467		83		80		75		82		74		73

**Q26A For your last Internet or TV order, how did you receive your goods?**

*Those who carry out of the types of shopping at Q23*

Collection at store	4.6%	24	6.8%	7	2.8%	2	2.1%	2	7.0%	2	3.1%	5	7.3%	7
Home delivery	91.7%	482	92.9%	90	87.8%	62	93.2%	78	87.3%	27	94.2%	142	89.5%	83
Delivery to place of work	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.6%	0	0.0%	0	0.0%	0
Collection at click and collect hub	2.5%	13	0.0%	0	9.3%	7	2.6%	2	2.0%	1	0.4%	1	3.2%	3
Collection at other location (Don't know / varies)	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.3%	3	0.0%	0
Weighted base:		525		96		71		84		31		150		93
Sample:		467		83		80		75		82		74		73

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q27 Do you ever visit the following Centres? [MR/PR]</b>														
Saffron Walden	64.9%	394	99.1%	106	65.6%	54	67.7%	63	48.8%	17	68.6%	121	28.8%	33
Great Dunmow	28.7%	174	12.0%	13	31.2%	25	88.1%	82	0.5%	0	4.5%	8	40.2%	46
Stansted Mountfitchet	11.5%	70	4.3%	5	55.3%	45	5.7%	5	0.5%	0	5.7%	10	3.9%	4
Thaxted	12.7%	77	15.2%	16	12.0%	10	36.3%	34	1.1%	0	3.4%	6	9.3%	11
(Do not visit any of these centres)	25.2%	153	0.6%	1	19.3%	16	5.2%	5	51.2%	18	31.4%	55	51.3%	58
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

**Q27A Which of those centres do you visit most often? [PR]***Those who visit at least one of the centres at Q27*

Saffron Walden	61.8%	281	95.6%	102	39.9%	26	4.8%	4	100.0%	17	99.5%	120	19.6%	11
Great Dunmow	27.9%	127	3.4%	4	10.3%	7	82.1%	72	0.0%	0	0.0%	0	79.4%	44
Stansted Mountfitchet	7.2%	33	0.3%	0	49.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted	3.0%	14	0.6%	1	0.6%	0	13.1%	12	0.0%	0	0.5%	1	1.0%	1
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

**Mean score [Times a month]: Daily = 28, At least two times a week = 8, At least once a week = 4, At least once a fortnight = 2, At least once a month = 1, At least every two months = 0.5, At least every 3 months = 0.333, At least every 6 months = 0.166, Less often than once every 6 months = 0.111**

**Q28A How often do you visit (CENTRE MENTIONED AT Q27A)?***Those who visit at least one of the centres at Q27*

Daily	11.7%	53	30.3%	32	2.3%	1	14.5%	13	1.1%	0	0.5%	1	10.4%	6
At least two times a week	21.3%	97	32.1%	34	25.1%	17	33.3%	29	3.3%	1	7.2%	9	13.1%	7
At least once a week	20.1%	92	24.9%	26	29.1%	19	28.8%	25	19.6%	3	4.4%	5	21.0%	12
At least once a fortnight	9.2%	42	10.2%	11	7.5%	5	6.9%	6	16.2%	3	10.2%	12	8.4%	5
At least once a month	14.9%	68	2.0%	2	12.2%	8	6.6%	6	7.8%	1	33.9%	41	16.8%	9
At least every two months	6.6%	30	0.0%	0	4.1%	3	0.4%	0	11.8%	2	17.8%	22	6.1%	3
At least every 3 months	4.8%	22	0.0%	0	8.0%	5	1.6%	1	13.7%	2	7.9%	10	6.1%	3
At least every 6 months	6.6%	30	0.3%	0	6.5%	4	0.4%	0	12.9%	2	13.8%	17	11.1%	6
Less often than once every 6 months	2.7%	12	0.0%	0	1.8%	1	1.6%	1	5.5%	1	4.3%	5	6.1%	3
Have only visited once (Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	1.0%	1
	1.9%	9	0.3%	0	3.4%	2	5.9%	5	5.9%	1	0.0%	0	0.0%	0
Mean:		6.31		12.30		4.28		8.60		2.06		1.59		5.27
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

**Q28B How do you usually travel to (CENTRE MENTIONED AT Q27A)?***Those who visit at least one of the centres at Q27*

Car / van (as driver)	68.1%	309	48.5%	52	68.3%	45	62.6%	55	91.1%	16	77.8%	94	85.8%	48
Car / van (as passenger)	8.3%	38	2.2%	2	4.7%	3	1.6%	1	8.9%	2	19.6%	24	10.0%	6
Bus (including the busway or guided bus), minibus or coach	2.6%	12	2.0%	2	2.9%	2	4.7%	4	0.0%	0	2.6%	3	1.0%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	20.1%	91	45.6%	49	20.6%	14	31.1%	27	0.0%	0	0.0%	0	3.1%	2
Taxi	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (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
	0.8%	4	1.7%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44



# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q29 What do you like most about (CENTRE MENTIONED AT Q27A)?</b>														
<i>Those who visit at least one of the centres at Q27</i>														
Choice and range of shops	23.0%	104	18.8%	20	19.5%	13	8.7%	8	15.7%	3	43.3%	52	15.8%	9
Strength of supermarket provision	1.5%	7	1.7%	2	2.9%	2	0.0%	0	1.1%	0	1.6%	2	2.0%	1
Choice of leisure facilities (restaurants, pubs etc)	3.4%	16	4.9%	5	2.9%	2	1.2%	1	1.1%	0	2.2%	3	8.2%	5
Choice of services (hairdressers, banks etc)	1.3%	6	0.0%	0	3.6%	2	1.6%	1	1.1%	0	0.5%	1	2.0%	1
Environmental quality of centre	12.7%	58	17.4%	19	17.0%	11	7.4%	7	26.4%	5	14.0%	17	0.0%	0
Close to home	20.0%	91	14.3%	15	25.4%	17	47.9%	42	1.1%	0	2.2%	3	24.6%	14
Close to work	4.2%	19	1.7%	2	0.0%	0	8.1%	7	0.0%	0	0.0%	0	18.1%	10
Easily accessible by public transport	0.6%	3	1.7%	2	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	2.3%	11	1.7%	2	4.7%	3	2.8%	2	7.2%	1	1.6%	2	0.0%	0
Free car parking	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	1.6%	7	2.2%	2	0.0%	0	0.4%	0	3.3%	1	3.3%	4	0.0%	0
Close to family / friends	0.6%	3	1.7%	2	0.6%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Compact / small town	1.4%	6	2.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	6.0%	3
Easily accessible by car	0.7%	3	0.3%	0	3.0%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0
Familiar	1.0%	4	2.2%	2	1.7%	1	0.4%	0	0.0%	0	0.0%	0	1.0%	1
Good atmosphere / friendly people	4.1%	19	7.7%	8	1.1%	1	1.2%	1	5.9%	1	3.1%	4	7.1%	4
Good for a change / day out	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Market	4.6%	21	7.6%	8	0.0%	0	0.8%	1	10.3%	2	7.7%	9	2.0%	1
Quiet / not busy	0.2%	1	0.0%	0	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	5.0%	22	3.5%	4	3.7%	2	6.1%	5	17.3%	3	5.6%	7	2.0%	1
Range of quality facilities	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Traditional / quaint	2.8%	13	1.3%	1	4.0%	3	1.2%	1	1.1%	0	2.8%	3	7.4%	4
(Nothing in particular)	7.9%	36	9.1%	10	8.8%	6	9.9%	9	1.1%	0	8.2%	10	3.0%	2
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Q30 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27A) more often?</b>														
<i>Those who visit at least one of the centres at Q27</i>														
<b>1st mention</b>														
Increased general choice and range of shops	13.5%	61	14.6%	16	9.2%	6	11.6%	10	13.1%	2	16.4%	20	13.2%	7
Improved food shops within the town centre	3.9%	18	0.3%	0	3.4%	2	7.4%	7	3.5%	1	2.8%	3	8.5%	5
Discount foodstores within the town centre	4.7%	21	3.3%	3	3.1%	2	8.1%	7	0.0%	0	2.6%	3	10.0%	6
Improved non-food shops within the town centre	6.5%	29	8.7%	9	1.8%	1	9.7%	9	3.3%	1	5.9%	7	5.0%	3
Improved leisure facilities	2.6%	12	7.1%	8	1.8%	1	0.4%	0	0.0%	0	0.0%	0	5.0%	3
Improved quality of shops	2.5%	11	3.4%	4	0.0%	0	6.5%	6	0.0%	0	1.6%	2	0.0%	0
More parking	6.4%	29	7.1%	8	14.2%	9	2.0%	2	11.6%	2	5.5%	7	3.0%	2
Cheaper parking	4.1%	18	1.9%	2	0.0%	0	9.0%	8	9.4%	2	3.2%	4	5.3%	3
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.3%	6	2.9%	3	0.6%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.4%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.8%	3	0.3%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	1	4.1%	2
A petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	1.3%	6	1.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.5%	1	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Improved water quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.4%	6	3.0%	3	0.6%	0	0.4%	0	3.3%	1	1.6%	2	0.0%	0
More / better independent shops	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.0%	1
More affordable shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More health services	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More planning within housing estates	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.6%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Remove congestion charge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Remove cycle lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Too many houses	0.2%	1	0.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	44.6%	202	34.4%	37	62.5%	41	35.4%	31	44.1%	8	52.7%	64	40.0%	22
(Don't know)	1.9%	9	1.3%	1	1.1%	1	4.3%	4	9.4%	2	1.0%	1	0.0%	0
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>2nd mention</b>														
Increased general choice and range of shops	3.4%	16	4.3%	5	1.8%	1	8.7%	8	2.2%	0	0.0%	0	3.1%	2
Improved food shops within the town centre	9.9%	45	10.0%	11	1.1%	1	20.8%	18	0.0%	0	0.5%	1	26.3%	15
Discount foodstores within the town centre	2.6%	12	3.2%	3	2.9%	2	3.9%	3	0.0%	0	0.0%	0	5.4%	3
Improved non-food shops within the town centre	4.3%	20	10.7%	11	3.4%	2	2.0%	2	7.2%	1	0.0%	0	5.3%	3
Improved leisure facilities	1.6%	7	4.9%	5	0.0%	0	2.1%	2	1.1%	0	0.0%	0	0.0%	0
Improved quality of shops	1.0%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	3.3%	4	0.0%	0
More parking	2.4%	11	2.3%	2	1.1%	1	1.2%	1	0.0%	0	4.9%	6	1.0%	1
Cheaper parking	2.0%	9	3.3%	4	4.8%	3	0.8%	1	0.0%	0	0.5%	1	2.0%	1
Improved street cleaning	0.7%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Increased public transport	0.2%	1	0.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0
A petrol station	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less traffic congestion	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	0.6%	3	1.0%	1	0.0%	0	1.6%	1	1.1%	0	0.0%	0	0.0%	0
More affordable shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More health services	0.2%	1	0.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More planning within housing estates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove congestion charge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.4%	288	52.2%	56	77.7%	51	52.1%	46	77.9%	13	80.1%	97	44.7%	25
(Don't know)	6.2%	28	4.6%	5	4.8%	3	5.9%	5	9.4%	2	9.6%	12	3.1%	2
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>3rd mention</b>														
Increased general choice and range of shops	8.4%	38	10.0%	11	3.0%	2	12.0%	11	1.1%	0	0.5%	1	25.6%	14
Improved food shops within the town centre	1.3%	6	0.0%	0	1.8%	1	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	3.3%	15	1.6%	2	0.0%	0	12.0%	11	0.0%	0	0.0%	0	5.0%	3
Improved non-food shops within the town centre	1.3%	6	3.7%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Improved leisure facilities	0.9%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	4	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	5.4%	3
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
A petrol station	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More affordable shops	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More health services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More planning within housing estates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove congestion charge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	74.2%	337	68.9%	73	89.8%	59	63.5%	56	88.4%	15	86.0%	104	52.7%	29
(Don't know)	7.8%	35	4.6%	5	4.8%	3	5.9%	5	9.4%	2	11.8%	14	11.2%	6
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
<b>Any mention</b>														
Increased general choice and range of shops	25.4%	115	28.9%	31	14.0%	9	32.4%	29	16.4%	3	16.9%	20	42.0%	23
Improved food shops within the town centre	15.1%	69	10.3%	11	6.3%	4	33.5%	30	3.5%	1	3.3%	4	34.9%	19
Discount foodstores within the town centre	10.6%	48	8.1%	9	6.0%	4	24.0%	21	0.0%	0	2.6%	3	20.4%	11
Improved non-food shops within the town centre	12.1%	55	23.1%	25	5.2%	3	11.7%	10	10.5%	2	7.6%	9	10.3%	6
Improved leisure facilities	5.1%	23	15.8%	17	1.8%	1	2.5%	2	1.1%	0	0.0%	0	5.0%	3
Improved quality of shops	3.5%	16	3.4%	4	0.0%	0	6.9%	6	0.0%	0	4.9%	6	0.0%	0
More parking	9.7%	44	10.3%	11	15.4%	10	3.6%	3	11.6%	2	10.3%	12	9.4%	5
Cheaper parking	6.1%	28	5.2%	6	4.8%	3	9.8%	9	9.4%	2	3.7%	5	7.2%	4
Improved street cleaning	1.1%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Increased public transport	1.4%	6	3.2%	3	1.1%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.3%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	1.0%	5	0.3%	0	0.0%	0	0.8%	1	1.1%	0	1.0%	1	4.1%	2
A petrol station	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better layout	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	1.3%	6	1.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Better public toilets	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.5%	1	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Improved water quality	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.6%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less estate agents	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Less pedestrianisation	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.5%	1	0.0%	0
Less traffic congestion	1.5%	7	3.3%	3	0.6%	0	0.4%	0	3.3%	1	1.6%	2	0.0%	0
More / better independent shops	0.9%	4	1.3%	1	0.0%	0	2.0%	2	1.1%	0	0.0%	0	1.0%	1
More affordable shops	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More health services	0.2%	1	0.3%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More planning within housing estates	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.6%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Remove congestion charge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Remove cycle lane	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.6%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Too many houses	0.2%	1	0.3%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		454		107		66		88		17		121		55
Sample:		446		103		84		95		53		67		44

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q31 Why don't you visit any of these Town Centres? [MR]</b>							
<i>Those who don't visit any of the centres at Q27</i>							
Lack of choice and range of non-food shops	7.9%	12	0.0%	0	0.0%	0	78.5%
Lack of choice and range of food shops	2.0%	3	0.0%	0	0.0%	0	39.3%
Choice of leisure facilities (cinema, gym, pubs etc)	1.2%	2	0.0%	0	0.0%	0	39.3%
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Too far away from home	40.0%	61	0.0%	0	36.1%	6	0.0%
Too far away from work	1.1%	2	0.0%	0	0.0%	0	0.0%
Not accessible by public transport	6.7%	10	0.0%	0	0.0%	0	7.2%
Inconveniently located car parking	3.1%	5	50.0%	0	2.4%	0	0.0%
Expensive car parking	4.2%	6	50.0%	0	0.0%	0	0.0%
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%
Difficult to get to by car	1.3%	2	0.0%	0	0.0%	0	0.0%
Due to covid	0.4%	1	0.0%	0	0.0%	0	0.0%
Due to health reasons / disability	1.8%	3	0.0%	0	2.4%	0	0.0%
Housebound	1.1%	2	0.0%	0	0.0%	0	7.2%
Too far away from family and friends	2.1%	3	0.0%	0	0.0%	0	0.0%
Too many empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing, no reason to visit)	29.9%	46	50.0%	0	59.2%	9	7.2%
(Don't know)	7.9%	12	0.0%	0	0.0%	0	0.0%
Weighted base:		153		1	16		5
Sample:		161		2	17		5

**Q32 Instead of these Town Centres, which other larger centres do you usually visit? [MR]***Those who don't visit any of the centres at Q27*

Cambridge	36.7%	56	50.0%	0	26.5%	4	0.0%	0	74.4%	13	57.5%	32	10.8%	6
Bury St Edmunds	14.9%	23	50.0%	0	0.0%	0	0.0%	0	2.1%	0	36.9%	20	2.8%	2
Colchester	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6
Braintree	31.1%	48	50.0%	0	7.5%	1	0.0%	0	3.3%	1	25.3%	14	54.0%	31
Chelmsford	35.9%	55	0.0%	0	54.2%	9	53.6%	3	0.0%	0	0.0%	0	74.9%	44
Harlow	9.7%	15	0.0%	0	75.9%	12	0.0%	0	3.3%	1	0.0%	0	3.9%	2
Hertford	2.0%	3	0.0%	0	13.0%	2	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Stevenage	3.6%	5	0.0%	0	0.0%	0	0.0%	0	30.1%	5	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Birmingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bishop's Stortford	0.5%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Cheshunt	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Hitchin	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Letchworth Garden City	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Newmarket	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Norwich	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Royston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
(None)	15.4%	24	0.0%	0	4.7%	1	46.4%	2	20.3%	4	24.6%	14	5.6%	3
Weighted base:		153		1	16		5		18		55		58	
Sample:		161		2	17		5		48		33		56	

**Q33 Which of these activities do you participate in? [MR/PR]**

Restaurants	70.0%	425	68.6%	73	78.4%	64	65.3%	61	70.1%	25	64.5%	114	77.6%	88
Pub / bars / nightclubs	56.1%	340	63.7%	68	54.9%	45	50.0%	47	60.6%	21	51.0%	90	61.0%	69
(None of these)	22.4%	136	22.2%	24	15.5%	13	31.3%	29	17.2%	6	25.5%	45	16.9%	19
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Q34 Which centre / facility did you last visit to go to a restaurant?</b>							
<i>Restaurants at Q33 AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Arkesden Village Centre, CB11 4HB	0.0%	0	0.0%	0	0.0%	0	0.0%
Beefeater, Thaxted Road, Saffron Walden, CB10 2UP	0.1%	0	0.5%	0	0.0%	0	0.0%
Bonnefirebox Café, Taylors Barns, Wimbish, CB10 2XA	0.1%	0	0.0%	0	0.0%	0	0.6%
Clavering Village Centre, CB11 4PQ	0.4%	2	2.4%	2	0.0%	0	0.0%
Debden Barns, Elder Street, Debden, CB11 3JY	0.1%	0	0.0%	0	0.0%	0	0.6%
Debden Village Centre, CB11 3LE	0.1%	0	0.0%	0	0.6%	0	0.0%
Great Chesterford Village Centre, CB10 1PG	0.1%	0	0.5%	0	0.0%	0	0.0%
Great Sampford Village Centre, CB10 2RL	0.2%	1	0.5%	0	0.0%	0	0.0%
Little Walden Village Centre, CB10 1XA	0.1%	0	0.5%	0	0.0%	0	0.0%
Littlebury Village Centre, CB11 4TA	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport Village Centre, CB11 3QY	0.1%	0	0.0%	0	0.6%	0	0.0%
Radwinter Village Centre, CB10 2SN	1.0%	4	5.6%	4	0.0%	0	0.0%
Rickling Village Centre, CB11 3YL	0.3%	1	0.0%	0	1.9%	1	0.0%
Saffron Walden Town Centre	11.9%	48	56.3%	39	0.0%	0	3.3%
Widdington Village Centre, CB11 3SG	0.5%	2	3.1%	2	0.0%	0	0.0%
<b>Zone 2</b>							
Elsenham Village Centre, CM22 6EH	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Broad Oak Village Centre, CM22 7HN	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatfield Heath Village Centre, CM22 7EB	0.7%	3	0.0%	0	4.9%	3	0.0%
Hazel End Village Centre, CM23 1HB	0.1%	0	0.0%	0	0.6%	0	0.0%
Henham Village Centre, CM22 6AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Little Hallingbury Village Centre, CM22 7PP	0.3%	1	0.0%	0	1.9%	1	0.0%
Manuden Village Centre, CM23 1DF	0.1%	0	0.0%	0	0.6%	0	0.0%
Sheering Village Centre, CM22 7LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet Village Centre	1.8%	7	0.0%	0	12.0%	7	0.0%
Takeley Village Centre	0.1%	0	0.0%	0	0.6%	0	0.0%
The Thatchers, Stortford Road, Hatfield Heath, Bishop's Stortford, CM22 7DU	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>							
Aythorpe Roding Village Centre, CM6 1PY	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnston Village Centre, CM6 1LR	0.2%	1	0.0%	0	0.6%	0	0.6%
Great Dunmow Town Centre	6.5%	26	2.6%	2	4.5%	3	26.3%
Great Easton Village Centre, CM6 2HF	0.0%	0	0.0%	0	0.0%	0	0.0%
Jalsa Ghar Indian Restaurant, Stortford Road, Great Dunmow, CM6 1DL	0.1%	0	0.0%	0	0.0%	0	0.6%
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Lindsell Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
CM6 3QW														
Little Canfield Village Centre, CM6 1GA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Easton Village Centre, CM6 2JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Village Centre, CM6 3PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted Town Centre	0.7%	3	1.5%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
The Angel & Harp, Church Street, Dunmow, CM6 2AD	0.8%	3	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
The Queen Victoria, Stortford Road, Great Dunmow, CM6 1DL	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
The Spotted Dog, Bishop's Green, Dunmow, CM6 1NF	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
The Swan, Bull Ring, Thaxted, CM6 2PL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Barkway Village Centre, SG8 8EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Barley Village Centre, SG8 8JW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Chrishall Village Centre, SG8 8QN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fowlmere Village Centre, SG8 7SR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Great Chishill Village Centre, SG8 8SQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0
Heydon Village Centre, SG8 8PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thriplow Village Centre, SG8 7RD	0.9%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
<b>Zone 5</b>														
Balsham Village Centre, CB21 4DJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4RP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Great Abington Village Centre, CB21 6AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	9.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	38	0.0%	0
Helions Bumpstead Village Centre, CB9 7AH	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Horseheath Village Centre, CB21 4QR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton Village Centre, CB21 4HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Little Abington Village Centre, CB21 6BQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Provenance Brix + Mortar, Hill Farm Road, Whittlesford, Cambridge, CB22 4AN	0.5%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Sawston Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Steeple Bumpstead Village Centre, CB9 7DQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturmer Village Centre, CB9 7XF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlesford Village Centre, CB22 4LT	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>														
Bocking Village Centre, CM7 5ND	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Finchingfield Village Centre, CM7 4NN	1.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Galvin Green Man, Main Road, Howe Street, Great Waltham, CM3 1BG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1



# Uttlesford Household Survey for Nexus Planning

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Great Bardfield Centre, CM7 4RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Waltham Village Centre, CM3 1DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Little Green Village Centre, CM3 1BU	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Palm Trees, Dunmow Road, Blake End, Rayne, Braintree, CM77 6SG	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Panfield Village Centre, CM7 5AQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Rayne Village Centre, CM77 6RQ	1.2%	5	0.0%	0	1.9%	1	2.5%	1	0.0%	0	0.0%	0	2.7%	2
Roxwell Village Centre, CM1 4NU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
The Rose & Crown, Chelmsford Road, Great Waltham, CM3 1AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
<b>Outside Survey Area</b>														
4 Seasons Brasserie, The Waterfront, Eastbourne, BN23 5UZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aberystwyth Town Centre, SY23 2AE	0.5%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abington Pigotts Village Centre, SG8 0SD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albury Village Centre, SG11 2JD	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1LZ	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.8%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchanger Village Centre, CM23 5QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birdbrook Village Centre, CO9 4BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre, B1 1BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bishop's Green Village Centre, RG19 8JY	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	7.3%	29	0.0%	0	31.9%	20	6.2%	4	0.0%	0	3.1%	3	3.4%	3
Blackmore Village Centre, CM4 0RL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blue Strawberry Bistrot, The Street, Hatfield Peverel, CM3 2DW	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boreham Village Centre, CM3 3JE	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Bragbury End Village Centre, SG2 8TB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Braintree Town Centre	5.2%	21	2.5%	2	3.9%	2	0.0%	0	0.0%	0	3.2%	3	16.1%	13
Braintree Village (Freepoint Outlet), Charter Way, Braintree (Armami, Calvin Klein, Clarkes, Costa, M&S Outlet)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Village Centre, LN4 1NB	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Brent Pelham Village Centre, SG9 0HE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre, CM14 4RP	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch Town Centre, CM0 8HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Buxton Town Centre, SK17 6DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	8.6%	35	8.3%	6	3.9%	2	1.2%	1	15.3%	4	20.7%	22	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.0%	16	7.1%	5	6.3%	4	0.0%	0	13.9%	3	3.1%	3	0.7%	1
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	12.6%	51	2.6%	2	11.4%	7	30.2%	18	0.0%	0	0.0%	0	29.9%	24
Chichester City Centre, PO19 1PX	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.4%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre, CO6 2PA	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaton Socon Local Centre, Saint Neots, PE19 8EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Epping Town Centre, CM16 4AG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Farnham Town Centre, GU9 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre, IP11 7BB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Grantchester Village Centre, CB3 9NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Great Shelford Village Centre, CB22 5LZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Great Yeldham Village Centre, CO9 4HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Halstead Town Centre, CO9 2JB	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
Harlow District Centre	0.6%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Garden Centre, Canes Lane, Hastingwood, Harlow, CM17 9LD	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre, TN34 1JE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Hatfield Peverel Village Centre, CM3 2EH	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre, AL10 9RQ	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkedon Village Centre, IP29 4NN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hundon Village Centre, CO10 8EE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
King's Lynn Town Centre, PE30 1BJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Kneesworth Village Centre, SG8 5JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth Garden City Centre, SG6 3DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Little Shelford Village Centre, CB22 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre, CM3 3NY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madingley Village Centre, CB23 8AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, CM9 5EP	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Matching Green Village Centre, CM17 0PZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Melbourn Village Centre, SG8 6DB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Mulberry Tree Brewers Fayre, Braintree By Pass, Braintree, CM77 8GG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Newmarket Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Newton Village Centre, CB22 7PG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ongar Village Centre, CM5 9AB	0.5%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.1%	2
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Puckeridge Village Centre, SG11 1RN	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Golf Club, Baldock Road, Royston, SG8 5BG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	30.5%	7	0.0%	0	0.0%	0
Sawbridgeworth Town Centre, CM21 9EN	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Shinfield Village Centre, RG2 9BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spellbrook Village Centre, CM23 4AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Abbots Village Centre, SG12 8AS	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stapleford Village Centre, CB22 5BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Sudbury Town Centre, CO10 1RF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Taz Restaurant, Main Road, Rettendon Common, Chelmsford, CM3 8DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
The Fox and Goose, Wyse's Road, Chelmsford, CM1 3SN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Highwayman, Great North Road, Graveley, Hitchin, SG4 7EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
The Lion Inn, Main Road, Boreham, CM3 3JA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
The Square and Compasses, Fuller Street, Fairstead, CM3 2BB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trumpington Village Centre, CB2 9HZ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Two Chimneys, Stotfold Road, Letchworth Garden City, SG6 4JS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Ware Town Centre, SG12 9XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Winterton-on-Sea Village Centre, NR29 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Witham Town Centre, CM8 1AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		401		69		61		58		23		108		81
Sample:		376		64		74		57		59		57		65

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
<b>Q35 Which centre / facility did you last visit to go to pubs, bars and nightclubs?</b>														
<i>Pub / bars / nightclubs at Q33 AND Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Arkesden Village Centre, CB11 4HB	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beefeater, Thaxted Road, Saffron Walden, CB10 2UP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bonnefirebox Café, Taylors Barns, Wimbish, CB10 2XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clavering Village Centre, CB11 4PQ	1.1%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debden Barns, Elder Street, Debden, CB11 3JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debden Village Centre, CB11 3LE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Chesterford Village Centre, CB10 1PG	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Sampford Village Centre, CB10 2RL	0.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Little Walden Village Centre, CB10 1XA	1.6%	5	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlebury Village Centre, CB11 4TA	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Village Centre, CB11 3QY	1.0%	3	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radwinter Village Centre, CB10 2SN	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rickling Village Centre, CB11 3YL	1.1%	4	0.0%	0	7.7%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Walden Town Centre	13.6%	43	57.9%	38	1.8%	1	4.2%	2	1.0%	0	3.1%	3	0.0%	0
Widdington Village Centre, CB11 3SG	0.9%	3	2.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Elsenham Village Centre, CM22 6EH	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Broad Oak Village Centre, CM22 7HN	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Heath Village Centre, CM22 7EB	1.8%	6	0.0%	0	13.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hazel End Village Centre, CM23 1HB	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henham Village Centre, CM22 6AS	0.5%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Hallingbury Village Centre, CM22 7PP	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manuden Village Centre, CM23 1DF	1.2%	4	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheering Village Centre, CM22 7LX	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Mountfitchet Village Centre	2.6%	8	0.0%	0	19.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeley Village Centre	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Thatchers, Stortford Road, Hatfield Heath, Bishop's Stortford, CM22 7DU	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>														
Aythorpe Roding Village Centre, CM6 1PY	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Barnston Village Centre, CM6 1LR	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	7.7%	24	2.8%	2	0.0%	0	37.1%	17	0.0%	0	0.0%	0	9.6%	6
Great Easton Village Centre, CM6 2HF	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Jalsa Ghar Indian Restaurant, Stortford Road, Great Dunmow, CM6 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leaden Roding Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindsell Village Centre,	0.6%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0

# Uttlesford Household Survey for Nexus Planning

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June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
CM6 3QW														
Little Canfield Village Centre, CM6 1GA	0.2%	1	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Little Easton Village Centre, CM6 2JN	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
North End Village Centre, CM6 3PG	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Stebbing Village Centre	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Thaxted Town Centre	0.8%	2	1.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
The Angel & Harp, Church Street, Dunmow, CM6 2AD	1.1%	3	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
The Queen Victoria, Stortford Road, Great Dunmow, CM6 1DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Spotted Dog, Bishop's Green, Dunmow, CM6 1NF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Swan, Bull Ring, Thaxted, CM6 2PL	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Barkway Village Centre, SG8 8EY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Barley Village Centre, SG8 8JW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Chrishall Village Centre, SG8 8QN	0.6%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Fowlmere Village Centre, SG8 7SR	0.6%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Great Chishill Village Centre, SG8 8SQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0
Heydon Village Centre, SG8 8PT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Thriplow Village Centre, SG8 7RD	0.6%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Balsham Village Centre, CB21 4DJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duxford Village Centre, CB22 4RP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Great Abington Village Centre, CB21 6AB	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Haverhill Town Centre	9.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.1%	29	0.0%	0
Helions Bumpstead Village Centre, CB9 7AH	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Horseheath Village Centre, CB21 4QR	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Linton Village Centre, CB21 4HS	2.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0
Little Abington Village Centre, CB21 6BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provenance Brix + Mortar, Hill Farm Road, Whittlesford, Cambridge, CB22 4AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sawston Village Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	0
Steeple Bumpstead Village Centre, CB9 7DQ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Sturmer Village Centre, CB9 7XF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Whittlesford Village Centre, CB22 4LT	1.1%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
<b>Zone 6</b>														
Bocking Village Centre, CM7 5ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finchingfield Village Centre, CM7 4NN	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Galvin Green Man, Main Road, Howe Street, Great Waltham, CM3 1BG	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Great Bardfield Centre, CM7 4RG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Great Waltham Village Centre, CM3 1DE	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Little Green Village Centre, CM3 1BU	0.9%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.9%	2
Palm Trees, Dunmow Road, Blake End, Rayne, Braintree, CM77 6SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Panfield Village Centre, CM7 5AQ	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
Rayne Village Centre, CM77 6RQ	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Roxwell Village Centre, CM1 4NU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
The Rose & Crown, Chelmsford Road, Great Waltham, CM3 1AG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
<b>Outside Survey Area</b>														
4 Seasons Brasserie, The Waterfront, Eastbourne, BN23 5UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberystwyth Town Centre, SY23 2AE	0.6%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abington Pigotts Village Centre, SG8 0SD	0.2%	1	0.5%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Albury Village Centre, SG11 2JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre, SS14 1EB	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre, BA1 1LZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Beehive Centre Retail Park, Cambridge (Asda, Go Outdoors, Next Home, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birchanger Village Centre, CM23 5QJ	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birdbrook Village Centre, CO9 4BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Birmingham City Centre, B1 1BD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Green Village Centre, RG19 8JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford Town Centre	2.9%	9	3.8%	2	9.0%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Blackmore Village Centre, CM4 0RL	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Blue Strawberry Bistrot, The Street, Hatfield Peverel, CM3 2DW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe (Apple, Boots, Clarks, Costa, Superdry)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boreham Village Centre, CM3 3JE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bragbury End Village Centre, SG2 8TB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Braintree Town Centre	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	9
Braintree Village (Freepoint Outlet), Charter Way, Braintree (Armami, Calvin Klein, Clarkes, Costa, M&S Outlet)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branston Village Centre, LN4 1NB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Pelham Village Centre, SG9 0HE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre, CM14 4RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buntingford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-on-Crouch Town Centre, CM0 8HR	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Bury St Edmunds Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6							
Buxton Town Centre, SK17 6DE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Cambridge City Centre	1.9%	6	0.0%	0	0.0%	0	0.8%	0	0.0%	0	6.9%	6	0.0%	0
Cambridge Retail Park, Cambridge (Nando's, Boots, Homebase, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.9%	9	0.0%	0	4.9%	2	0.0%	0	0.0%	0	7.9%	7	0.9%	1
Chelmer Village Retail Park, Chelmsford (Next & Next Home, Boots, JD Sport, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	9.2%	29	0.0%	0	0.0%	0	23.9%	11	0.0%	0	0.0%	0	30.4%	18
Chichester City Centre, PO19 1PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre, CO6 2PA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eaton Socon Local Centre, Saint Neots, PE19 8EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping Town Centre, CM16 4AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre, GU9 7NA	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre, IP11 7BB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantchester Village Centre, CB3 9NF	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Shelford Village Centre, CB22 5LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yeldham Village Centre, CO9 4HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Halstead Town Centre, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow District Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Garden Centre, Canes Lane, Hastingwood, Harlow, CM17 9LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow (Argos, Dunelm, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre, TN34 1JE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Hatfield Peverel Village Centre, CM3 2EH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Town Centre, AL10 9RQ	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawkedon Village Centre, IP29 4NN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre, SG5 1HR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hundon Village Centre, CO10 8EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Lynn Town Centre, PE30 1BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kneesworth Village Centre, SG8 5JQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock (Argos, B&M, Currys PC World, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Letchworth Garden City Centre, SG6 3DN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Shelford Village Centre, CB22 5HG	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Little Waltham Village Centre, CM3 3NY	0.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1
Madingley Village Centre, CB23 8AB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Maldon Town Centre, CM9 5EP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matching Green Village Centre, CM17 0PZ	0.6%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maulden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.



# Uttlesford Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Melbourn Village Centre, SG8 6DB	0.1%	0	0.0%	0	0.0%	0	0.0%
Mulberry Tree Brewers Fayre, Braintree By Pass, Braintree, CM77 8GG	0.0%	0	0.0%	0	0.0%	0	0.0%
Newmarket Town Centre	0.8%	3	0.0%	0	0.0%	0	3.1%
Newton Village Centre, CB22 7PG	0.3%	1	0.0%	0	0.0%	0	5.3%
Ongar Village Centre, CM5 9AB	0.0%	0	0.0%	0	0.0%	0	0.0%
Princes Gate Retail Park, Harlow (Dreams, Wickes, B&M)	0.0%	0	0.0%	0	0.0%	0	0.0%
Puckeridge Village Centre, SG11 1RN	0.0%	0	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Chelmsford (Decathlon, Sports Direct, Smyths Toys, Matalan, McDonald's)	0.0%	0	0.0%	0	0.0%	0	0.0%
Roaring Meg Retail Park, Stevenage (Argos Boots, Currys, DFS, Smyths)	0.0%	0	0.0%	0	0.0%	0	0.0%
Roebuck Retail Park, Stevenage (Halfords, American Golf)	0.0%	0	0.0%	0	0.0%	0	0.0%
Royston Golf Club, Baldock Road, Royston, SG8 5BG	0.2%	1	0.0%	0	0.0%	0	3.1%
Royston Town Centre	2.9%	9	0.0%	0	0.0%	0	46.6%
Sawbridgeworth Town Centre, CM21 9EN	0.1%	0	0.0%	0	0.9%	0	0.0%
Scotsdales Garden Centre, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.0%	0	0.0%	0	0.0%	0	0.0%
Shinfield Village Centre, RG2 9BT	0.2%	1	0.0%	0	0.0%	0	0.9%
Spellbrook Village Centre, CM23 4AU	0.1%	0	0.0%	0	0.9%	0	0.0%
Stanstead Abbots Village Centre, SG12 8AS	0.0%	0	0.0%	0	0.0%	0	0.0%
Stapleford Village Centre, CB22 5BX	0.4%	1	0.0%	0	0.0%	0	1.5%
Stevenage Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Sudbury Town Centre, CO10 1RF	0.0%	0	0.0%	0	0.0%	0	0.0%
Taz Restaurant, Main Road, Rettendon Common, Chelmsford, CM3 8DY	0.0%	0	0.0%	0	0.0%	0	0.0%
The Fox and Goose, Wyse's Road, Chelmsford, CM1 3SN	0.1%	0	0.0%	0	0.0%	0	0.8%
The Highwayman, Great North Road, Graveley, Hitchin, SG4 7EH	0.1%	0	0.0%	0	0.0%	0	1.0%
The Lion Inn, Main Road, Boreham, CM3 3JA	0.0%	0	0.0%	0	0.0%	0	0.0%
The Oaks Retail Park, Harlow (B&Q, Bath Store, Home Bargains, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%
The Square and Compasses, Fuller Street, Fairstead, CM3 2BB	0.0%	0	0.0%	0	0.0%	0	0.0%
Tollgate Shopping Park, Tollgate West, Stanway (Argos, Boots, Dreams, Next, ScS)	0.0%	0	0.0%	0	0.0%	0	0.0%
Trumpington Village Centre, CB2 9HZ	0.0%	0	0.0%	0	0.0%	0	0.0%
Two Chimneys, Stotfold Road, Letchworth Garden City, SG6 4JS	0.0%	0	0.0%	0	0.0%	0	0.0%
Ware Town Centre, SG12 9XA	0.0%	0	0.0%	0	0.0%	0	0.0%

# Uttlesford Household Survey for Nexus Planning

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June 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
Winterton-on-Sea Village Centre, NR29 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre, CM8 1AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		317		65		42		46		20		84		60
Sample:		300		61		52		44		49		49		45

**GEN Gender of respondent.**

Male	31.2%	189	32.2%	35	35.3%	29	30.4%	28	34.3%	12	34.4%	60	22.0%	25
Female	68.8%	418	67.8%	73	64.7%	53	69.6%	65	65.7%	23	65.6%	115	78.0%	89
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

**AGE Could I ask how old you are please?**

18 – 24 years	6.9%	42	6.2%	7	4.6%	4	13.1%	12	2.7%	1	7.2%	13	4.9%	6
25 – 34 years	12.3%	74	14.1%	15	9.2%	8	16.8%	16	8.2%	3	12.6%	22	9.7%	11
35 – 44 years	17.7%	107	34.0%	36	10.0%	8	14.2%	13	11.9%	4	13.7%	24	18.5%	21
45 – 54 years	20.3%	123	18.2%	19	14.6%	12	17.8%	17	20.2%	7	30.5%	54	12.8%	15
55 – 64 years	19.7%	120	12.7%	14	33.2%	27	18.7%	17	15.4%	5	18.1%	32	21.3%	24
65+ years	23.2%	141	14.9%	16	28.4%	23	19.3%	18	41.7%	15	17.9%	31	32.8%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

**QUOTA Zone:**

Zone 1	17.7%	107	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.5%	82	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.3%	93	0.0%	0	0.0%	0	100.0%	93	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.8%	35	0.0%	0	0.0%	0	0.0%	0	100.0%	35	0.0%	0	0.0%	0
Zone 5	29.0%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	176	0.0%	0
Zone 6	18.7%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

**PC Postcode sector:**

CB10 1	3.3%	20	18.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB10 2	6.2%	38	35.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB11 3	3.6%	22	20.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB11 4	4.5%	28	25.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CB21 4	4.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	27	0.0%	0
CB21 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
CB22 3	4.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	25	0.0%	0
CB22 4	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0
CB9 0	4.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	29	0.0%	0
CB9 7	5.4%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	33	0.0%	0
CB9 8	4.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	26	0.0%	0
CB9 9	4.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	28	0.0%	0
CM1 4	8.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	50
CM22 6	5.1%	31	0.0%	0	38.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM22 7	3.7%	22	0.0%	0	27.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM23 1	1.6%	9	0.0%	0	11.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM24 8	3.1%	19	0.0%	0	23.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM3 1	3.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	19
CM6 1	6.8%	41	0.0%	0	0.0%	0	44.5%	41	0.0%	0	0.0%	0	0.0%	0
CM6 2	4.2%	26	0.0%	0	0.0%	0	27.4%	26	0.0%	0	0.0%	0	0.0%	0
CM6 3	4.3%	26	0.0%	0	0.0%	0	28.0%	26	0.0%	0	0.0%	0	0.0%	0
CM7 4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
CM7 5	5.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	30
CM77 6	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	11
SG8 7	4.0%	25	0.0%	0	0.0%	0	0.0%	0	69.5%	25	0.0%	0	0.0%	0
SG8 8	1.8%	11	0.0%	0	0.0%	0	0.0%	0	30.5%	11	0.0%	0	0.0%	0
Weighted base:		607		107		82		93		35		176		114
Sample:		607		105		101		100		101		100		100

## **Appendix 7:**

Data Tabulations

By Centre at Q27A

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>Q27A Which of those centres do you visit most often? [PR]</b>										
<i>Those who visit at least one of the centres at Q27</i>										
Saffron Walden	61.0%	272	100.0%	272	0.0%	0	0.0%	0	0.0%	0
Great Dunmow	27.1%	121	0.0%	0	100.0%	121	0.0%	0	0.0%	0
Stansted Mountfitchet	8.1%	36	0.0%	0	0.0%	0	100.0%	36	0.0%	0
Thaxted	3.8%	17	0.0%	0	0.0%	0	0.0%	0	100.0%	17
Base:		446		272		121		36		17

**Mean score [Times a month]: Daily = 28, At least two times a week = 8, At least once a week = 4, At least once a fortnight = 2, At least once a month = 1, At least every two months = 0.5, At least every 3 months = 0.333, At least every 6 months = 0.166, Less often than once every 6 months = 0.111**

### Q28A How often do you visit (CENTRE MENTIONED AT Q27A)?

*Those who visit at least one of the centres at Q27*

Daily	10.8%	48	9.6%	26	12.4%	15	11.1%	4	17.6%	3
At least two times a week	19.5%	87	15.4%	42	19.8%	24	38.9%	14	41.2%	7
At least once a week	22.9%	102	16.9%	46	34.7%	42	27.8%	10	23.5%	4
At least once a fortnight	10.3%	46	11.4%	31	9.1%	11	5.6%	2	11.8%	2
At least once a month	13.5%	60	17.3%	47	8.3%	10	8.3%	3	0.0%	0
At least every two months	5.6%	25	8.1%	22	1.7%	2	2.8%	1	0.0%	0
At least every 3 months	5.8%	26	5.9%	16	5.8%	7	5.6%	2	5.9%	1
At least every 6 months	5.4%	24	7.7%	21	2.5%	3	0.0%	0	0.0%	0
Less often than once every 6 months	4.0%	18	5.1%	14	3.3%	4	0.0%	0	0.0%	0
Have only visited once	0.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	7	1.5%	4	2.5%	3	0.0%	0	0.0%	0
Mean:		6.03		5.20		6.92		7.56		9.43
Base:		446		272		121		36		17

### Q28B How do you usually travel to (CENTRE MENTIONED AT Q27A)?

*Those who visit at least one of the centres at Q27*

Car / van (as driver)	66.6%	297	71.3%	194	66.9%	81	41.7%	15	41.2%	7
Car / van (as passenger)	8.3%	37	10.3%	28	5.0%	6	2.8%	1	11.8%	2
Bus (including the busway or guided bus), minibus or coach	3.4%	15	2.9%	8	5.0%	6	2.8%	1	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	21.1%	94	15.1%	41	22.3%	27	50.0%	18	47.1%	8
Taxi	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Base:		446		272		121		36		17

# Uttlesford Household Survey for Nexus Planning

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>Q29 What do you like most about (CENTRE MENTIONED AT Q27A)?</b>										
<i>Those who visit at least one of the centres at Q27</i>										
Choice and range of shops	20.0%	89	26.5%	72	7.4%	9	13.9%	5	17.6%	3
Strength of supermarket provision	1.8%	8	1.8%	5	1.7%	2	2.8%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.1%	14	2.6%	7	4.1%	5	5.6%	2	0.0%	0
Choice of services (hairdressers, banks etc)	1.8%	8	1.1%	3	3.3%	4	2.8%	1	0.0%	0
Environmental quality of centre	16.1%	72	21.7%	59	7.4%	9	8.3%	3	5.9%	1
Close to home	17.3%	77	5.5%	15	32.2%	39	41.7%	15	47.1%	8
Close to work	2.0%	9	0.0%	0	7.4%	9	0.0%	0	0.0%	0
Easily accessible by public transport	0.7%	3	0.4%	1	0.8%	1	2.8%	1	0.0%	0
Convenient car parking	2.5%	11	3.7%	10	0.8%	1	0.0%	0	0.0%	0
Free car parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	2.0%	9	2.9%	8	0.8%	1	0.0%	0	0.0%	0
Close to family / friends	0.9%	4	0.4%	1	2.5%	3	0.0%	0	0.0%	0
Compact / small town	1.6%	7	1.5%	4	2.5%	3	0.0%	0	0.0%	0
Easily accessible by car	0.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Familiar	2.2%	10	1.1%	3	1.7%	2	11.1%	4	5.9%	1
Good atmosphere / friendly people	4.5%	20	3.7%	10	6.6%	8	5.6%	2	0.0%	0
Good for a change / day out	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Market	4.9%	22	7.7%	21	0.8%	1	0.0%	0	0.0%	0
Quiet / not busy	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Range of independent shops	5.2%	23	5.9%	16	5.8%	7	0.0%	0	0.0%	0
Range of quality facilities	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Traditional / quaint	2.5%	11	2.9%	8	0.0%	0	2.8%	1	11.8%	2
(Nothing in particular)	8.7%	39	8.1%	22	13.2%	16	2.8%	1	0.0%	0
Base:		446		272		121		36		17

# Uttlesford Household Survey for Nexus Planning

	Total	Saffron Walden		Great Dunmow		Stansted Mountfitchet		Thaxted		
<b>Q30 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27A) more often?</b>										
<i>Those who visit at least one of the centres at Q27</i>										
<b>1st mention</b>										
Increased general choice and range of shops	13.9%	62	15.1%	41	14.1%	17	11.1%	4	0.0%	0
Improved food shops within the town centre	2.9%	13	1.5%	4	6.6%	8	0.0%	0	5.9%	1
Discount foodstores within the town centre	2.2%	10	0.7%	2	5.8%	7	2.8%	1	0.0%	0
Improved non-food shops within the town centre	5.2%	23	5.1%	14	6.6%	8	0.0%	0	5.9%	1
Improved leisure facilities	1.8%	8	1.8%	5	1.7%	2	2.8%	1	0.0%	0
Improved quality of shops	1.6%	7	0.7%	2	4.1%	5	0.0%	0	0.0%	0
More parking	7.2%	32	6.6%	18	3.3%	4	19.4%	7	17.6%	3
Cheaper parking	5.2%	23	5.1%	14	7.4%	9	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.3%	6	1.1%	3	1.7%	2	2.8%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.4%	2	0.4%	1	0.0%	0	2.8%	1	0.0%	0
Better security	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	1.1%	5	1.1%	3	1.7%	2	0.0%	0	0.0%	0
A petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better layout	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Less crowded / busy	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	2.0%	9	2.9%	8	0.0%	0	2.8%	1	0.0%	0
More / better independent shops	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
More affordable shops	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More health services	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
More planning within housing estates	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Poor road access / less road works	0.7%	3	0.7%	2	0.8%	1	0.0%	0	0.0%	0
Remove congestion charge	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.7%	3	0.7%	2	0.0%	0	0.0%	0	5.9%	1
Too many houses	0.4%	2	0.4%	1	0.0%	0	2.8%	1	0.0%	0
(Nothing / Nothing else)	46.0%	205	47.8%	130	38.8%	47	47.2%	17	64.7%	11
(Don't know)	2.9%	13	3.3%	9	3.3%	4	0.0%	0	0.0%	0
Base:		446		272		121		36		17

# Uttlesford Household Survey for Nexus Planning

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>2nd mention</b>										
Increased general choice and range of shops	3.1%	14	2.9%	8	4.1%	5	0.0%	0	5.9%	1
Improved food shops within the town centre	6.1%	27	2.2%	6	15.7%	19	5.6%	2	0.0%	0
Discount foodstores within the town centre	1.8%	8	1.1%	3	4.1%	5	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.7%	21	5.5%	15	4.1%	5	2.8%	1	0.0%	0
Improved leisure facilities	1.1%	5	1.5%	4	0.8%	1	0.0%	0	0.0%	0
Improved quality of shops	0.7%	3	0.7%	2	0.8%	1	0.0%	0	0.0%	0
More parking	2.7%	12	3.7%	10	1.7%	2	0.0%	0	0.0%	0
Cheaper parking	2.5%	11	1.8%	5	3.3%	4	2.8%	1	5.9%	1
Improved street cleaning	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Increased public transport	0.4%	2	0.4%	1	0.0%	0	2.8%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Better security	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
A petrol station	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve infrastructure	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	0.9%	4	0.7%	2	1.7%	2	0.0%	0	0.0%	0
More affordable shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More health services	0.4%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0
More planning within housing estates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove congestion charge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	66.6%	297	69.5%	189	56.2%	68	72.2%	26	82.4%	14
(Don't know)	5.4%	24	6.3%	17	3.3%	4	5.6%	2	5.9%	1
Base:		446		272		121		36		17

## Uttlesford Household Survey for Nexus Planning

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>3rd mention</b>										
Increased general choice and range of shops	4.5%	20	2.6%	7	10.7%	13	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	4	0.0%	0	2.5%	3	2.8%	1	0.0%	0
Discount foodstores within the town centre	1.8%	8	0.4%	1	5.8%	7	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.1%	5	1.1%	3	1.7%	2	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
A petrol station	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cash friendly parking meters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More affordable shops	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More health services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More planning within housing estates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove congestion charge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.2%	362	83.1%	226	71.9%	87	91.7%	33	94.1%	16
(Don't know)	6.3%	28	7.0%	19	5.0%	6	5.6%	2	5.9%	1
Base:		446		272		121		36		17



## Uttlesford Household Survey for Nexus Planning

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>Any mention</b>										
Increased general choice and range of shops	21.5%	96	20.6%	56	28.9%	35	11.1%	4	5.9%	1
Improved food shops within the town centre	9.9%	44	3.7%	10	24.8%	30	8.3%	3	5.9%	1
Discount foodstores within the town centre	5.8%	26	2.2%	6	15.7%	19	2.8%	1	0.0%	0
Improved non-food shops within the town centre	10.8%	48	12.1%	33	10.7%	13	2.8%	1	5.9%	1
Improved leisure facilities	3.6%	16	4.4%	12	2.5%	3	2.8%	1	0.0%	0
Improved quality of shops	2.2%	10	1.5%	4	5.0%	6	0.0%	0	0.0%	0
More parking	11.0%	49	11.4%	31	6.6%	8	19.4%	7	17.6%	3
Cheaper parking	7.6%	34	7.0%	19	10.7%	13	2.8%	1	5.9%	1
Improved street cleaning	0.7%	3	0.7%	2	0.8%	1	0.0%	0	0.0%	0
Increased public transport	1.8%	8	1.5%	4	1.7%	2	5.6%	2	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.7%	3	0.4%	1	0.0%	0	5.6%	2	0.0%	0
Better security	0.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	1.8%	8	1.5%	4	3.3%	4	0.0%	0	0.0%	0
A petrol station	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Better layout	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.7%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Cash friendly parking meters	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Improve infrastructure	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Less crowded / busy	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Less pedestrianisation	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
Less traffic congestion	2.2%	10	3.3%	9	0.0%	0	2.8%	1	0.0%	0
More / better independent shops	1.6%	7	1.5%	4	2.5%	3	0.0%	0	0.0%	0
More affordable shops	0.4%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0
More health services	0.7%	3	0.0%	0	0.0%	0	8.3%	3	0.0%	0
More planning within housing estates	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Poor road access / less road works	0.7%	3	0.7%	2	0.8%	1	0.0%	0	0.0%	0
Remove congestion charge	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Road maintenance	1.1%	5	1.5%	4	0.0%	0	0.0%	0	5.9%	1
Too many houses	0.4%	2	0.4%	1	0.0%	0	2.8%	1	0.0%	0
Base:		446		272		121		36		17

## **Appendix 8:**

Data Tabulations

By Centre at Q27A

(Weighted)

Weighted:

June 2023

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted
<b>Q27A Which of those centres do you visit most often? [PR]</b>					
<i>Those who visit at least one of the centres at Q27</i>					
Saffron Walden	61.8%	281	100.0%	281	0.0%
Great Dunmow	27.9%	127	0.0%	0	100.0%
Stansted Mountfitchet	7.2%	33	0.0%	0	0.0%
Thaxted	3.0%	14	0.0%	0	0.0%
Weighted base:		454	281	127	33
Sample:		446	272	121	36

**Mean score [Times a month]: Daily = 28, At least two times a week = 8, At least once a week = 4, At least once a fortnight = 2, At least once a month = 1, At least every two months = 0.5, At least every 3 months = 0.333, At least every 6 months = 0.166, Less often than once every 6 months = 0.111**

### Q28A How often do you visit (CENTRE MENTIONED AT Q27A)?

*Those who visit at least one of the centres at Q27*

Daily	11.7%	53	10.9%	31	14.9%	19	4.6%	1	15.0%	2
At least two times a week	21.3%	97	15.5%	44	24.1%	31	43.1%	14	60.5%	8
At least once a week	20.1%	92	15.0%	42	29.1%	37	31.3%	10	16.9%	2
At least once a fortnight	9.2%	42	9.9%	28	9.1%	12	4.7%	2	4.9%	1
At least once a month	14.9%	68	20.1%	56	8.0%	10	3.4%	1	0.0%	0
At least every two months	6.6%	30	9.4%	26	1.8%	2	3.6%	1	0.0%	0
At least every 3 months	4.8%	22	4.8%	13	4.1%	5	9.3%	3	2.7%	0
At least every 6 months	6.6%	30	9.4%	26	2.9%	4	0.0%	0	0.0%	0
Less often than once every 6 months	2.7%	12	3.4%	10	2.0%	3	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
	1.9%	9	1.3%	4	4.1%	5	0.0%	0	0.0%	0
<b>Mean:</b>		6.31		5.47		7.89		6.15		9.82
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17

### Q28B How do you usually travel to (CENTRE MENTIONED AT Q27A)?

*Those who visit at least one of the centres at Q27*

Car / van (as driver)	68.1%	309	68.9%	193	74.5%	95	51.6%	17	31.0%	4
Car / van (as passenger)	8.3%	38	11.2%	31	3.4%	4	1.1%	0	10.6%	1
Bus (including the busway or guided bus), minibus or coach	2.6%	12	2.0%	6	4.0%	5	3.6%	1	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	20.1%	91	17.2%	48	16.7%	21	42.5%	14	58.4%	8
Taxi	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.8%	4	0.7%	2	1.4%	2	0.0%	0	0.0%	0
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17

Weighted:

June 2023

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>Q29 What do you like most about (CENTRE MENTIONED AT Q27A)?</b>										
<i>Those who visit at least one of the centres at Q27</i>										
Choice and range of shops	23.0%	104	30.4%	85	7.4%	9	18.0%	6	26.2%	4
Strength of supermarket provision	1.5%	7	1.8%	5	0.7%	1	3.6%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.4%	16	3.0%	8	4.4%	6	4.7%	2	0.0%	0
Choice of services (hairdressers, banks etc)	1.3%	6	0.5%	1	2.5%	3	3.6%	1	0.0%	0
Environmental quality of centre	12.7%	58	17.0%	48	5.5%	7	8.3%	3	2.4%	0
Close to home	20.0%	91	6.8%	19	39.8%	51	41.9%	14	53.3%	7
Close to work	4.2%	19	0.0%	0	14.9%	19	0.0%	0	0.0%	0
Easily accessible by public transport	0.6%	3	0.6%	2	0.3%	0	1.1%	0	0.0%	0
Convenient car parking	2.3%	11	3.1%	9	1.4%	2	0.0%	0	0.0%	0
Free car parking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	1.6%	7	2.5%	7	0.3%	0	0.0%	0	0.0%	0
Close to family / friends	0.6%	3	0.1%	0	2.2%	3	0.0%	0	0.0%	0
Compact / small town	1.4%	6	1.1%	3	2.7%	3	0.0%	0	0.0%	0
Easily accessible by car	0.7%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Familiar	1.0%	4	0.6%	2	0.7%	1	4.4%	1	2.4%	0
Good atmosphere / friendly people	4.1%	19	4.6%	13	3.9%	5	2.3%	1	0.0%	0
Good for a change / day out	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Market	4.6%	21	7.3%	20	0.4%	1	0.0%	0	0.0%	0
Quiet / not busy	0.2%	1	0.1%	0	0.3%	0	0.0%	0	0.0%	0
Range of independent shops	5.0%	22	6.2%	17	4.0%	5	0.0%	0	0.0%	0
Range of quality facilities	0.7%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0
Traditional / quaint	2.8%	13	3.3%	9	0.0%	0	5.7%	2	10.6%	1
(Nothing in particular)	7.9%	36	8.1%	23	8.6%	11	6.2%	2	0.0%	0
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17

Weighted:

June 2023

	Total	Saffron Walden		Great Dunmow		Stansted Mountfitchet		Thaxted		
<b>Q30 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27A) more often?</b>										
<i>Those who visit at least one of the centres at Q27</i>										
<b>1st mention</b>										
Increased general choice and range of shops	13.5%	61	14.4%	40	14.6%	19	7.0%	2	0.0%	0
Improved food shops within the town centre	3.9%	18	1.7%	5	9.0%	11	0.0%	0	12.6%	2
Discount foodstores within the town centre	4.7%	21	1.7%	5	11.4%	14	6.2%	2	0.0%	0
Improved non-food shops within the town centre	6.5%	29	6.5%	18	7.5%	9	0.0%	0	13.4%	2
Improved leisure facilities	2.6%	12	2.7%	8	2.4%	3	3.6%	1	0.0%	0
Improved quality of shops	2.5%	11	1.4%	4	5.9%	8	0.0%	0	0.0%	0
More parking	6.4%	29	6.9%	19	1.6%	2	17.8%	6	12.8%	2
Cheaper parking	4.1%	18	3.2%	9	7.4%	9	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.3%	6	1.1%	3	1.8%	2	1.1%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.1%	0	0.0%	0	1.1%	0	0.0%	0
Better security	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.8%	3	0.4%	1	1.8%	2	0.0%	0	0.0%	0
A petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Better layout	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Better market	1.3%	6	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.5%	2	0.2%	1	1.5%	2	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Less crowded / busy	0.5%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.4%	6	2.2%	6	0.0%	0	1.1%	0	0.0%	0
More / better independent shops	0.2%	1	0.2%	1	0.3%	0	0.0%	0	0.0%	0
More affordable shops	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
More health services	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
More planning within housing estates	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Poor road access / less road works	0.6%	3	0.8%	2	0.4%	1	0.0%	0	0.0%	0
Remove congestion charge	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.3%	1	0.2%	1	0.0%	0	0.0%	0	4.0%	1
Too many houses	0.2%	1	0.1%	0	0.0%	0	1.1%	0	0.0%	0
(Nothing / Nothing else)	44.6%	202	48.8%	137	30.1%	38	58.6%	19	57.2%	8
(Don't know)	1.9%	9	1.7%	5	3.3%	4	0.0%	0	0.0%	0
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>2nd mention</b>										
Increased general choice and range of shops	3.4%	16	2.2%	6	6.0%	8	0.0%	0	13.4%	2
Improved food shops within the town centre	9.9%	45	2.9%	8	28.4%	36	2.3%	1	0.0%	0
Discount foodstores within the town centre	2.6%	12	1.6%	5	5.7%	7	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.3%	20	4.5%	13	5.2%	7	1.1%	0	0.0%	0
Improved leisure facilities	1.6%	7	1.9%	5	1.5%	2	0.0%	0	0.0%	0
Improved quality of shops	1.0%	4	1.4%	4	0.3%	0	0.0%	0	0.0%	0
More parking	2.4%	11	3.3%	9	1.2%	1	0.0%	0	0.0%	0
Cheaper parking	2.0%	9	2.1%	6	1.4%	2	3.6%	1	2.4%	0
Improved street cleaning	0.7%	3	0.1%	0	2.2%	3	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.1%	0	0.0%	0	1.1%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Better security	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.2%	1	0.2%	1	0.3%	0	0.0%	0	0.0%	0
A petrol station	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	0.6%	3	0.4%	1	1.1%	1	0.0%	0	0.0%	0
More affordable shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More health services	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
More planning within housing estates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove congestion charge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.4%	288	71.3%	200	40.4%	51	81.2%	27	71.6%	10
(Don't know)	6.2%	28	6.6%	19	4.4%	6	7.4%	2	12.6%	2
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17

Weighted:

June 2023

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>3rd mention</b>										
Increased general choice and range of shops	8.4%	38	3.5%	10	22.4%	28	0.0%	0	0.0%	0
Improved food shops within the town centre	1.3%	6	0.0%	0	3.7%	5	3.6%	1	0.0%	0
Discount foodstores within the town centre	3.3%	15	0.6%	2	10.5%	13	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.3%	6	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.9%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	4	0.4%	1	2.6%	3	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
A petrol station	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less crowded / busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent shops	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More affordable shops	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
More health services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More planning within housing estates	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor road access / less road works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove congestion charge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many houses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	74.2%	337	81.9%	230	51.9%	66	89.0%	29	87.4%	12
(Don't know)	7.8%	35	7.5%	21	7.9%	10	7.4%	2	12.6%	2
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17

# Uttlesford Household Survey for Nexus Planning

Weighted:

June 2023

	Total	Saffron Walden	Great Dunmow	Stansted Mountfitchet	Thaxted					
<b>Any mention</b>										
Increased general choice and range of shops	25.4%	115	20.1%	56	43.0%	55	7.0%	2	13.4%	2
Improved food shops within the town centre	15.1%	69	4.6%	13	41.1%	52	5.9%	2	12.6%	2
Discount foodstores within the town centre	10.6%	48	4.0%	11	27.6%	35	6.2%	2	0.0%	0
Improved non-food shops within the town centre	12.1%	55	13.1%	37	12.6%	16	1.1%	0	13.4%	2
Improved leisure facilities	5.1%	23	6.1%	17	3.9%	5	3.6%	1	0.0%	0
Improved quality of shops	3.5%	16	2.8%	8	6.2%	8	0.0%	0	0.0%	0
More parking	9.7%	44	10.5%	30	5.4%	7	17.8%	6	12.8%	2
Cheaper parking	6.1%	28	5.3%	15	8.8%	11	3.6%	1	2.4%	0
Improved street cleaning	1.1%	5	0.7%	2	2.2%	3	0.0%	0	0.0%	0
Increased public transport	1.4%	6	1.2%	3	1.8%	2	2.3%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.1%	0	0.0%	0	2.3%	1	0.0%	0
Better security	0.5%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A bank / more financial services	1.0%	5	0.6%	2	2.3%	3	0.0%	0	0.0%	0
A petrol station	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better advertising of town centre activities	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	2	0.6%	2	0.4%	1	0.0%	0	0.0%	0
Better layout	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Better market	1.3%	6	2.1%	6	0.0%	0	0.0%	0	0.0%	0
Better public toilets	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Bigger parking spaces	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Cash friendly parking meters	0.5%	2	0.2%	1	1.5%	2	0.0%	0	0.0%	0
Improve infrastructure	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Improved mobile phone signal	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Improved water quality	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less building work / construction	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Less crowded / busy	0.5%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Less pedestrianisation	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.2%	1	0.2%	1	0.3%	0	0.0%	0	0.0%	0
Less traffic congestion	1.5%	7	2.3%	6	0.0%	0	1.1%	0	0.0%	0
More / better independent shops	0.9%	4	0.8%	2	1.4%	2	0.0%	0	0.0%	0
More affordable shops	0.5%	2	0.6%	2	0.4%	1	0.0%	0	0.0%	0
More health services	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
More planning within housing estates	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Poor road access / less road works	0.6%	3	0.8%	2	0.4%	1	0.0%	0	0.0%	0
Remove congestion charge	0.4%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Remove cycle lane	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Road maintenance	0.6%	3	0.7%	2	0.0%	0	0.0%	0	4.0%	1
Too many houses	0.2%	1	0.1%	0	0.0%	0	1.1%	0	0.0%	0
Weighted base:		454		281		127		33		14
Sample:		446		272		121		36		17



## **Appendix 9:**

### **Example Questionnaire**

047A23 Uttlesford  
Uttlesford District Council - Retail Capacity Study

Good morning / afternoon / evening, I am ..... from NEMS market research, an independent market research company, and we are conducting a short survey in your area on behalf of Uttlesford District Council about shopping habits. Do you have time to answer some questions please? It will take about 5-6 minutes.

**QA** Are you the person responsible for the main food shopping in your household?

Yes  
No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

*Preface for the Convenience questions*

**READ OUT: In order to determine typical shopping patterns; on the following questions please EXCLUDE any unusual or special shopping trips you may have made due to the current COVID 19 situation.**

**Q01** At which store do you usually undertake your main food and grocery shopping?  
DO NOT READ OUT. ONE ANSWER ONLY.

#Conv Convenience List

CLOSE IF 'DON'T DO'  
OR 'DON'T KNOW'

**ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q02** Which retailer do you purchase your main food internet / home delivery shopping from?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Iceland
- 3 Sainsbury's
- 4 Tesco
- 5 Morrisons
- 6 Ocado
- 7 Other (PLEASE WRITE IN)
- 8 (Don't know / varies)

**Q03** What is the main reason you choose .... (STORE MENTIONED AT Q01) for your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Accessibility by public transport
- 2 Car parking prices
- 3 Car parking provision
- 4 Choice of food goods available
- 5 Choice of shops nearby selling non-food goods
- 6 Choice of shops selling food goods
- 7 Cleanliness
- 8 Delivery service
- 9 Easy to get to by car
- A Entertainment / events
- B Good internal layout
- C Good service / friendly staff
- D Habit / always use it / preference for retailer
- E Internet shopping is convenient
- F Lower prices
- G Loyalty card / points scheme
- H Near to home
- I Near to work
- J Nice shopping environment
- K Only one in the area / no other choice
- L Provision of leisure facilities nearby
- M Provision of services nearby, such as banks and other financial services
- N Public information, signposts and public facilities
- O Quality of food goods available
- P Quality of shops selling food goods
- Q Safety (during the day)
- R Safety (during the evening / night time)
- S Staff discount / work there
- T Value for money
- U Other (PLEASE WRITE IN)
- V (Don't know / no reason in particular)

**Q04** What, if anything, is the one thing you most dislike about .... (STORE MENTIONED AT Q01) ?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Change layout too often
- 2 Expensive parking
- 3 Difficult to get to
- 4 Expensive
- 5 Lack of cycle parking
- 6 Difficult to park / lack of parking
- 7 Lack of public transport
- 8 Limited range of goods
- 9 No petrol station
- A Poor internal layout
- B Poor quality
- C Preference for retailer
- D Staff rude / unhelpful
- E Too busy
- F Too far away
- G Too small
- H Other (PLEASE WRITE IN)
- I (Don't know)
- J (Nothing)

**Q05** How often do you normally do your main food shopping at .... (STORE MENTIONED AT Q01?)  
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 (Don't know / varies)

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q06** How do you normally travel to .... (STORE MENTIONED AT Q01)?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q07** How long did your last journey to .... (STORE MENTIONED AT Q01) take?  
DO NOT PROMPT. ONE ANSWER ONLY.

- X Amount of time taken to nearest whole minute (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

**Q08** How much on average does your household normally spend on main food and grocery shopping in a week?  
DO NOT PROMPT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / varies)
- Z (Refused)

**NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01**

**Q09** When you go main food shopping is your trip linked with any other activity?  
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - TAKE THEIR FIRST ANSWER

- |   |   |           |
|---|---|-----------|
| 1 | Yes – NON-FOOD shopping   | GO TO Q10 |
| 2 | Yes – other FOOD shopping   | GO TO Q10 |
| 3 | Yes – visiting services such as banks and other financial institutions  | GO TO Q10 |
| 4 | Yes – leisure activity  | GO TO Q11 |
| 5 | Yes – travelling to/from work   | GO TO Q11 |
| 6 | Yes – travelling to/from school/college/university                      | GO TO Q11 |
| 7 | Yes – getting petrol  | GO TO Q11 |
| 8 | Yes – visiting café / pub / restaurant                                  | GO TO Q11 |
| 9 | Yes – visiting family/friends   | GO TO Q11 |
| A | Yes – visiting health service such as doctor, dentist, hospital         | GO TO Q11 |
| B | Yes – visiting other service such as laundrette, hairdresser, recycling | GO TO Q11 |
| C | Yes – other activity (PLEASE WRITE IN)                                  | GO TO Q11 |
| D | (No activity)   | GO TO Q11 |
| E | (Don't know / varies)   | GO TO Q11 |

**ASK THOSE WHO SAID YES TO: "NON-FOOD", "OTHER FOOD" OR "SERVICES" AT Q9 OTHERS GO TO Q11**

**Q10** Where do you do this linked trip?  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q11** Do you make 'top up' shopping trips in between your main food shopping trip? Top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.  
DO NOT READ OUT. ONE ANSWER ONLY.

- |   |     |           |
|---|-----|-----------|
| 1 | Yes | GO TO Q12 |
| 2 | No  | GO TO Q15 |

**ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q11**

**Q12** Where do you usually undertake your 'top up' shopping?  
DO NOT READ OUT. ONE ANSWER ONLY.

#Conv Convenience List

**ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q11**

**Q13** How often do you make 'top up' shopping trips to .... (STORE MENTIONED AT Q12)?  
DO NOT READ OUT. ONE ANSWER ONLY.

- |   |                           |
|---|---------------------------|
| 1 | Daily                     |
| 2 | At least two times a week |
| 3 | At least once a week      |
| 4 | At least once a fortnight |
| 5 | At least once a month     |
| 6 | At least every two months |
| 7 | Less often                |
| 8 | Have only visited once    |
| 9 | (Don't know / varies)     |

**ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q11**

**Q14** Thinking more generally, how much does your household spend on average on 'top up' food and grocery shopping in a week? Once again, top up grocery shopping includes 'basket shops' in foodstores, purchases from speciality retailers such as bakers, butchers and greengrocers, and snacks bought from shops.  
DO NOT READ OUT. ONE ANSWER ONLY.

- |   |                                     |
|---|-------------------------------------|
| X | To the nearest £: (PLEASE WRITE IN) |
| Y | (Don't know / varies)               |
| Z | (Refused)                           |

*New questions to see how internet shopping has changed and may change post Covid*

**READ OUT: Now thinking about online grocery shopping before, during and after the covid lockdown.**

**LOCK1** BEFORE the Covid lockdown how often were you shopping online for groceries?  
DO NOT PROMPT. ONE ANSWER ONLY.

- |   |                         |
|---|-------------------------|
| 1 | Daily                   |
| 2 | 4-6 days a week         |
| 3 | 2-3 days a week         |
| 4 | One day a week          |
| 5 | Every two weeks         |
| 6 | Every three weeks       |
| 7 | Monthly                 |
| 8 | Once every two months   |
| 9 | Three-four times a year |
| A | Twice a year            |
| B | Once a year             |
| C | Less often              |
| D | Never                   |
| E | (Don't know)            |
| F | (Varies)                |

**LOCK2 DURING the Covid lockdown how often did you shop online for groceries?**  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Every three weeks
- 7 Monthly
- 8 Once every two months
- 9 Three-four times a year
- A Twice a year
- B Once a year
- C Less often
- D Never
- E (Don't know)
- F (Varies)

Using the data from LOCK2 compared to LOCK1 we will be able to create the question below:

**QA Online grocery shopping DURING lockdown compared to BEFORE lockdown:**

- 1 More
- 2 Same
- 3 Less
- 4 (Don't know /varies)

**LOCK3 NOW THAT the lockdown is lifted, how often do you think you will be shopping online for groceries?**  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Every three weeks
- 7 Monthly
- 8 Once every two months
- 9 Three-four times a year
- A Twice a year
- B Once a year
- C Less often
- D Never
- E (Don't know)
- F (Varies)

Using the data from LOCK3 compared to LOCK2 we will be able to create the question below:

**QB Online grocery shopping AFTER lockdown compared to DURING lockdown:**

- 1 More
- 2 Same
- 3 Less
- 4 (Don't know /varies)

Using the data from LOCK3 compared to LOCK1 we will be able to create the question below:

**QC Online grocery shopping AFTER lockdown compared to BEFORE lockdown:**

- 1 More
- 2 Same
- 3 Less
- 4 (Don't know /varies)

**READ OUT: We now have a few questions about where you go for non-food shopping. In answering these questions, the location may be a town centre, a retail park, a free-standing store, or it could be facilities such as the internet, TV shopping or catalogue. Again, please EXCLUDE any unusual or special shopping trips you may have made due to the current COVID 19 situation.**

**Q15 Where do you usually buy clothing or footwear goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q16 Where do you usually buy books, CDs, DVDs?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q17 Where do you usually buy small household goods such as home furnishings, jewellery, glass and china items?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q18 Where do you normally buy goods such as toys, games, bicycles and recreational goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q19 Where do you normally buy chemist goods (including health and beauty products)?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q20 Where do you normally electrical items, such as televisions, washing machines and computers?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q21 Where do you normally buy DIY or gardening goods?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

**Q22 Where do you normally buy furniture, carpets and floor coverings?**  
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comp Comparison List

*New questions to see how internet shopping has changed and may change post Covid*

**READ OUT: Now continuing to think about non-food shopping online before, during and after the covid lockdown.**

**LOCK4 BEFORE the Covid lockdown how often were you doing non-food shopping online?**  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Every three weeks
- 7 Monthly
- 8 Once every two months
- 9 Three-four times a year
- A Twice a year
- B Once a year
- C Less often
- D Never
- E (Don't know)
- F (Varies)

**LOCK5 DURING the Covid lockdown how often were you doing non-food shopping online?**  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Every three weeks
- 7 Monthly
- 8 Once every two months
- 9 Three-four times a year
- A Twice a year
- B Once a year
- C Less often
- D Never
- E (Don't know)
- F (Varies)

Using the data from LOCK5 compared to LOCK4 we will be able to create the question below:

**QD Non-food shopping online DURING lockdown compared to BEFORE lockdown:**

- 1 More
- 2 Same
- 3 Less
- 4 (Don't know /varies)

**LOCK6 NOW THAT the lockdown is lifted, how often do you think you will be doing non-food shopping online?**  
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Daily
- 2 4-6 days a week
- 3 2-3 days a week
- 4 One day a week
- 5 Every two weeks
- 6 Every three weeks
- 7 Monthly
- 8 Once every two months
- 9 Three-four times a year
- A Twice a year
- B Once a year
- C Less often
- D Never
- E (Don't know)
- F (Varies)

Using the data from LOCK6 compared to LOCK5 we will be able to create the question below:

**QE Non-food shopping online AFTER lockdown compared to DURING lockdown:**

- 1 More
- 2 Same
- 3 Less
- 4 (Don't know /varies)

Using the data from LOCK6 compared to LOCK4 we will be able to create the question below:

**QF Non-food shopping online AFTER lockdown compared to BEFORE lockdown:**

- 1 More
- 2 Same
- 3 Less
- 4 (Don't know /varies)

**Q23 Which of the following forms of shopping do you carry out?**  
READ OUT. CAN BE MULTICODED

- 1 Internet
- 2 Portable internet shopping (through mobile phone)
- 3 TV Shopping
- 3 (None of these)

GO TO Q27

**Q24 Which goods or services do you currently purchase via Internet or TV shopping?**  
DO NOT READ OUT. CAN BE MULTICODED

- 1 Baby items
- 2 Banking / finance
- 3 Books
- 4 CDs, DVDs, Vinyl (physical products)
- 5 Clothes / shoes
- 6 Computer / printer accessories
- 7 Console / PC games
- 8 Cosmetics / health / beauty / chemist goods
- 9 Craft / hobby items (including stationary)
- A DIY / hardware goods
- B Domestic electrical appliances (white goods)
- C Downloadable content (e.g. music / movies / tv / games / apps)
- D Food / groceries
- E Furniture / soft furnishings / floor coverings / carpets
- F Garden items
- G Gifts
- H Holiday and / or Travel / Event Tickets
- I Insurance
- J Jewellery
- K Mobile phone accessories
- L Musical instruments / accessories
- M Pet food / products
- N Small electrical items (e.g. kettles / toasters / hairdryers etc)
- O Small household goods
- P Sports goods
- Q Toys
- R TVs, Hi-Fi's, computers
- S Vehicle parts
- T Vehicles
- U Other (PLEASE WRITE IN)
- V (Don't know)

**Q25 Excluding what you've already mentioned - Which other goods or services are you likely to purchase in the future via Internet or TV shopping?**  
DO NOT READ OUT. CAN BE MULTICODED

- 1 Baby items
- 2 Banking / finance
- 3 Books
- 4 CDs, DVDs, Vinyl (physical products)
- 5 Clothes / shoes
- 6 Computer / printer accessories
- 7 Console / PC games
- 8 Cosmetics / health / beauty / chemist goods
- 9 Craft / hobby items (including stationary)
- A DIY / hardware goods
- B Domestic electrical appliances (white goods)
- C Downloadable content (e.g. music / movies / tv / games / apps)
- D Food / groceries
- E Furniture / soft furnishings / floor coverings / carpets
- F Garden items
- G Gifts
- H Holiday and / or Travel / Event Tickets
- I Insurance
- J Jewellery
- K Mobile phone accessories
- L Musical instruments / accessories
- M Pet food / products
- N Small electrical items (e.g. kettles / toasters / hairdryers etc)
- O Small household goods
- P Sports goods
- Q Toys
- R TVs, Hi-Fi's, computers
- S Vehicle parts
- T Vehicles
- U Other (PLEASE WRITE IN)
- V (Don't know)
- W (Nothing new / same goods as I currently am)

**Q26A For your last Internet or TV order, how did you receive your goods?**  
DO NOT READ OUT. CAN BE MULTICODED

- 1 Collection at store GO TO Q27
- 2 Home delivery GO TO Q27
- 3 Delivery to place of work GO TO Q27
- 4 Collection at click and collect hub GO TO Q26B
- 5 Collection at other location GO TO Q27
- 6 (Don't know / varies) GO TO Q27

**ASKED TO THOSE WHO SAID "COLLECTION AT CLICK AND COLLECT HUB" AT Q26A**

**Q26B Which click and collect hub did you collect your order from?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Full name and address of collection hub: (PLEASE WRITE IN)

*Qualitative questions concerning the town centres*

**READ OUT: I would now like to ask you some questions about your views on certain Town Centres as a place for shopping, leisure activities, and using other other town centre services. Again please state how you acted before the covid lockdown started.**

**Q27 Do you ever visit the following Centres?**  
READ OUT. CAN BE MULTICODED.

- 1 Saffron Walden
- 2 Great Dunmow
- 3 Stansted Mountfitchet
- 4 Thaxted
- 5 (Do not visit any of these centres) GO TO Q31

**Asked to those who mentioned more than one centre at Q27**

**Q27A Which of those centres do you visit most often?**  
READ OUT. ONE ANSWER ONLY.

- 1 Saffron Walden
- 2 Great Dunmow
- 3 Stansted Mountfitchet
- 4 Thaxted



**Q28A How often do you visit (CENTRE MENTIONED AT Q27A)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

**Q28B How do you usually travel to (CENTRE MENTIONED AT Q27A)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

**Q29 What do you like most about (CENTRE MENTIONED AT Q27A)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Choice and range of shops
- 2 Strength of supermarket provision
- 3 Choice of leisure facilities (restaurants, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Close to home
- 7 Close to work
- 8 Easily accessible by public transport
- 9 Convenient car parking
- A Free car parking
- B Other (PLEASE WRITE IN)
- C (Nothing in particular)

**Q30 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27A) more often?**  
DO NOT PROMPT. CODE FIRST 3 MENTIONS

1st Mention | 2nd Mention | 3rd Mention

- |   |  |           |
|---|--|-----------|
| 1 | Increased general choice and range of shops    | GO TO Q33 |
| 2 | Improved food shops within the town centre     | GO TO Q33 |
| 3 | Discount foodstores within the town centre     | GO TO Q33 |
| 4 | Improved non-food shops within the town centre | GO TO Q33 |
| 5 | Improved leisure facilities                    | GO TO Q33 |
| 6 | Improved quality of shops                      | GO TO Q33 |
| 7 | More parking                                   | GO TO Q33 |
| 8 | Cheaper parking                                | GO TO Q33 |
| 9 | Improved street cleaning                       | GO TO Q33 |
| A | Increased public transport                     | GO TO Q33 |
| B | Cheaper public transport                       | GO TO Q33 |
| C | Better environment                             | GO TO Q33 |
| D | Better security                                | GO TO Q33 |
| E | Longer opening hours                           | GO TO Q33 |
| F | Other (PLEASE WRITE IN)                        | GO TO Q33 |
| G | (Nothing / Nothing else)                       | GO TO Q33 |
| H | (Don't know)                                   | GO TO Q33 |

**ASK THOSE WHO DON'T VISIT ANY TOWN CENTRE AT Q27**

**Q31 Why don't you visit any of these Town Centres?**  
DO NOT READ OUT. CAN BE MULTICODED

- 1 Lack of choice and range of non-food shops
- 2 Lack of choice and range of food shops
- 3 Choice of leisure facilities (cinema, gym, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Too far away from home
- 7 Too far away from work
- 8 Not accessible by public transport
- 9 Inconveniently located car parking
- A Expensive car parking
- B Traffic congestion
- C Other (PLEASE WRITE IN)
- D (Nothing, no reason to visit)
- E (Don't know)

**ASK THOSE WHO DON'T VISIT ANY CENTRES AT Q27**

**Q32** Instead of these Town Centre's, which other larger centres do you usually visit?  
CAN BE MULTICODED.

- 1 Cambridge
- 2 Bury St Edmunds
- 3 Colchester
- 4 Braintree
- 5 Chelmsford
- 6 Harlow
- 7 Hertford
- 8 Stevenage
- 9 Others (PLEASE WRITE IN)
- A (None)

**READ OUT: We now have a few questions about food and beverage trips.**

**Q33** Which of these activities do you participate in?  
READ OUT. CAN BE MULTICODED.

- 1 Restaurants
- 2 Pub / bars / nightclubs
- 3 (None of these)

ASK Q34  
ASK Q35  
GO TO GEN

**ASKED TO THOSE WHO GO TO RESTAURANTS AT Q33**

**Q34** Which centre / facility did you last visit to go to a restaurant?  
DO NOT PROMPT. ONE ANSWER ONLY.

#Soc Social List

**ASKED TO THOSE WHO GO TO PUB, BARS OR NIGHTCLUBS AT Q33**

**Q35** Which centre / facility did you last visit to go to pubs, bars and nightclubs?  
DO NOT PROMPT. ONE ANSWER ONLY.

#Soc Social List

**GEN** Gender of respondent.  
DO NOT READ OUT. CODE FROM OBSERVATION

- 1 Male
- 2 Female

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

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

**Thank & close.**

## APPENDIX C – STATISTICAL TABLES

Uttlesford Retail Capacity Assessment  
Nexus Planning

2021 Prices

Table 1a: Population and convenience goods expenditure per capita

Zone	Population					Population Growth 2023-2041	Convenience expenditure per capita (excluding SFT)				
	2023	2026	2031	2036	2041		2023	2026	2031	2036	2041
1 - Uttlesford North	35,513	36,578	38,058	39,217	40,254	13.3%	£2,732	£2,699	£2,693	£2,704	£2,718
2 - Uttlesford West	27,225	28,042	29,176	30,065	30,859	13.3%	£2,589	£2,558	£2,553	£2,564	£2,576
3 - Uttlesford East	30,932	31,860	33,149	34,158	35,061	13.3%	£2,646	£2,615	£2,609	£2,620	£2,633
4 - Western Fringe	11,683	11,741	11,820	11,873	11,974	2.5%	£2,775	£2,741	£2,736	£2,747	£2,761
5 - Northern Fringe	56,164	56,451	56,864	57,287	58,024	3.3%	£2,548	£2,518	£2,512	£2,523	£2,535
6 - Eastern Fringe	37,128	37,656	38,398	39,076	39,855	7.3%	£2,618	£2,587	£2,582	£2,592	£2,605
<b>Total Study Area</b>	<b>198,645</b>	<b>202,328</b>	<b>207,464</b>	<b>211,676</b>	<b>216,027</b>	<b>8.8%</b>					

Notes:

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Population data for all zones is sourced from Experian MMG3 data (2021 report) for the year 2023. For Zones 1-3, which broadly align with Uttlesford District, we have forecast population based on Experian projections for 2023, and then applied growth rates as outlined in the ONS 2018 sub-national population projections. For all other zones, population figures are based on Experian projections to 2041.

c. Per capita expenditure figures are derived from Experian MMG3 data (2021 report) at 2021 - the 2021 figures are then projected to the assessment years using 'Ex. SFT adjusted for sales via stores' forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 1b: Total convenience goods expenditure available (excluding SFT)

Zones	Convenience expenditure (£m)					Growth % 2023-2041
	2023	2026	2031	2036	2041	
1 - Uttlesford North	£97.0	£98.7	£102.5	£106.1	£109.4	12.8%
2 - Uttlesford West	£70.5	£71.7	£74.5	£77.1	£79.5	12.8%
3 - Uttlesford East	£81.9	£83.3	£86.5	£89.5	£92.3	12.8%
4 - Western Fringe	£32.4	£32.2	£32.3	£32.6	£33.1	2.0%
5 - Northern Fringe	£143.1	£142.1	£142.9	£144.5	£147.1	2.8%
6 - Eastern Fringe	£97.2	£97.4	£99.1	£101.3	£103.8	6.8%
<b>Total Study Area</b>	<b>£522.1</b>	<b>£525.5</b>	<b>£537.8</b>	<b>£551.0</b>	<b>£565.2</b>	<b>8.3%</b>

Notes:

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

Table 1c: Convenience goods expenditure split between main food shopping and top-up food shopping spend (2023) (excluding SFT)

Zones	Convenience expenditure (£m)		
	Main Food	Top-Up	Total
1 - Uttlesford North	72.8	24.3	97.0
2 - Uttlesford West	52.9	17.6	70.5
3 - Uttlesford East	61.4	20.5	81.9
4 - Western Fringe	24.3	8.1	32.4
5 - Northern Fringe	107.3	35.8	143.1
6 - Eastern Fringe	72.9	24.3	97.2
<b>Total Study Area</b>	<b>391.6</b>	<b>130.5</b>	<b>522.1</b>

Notes:

a. Ratio of main food shopping to top-up food shopping is assumed to be 75:25 in line with Nexus professional judgement, as informed by the results of the NEMS household survey.

Table 2a:  
Main Food - (excluding SFT)  
Survey Results Shopping Patterns (%)

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	36.1%	92.6%	24.6%	86.0%	10.5%	0.4%	22.5%
In Centre	4.5%	16.0%	4.1%	7.0%	6.2%	0.4%	0.0%
Great Dunmow Town Centre	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Local Shops, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	3.4%	16.0%	0.0%	3.2%	6.2%	0.4%	0.0%
Local Shops, Saffron Walden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Hill Street, Saffron Walden	3.4%	16.0%	0.0%	3.2%	6.2%	0.4%	0.0%
Stansted Mountfichet Local Centre	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Local Shops, Stansted Mountfichet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cambridge Road, Stansted Mountfichet	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.5%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Local Shops, Bennet Canfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Clavering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Elsenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Felsted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Flitch Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Hatfield Broad Oak	0.4%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Hatfield Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Lindsell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Takeley	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wendens Ambo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	31.6%	76.5%	20.5%	79.0%	4.4%	0.0%	22.5%
Out of Centre - Great Dunmow	17.5%	0.0%	13.3%	71.8%	0.0%	0.0%	21.9%
Tesco Superstore, Stortford Road, Great Dunmow	17.5%	0.0%	13.3%	71.8%	0.0%	0.0%	21.9%
Out of Centre - Saffron Walden	14.1%	76.5%	7.2%	7.2%	4.4%	0.0%	0.5%
Aldi, Knight Park, Thaxted Road, Saffron Walden	5.7%	25.2%	7.2%	4.0%	3.7%	0.0%	0.5%
Nisa, Cromwell Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Pleasant Valley, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	8.3%	51.4%	0.0%	3.1%	0.7%	0.0%	0.0%
Out of Centre - Thaxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of Uttlesford District	63.9%	7.4%	75.4%	14.0%	89.5%	99.6%	77.5%
Inside of Study Area	26.0%	2.7%	0.0%	0.0%	0.0%	77.5%	10.4%
Haverhill	15.6%	0.4%	0.0%	0.0%	0.0%	50.9%	0.5%
Aldi, Lord's Croft Lane, Haverhill	6.7%	0.0%	0.0%	0.0%	0.0%	22.3%	0.0%
Iceland, High Street, Haverhill	0.8%	0.0%	0.0%	0.0%	0.0%	2.4%	0.5%
Lidl, Ehringhausen Way, Haverhill	2.2%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%
Local Shops, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	5.8%	0.4%	0.0%	0.0%	0.0%	18.9%	0.0%
Tesco Superstore, Cangle Road, Haverhill	7.5%	2.3%	0.0%	0.0%	0.0%	23.3%	0.5%
Elsewhere in the Study Area	0.3%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
Co-op, Church Street, Bocking, Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Linton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Sawston	1.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
Local Shops, Abington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Barley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Bumpstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Church End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Great Bardfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Great Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Sawston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Thriplow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wethersfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of Study Area	38.0%	4.8%	75.4%	14.0%	89.5%	22.1%	67.1%
Chelmsford	6.3%	0.0%	0.0%	6.9%	0.0%	0.0%	26.1%
Royston	4.4%	0.4%	0.0%	0.0%	78.9%	0.4%	0.0%
Harlow	1.3%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%
Cambridge	5.5%	0.0%	0.0%	0.0%	5.0%	17.4%	0.0%
Bishops Stortford	9.0%	3.0%	59.2%	0.0%	0.0%	0.0%	2.9%
Braintree	8.6%	1.3%	0.0%	6.7%	0.0%	0.0%	36.5%
Others outside the Study Area	2.8%	0.0%	6.1%	0.4%	5.5%	4.2%	1.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

- a. Figures may not add up due to rounding
- b. The data is derived from Appendix 1 the NEMS Report (Appendix B of the Study).

**Table 2b:**  
**Main Food - (excluding SFT)**  
**Weighted Shopping Patterns reflecting the mean spend at each location (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	35.4%	93.0%	20.9%	82.9%	11.6%	0.5%	20.4%
In Centre	4.3%	16.6%	2.5%	5.5%	7.2%	0.5%	0.0%
Great Dunmow Town Centre	0.3%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.3%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Local Shops, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	3.6%	16.6%	0.0%	3.4%	7.2%	0.5%	0.0%
Local Shops, Saffron Walden Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Hill Street, Saffron Walden	3.6%	16.6%	0.0%	3.4%	7.2%	0.5%	0.0%
Stansted Mountfichet Local Centre	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Local Shops, Stansted Mountfichet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cambridge Road, Stansted Mountfichet	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Bennet Canfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Clavering	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Elsenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Felsted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Flitch Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Hatfield Broad Oak	0.3%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Local Shops, Hatfield Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Lindsell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Takeley	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wendens Ambo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	31.1%	76.4%	18.3%	77.5%	4.4%	0.0%	20.4%
Out of Centre - Great Dunmow	17.1%	0.0%	12.3%	70.5%	0.0%	0.0%	20.0%
Tesco Superstore, Stortford Road, Great Dunmow	17.1%	0.0%	12.3%	70.5%	0.0%	0.0%	20.0%
Out of Centre - Saffron Walden	14.0%	76.4%	6.0%	7.0%	4.4%	0.0%	0.4%
Aldi, Knight Park, Thaxted Road, Saffron Walden	5.0%	21.8%	6.0%	3.6%	3.6%	0.0%	0.4%
Nisa, Cromwell Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Pleasant Valley, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	9.0%	54.6%	0.0%	3.4%	0.8%	0.0%	0.0%
Out of Centre - Thaxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of Uttlesford District	64.6%	7.0%	79.1%	17.1%	88.4%	99.5%	79.6%
Inside of Study Area	22.7%	2.5%	0.0%	0.0%	0.0%	72.4%	8.0%
Haverhill	13.4%	0.4%	0.0%	0.0%	0.0%	46.8%	0.3%
Aldi, Lord's Croft Lane, Haverhill	4.5%	0.0%	0.0%	0.0%	0.0%	16.0%	0.0%
Iceland, High Street, Haverhill	0.5%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%
Lidl, Ehringhausen Way, Haverhill	2.3%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%
Local Shops, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	6.1%	0.4%	0.0%	0.0%	0.0%	21.3%	0.0%
Tesco Superstore, Cangle Road, Haverhill	7.0%	2.1%	0.0%	0.0%	0.0%	23.1%	0.5%
Elsewhere in the Study Area	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Co-op, Church Street, Bocking, Braintree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Linton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Sawston	0.7%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Local Shops, Abington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Barley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Bumpstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Church End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Great Bardfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Great Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Sawston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Thriplow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wethersfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside of Study Area	42.0%	4.5%	79.1%	17.1%	88.4%	27.1%	71.6%
Chelmsford	9.5%	0.0%	0.0%	11.0%	0.0%	0.0%	36.4%
Royston	4.0%	0.4%	0.0%	0.0%	78.4%	0.3%	0.0%
Harlow	1.7%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%
Cambridge	7.1%	0.0%	0.0%	0.0%	8.6%	23.4%	0.0%
Bishops Stortford	9.4%	3.2%	58.2%	0.0%	0.0%	0.0%	3.1%
Braintree	7.7%	0.9%	0.0%	5.7%	0.0%	0.0%	31.1%
Others outside the Study Area	2.6%	0.0%	9.1%	0.4%	1.3%	3.4%	1.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

a. Figures may not add up due to rounding  
b. The data is calculated by taking the figures in table 2a, and adjusting them pro-rata to take account of the mean spend at each location as referenced in Appendix 6 of the NEMS Report (Appendix B of the Study). There are a number of locations for which respondents refused to state their spend, and hence the total Study's mean figure is utilised in such cases.

Table 2c:  
Main Food - (excluding SFT)  
Expenditure based on Weighted Shopping Patterns - (2023) (£m)

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£147.78	£67.66	£11.04	£50.91	£2.82	£0.49	£14.86
In Centre	£19.00	£12.08	£1.34	£3.35	£1.75	£0.49	£0.00
Great Dunmow Town Centre	£1.27	£0.00	£0.00	£1.27	£0.00	£0.00	£0.00
Co-op, White Street, Great Dunmow	£1.27	£0.00	£0.00	£1.27	£0.00	£0.00	£0.00
Local Shops, Great Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Saffron Walden Town Centre	£16.39	£12.08	£0.00	£2.08	£1.75	£0.49	£0.00
Local Shops, Saffron Walden Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Hill Street, Saffron Walden	£16.39	£12.08	£0.00	£2.08	£1.75	£0.49	£0.00
Stansted Mountfichet Local Centre	£0.29	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00
Local Shops, Stansted Mountfichet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Cambridge Road, Stansted Mountfichet	£0.29	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Thaxted Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Local Centres/Villages	£1.04	£0.00	£1.04	£0.00	£0.00	£0.00	£0.00
Local Shops, Bennet Canfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Clavering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Elsenham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Felsted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Flitch Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Hatfield Broad Oak	£0.96	£0.00	£0.96	£0.00	£0.00	£0.00	£0.00
Local Shops, Hatfield Heath	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Lindsell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Takeley	£0.09	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00
Local Shops, Wendens Ambo	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Local Centres/Villages - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Out of Centre	£128.77	£55.59	£9.70	£47.56	£1.07	£0.00	£14.86
Out of Centre - Great Dunmow	£64.34	£0.00	£6.51	£43.29	£0.00	£0.00	£14.55
Tesco Superstore, Startford Road, Great Dunmow	£64.34	£0.00	£6.51	£43.29	£0.00	£0.00	£14.55
Out of Centre - Saffron Walden	£64.43	£55.59	£3.19	£4.27	£1.07	£0.00	£0.32
Aldi, Knight Park, Thaxted Road, Saffron Walden	£22.41	£15.84	£3.19	£2.19	£0.87	£0.00	£0.32
Nisa, Cromwell Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Pleasant Valley, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£42.02	£39.75	£0.00	£2.08	£0.20	£0.00	£0.00
Out of Centre - Thaxted	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thaxted - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside of Uttlesford District	£243.79	£5.09	£41.84	£10.48	£21.49	£106.84	£58.04
Inside of Study Area	£85.35	£1.83	£0.00	£0.00	£0.00	£77.71	£5.81
Haverhill	£50.75	£0.32	£0.00	£0.00	£0.00	£50.23	£0.20
Aldi, Lord's Croft Lane, Haverhill	£17.19	£0.00	£0.00	£0.00	£0.00	£17.19	£0.00
Iceland, High Street, Haverhill	£1.74	£0.00	£0.00	£0.00	£0.00	£1.54	£0.20
Lidl, Ehringhausen Way, Haverhill	£8.60	£0.00	£0.00	£0.00	£0.00	£8.60	£0.00
Local Shops, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£23.22	£0.32	£0.00	£0.00	£0.00	£22.89	£0.00
Tesco Superstore, Cangle Road, Haverhill	£26.63	£1.51	£0.00	£0.00	£0.00	£24.79	£0.34
Elsewhere in the Study Area	£0.36	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00
Co-op, Church Street, Bocking, Braintree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, High Street, Linton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, High Street, Sawston	£2.69	£0.00	£0.00	£0.00	£0.00	£2.69	£0.00
Local Shops, Abington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Barley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Bumpstead	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Church End	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Great Bardfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Great Waltham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Sawston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Thriplow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Waltham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Wethersfield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£5.28	£0.00	£0.00	£0.00	£0.00	£0.00	£5.28
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Outside of Study Area	£158.44	£3.26	£41.84	£10.48	£21.49	£29.13	£52.23
Chelmsford	£33.28	£0.00	£0.00	£6.74	£0.00	£0.00	£26.54
Royston	£19.69	£0.28	£0.00	£0.00	£19.07	£0.33	£0.00
Harlow	£6.24	£0.00	£6.24	£0.00	£0.00	£0.00	£0.00
Cambridge	£27.27	£0.00	£0.00	£0.00	£2.10	£25.17	£0.00
Bishops Stortford	£35.36	£2.31	£30.77	£0.00	£0.00	£0.00	£2.28
Braintree	£26.90	£0.67	£0.00	£3.52	£0.00	£0.00	£22.71
Others outside the Study Area	£9.70	£0.00	£4.83	£0.23	£0.32	£3.63	£0.70
<b>TOTAL</b>	<b>£391.56</b>	<b>£72.75</b>	<b>£52.87</b>	<b>£61.39</b>	<b>£24.31</b>	<b>£107.33</b>	<b>£72.91</b>

Table 3a:  
Top-Up Food - (excluding SFT)  
Survey Results Shopping Patterns (%)

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	48.0%	95.4%	71.4%	89.4%	3.6%	9.3%	21.3%
In Centre	33.0%	55.6%	58.6%	61.2%	3.6%	6.6%	17.6%
Great Dunmow Town Centre	10.2%	2.2%	0.6%	43.4%	0.0%	0.0%	17.6%
Co-op, White Street, Great Dunmow	9.4%	2.2%	0.6%	38.4%	0.0%	0.0%	17.6%
Local Shops, Great Dunmow	0.8%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	10.8%	50.4%	0.0%	0.0%	0.0%	3.9%	0.0%
Local Shops, Saffron Walden Town Centre	2.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Hill Street, Saffron Walden	8.7%	39.7%	0.0%	0.0%	0.0%	3.9%	0.0%
Stansted Mountfichet Local Centre	3.5%	0.4%	25.8%	0.0%	0.0%	0.0%	0.0%
Local Shops, Stansted Mountfichet	1.9%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cambridge Road, Stansted Mountfichet	1.6%	0.4%	11.4%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	1.6%	0.4%	0.0%	10.1%	0.0%	0.0%	0.0%
Local Shops, Thaxted Local Centre	1.6%	0.4%	0.0%	10.1%	0.0%	0.0%	0.0%
Other Local Centres/Villages	6.9%	2.2%	32.2%	7.6%	3.6%	2.7%	0.0%
Local Shops, Bennet Canfield	0.5%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
Local Shops, Clavering	0.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Elsenham	2.1%	0.0%	9.4%	0.0%	0.0%	2.7%	0.0%
Local Shops, Felsted	0.5%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%
Local Shops, Flitch Green	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Local Shops, Hatfield Broad Oak	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Local Shops, Hatfield Heath	1.8%	0.0%	11.5%	1.7%	0.0%	0.0%	0.0%
Local Shops, Lindsell	0.1%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%
Local Shops, Takeley	0.6%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wendens Ambo	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Other Local Centres/Villages - Other	0.5%	2.2%	0.0%	0.5%	0.0%	0.0%	0.0%
Out of Centre	15.0%	39.8%	12.9%	28.2%	0.0%	2.6%	3.7%
Out of Centre - Great Dunmow	4.7%	0.0%	7.4%	20.2%	0.0%	0.0%	3.7%
Tesco Superstore, Stortford Road, Great Dunmow	4.7%	0.0%	7.4%	20.2%	0.0%	0.0%	3.7%
Out of Centre - Saffron Walden	10.0%	39.8%	5.5%	5.8%	0.0%	2.6%	0.0%
Aldi, Knight Park, Thaxted Road, Saffron Walden	3.5%	12.4%	5.5%	2.7%	0.0%	0.0%	0.0%
Nisa, Cromwell Road, Saffron Walden	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Pleasant Valley, Saffron Walden	2.6%	11.3%	0.0%	2.7%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	3.8%	15.2%	0.0%	0.5%	0.0%	2.6%	0.0%
Out of Centre - Thaxted	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Thaxted - Other	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Outside of Uttlesford District	52.0%	4.6%	28.6%	10.6%	96.4%	90.8%	78.7%
Inside of Study Area	30.6%	0.0%	0.0%	0.0%	22.3%	82.1%	28.3%
Haverhill	11.4%	0.0%	0.0%	0.0%	0.0%	37.8%	0.7%
Aldi, Lord's Croft Lane, Haverhill	2.7%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%
Iceland, High Street, Haverhill	3.1%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.9%	0.0%	0.0%	0.0%	0.0%	2.5%	0.7%
Local Shops, Haverhill	1.9%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%
Sainsbury's, Haycocks Road, Haverhill	2.9%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%
Tesco Superstore, Cangle Road, Haverhill	5.1%	0.0%	0.0%	0.0%	0.0%	17.2%	0.0%
Elsewhere in the Study Area	13.7%	10.3%	6.6%	8.4%	16.8%	19.1%	17.4%
Co-op, Church Street, Bocking, Braintree	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
Co-op, High Street, Linton	2.2%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%
Co-op, High Street, Sawston	3.3%	0.0%	0.0%	0.0%	0.9%	10.8%	0.0%
Local Shops, Abington	0.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Local Shops, Barley	0.6%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%
Local Shops, Bumpstead	0.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Local Shops, Church End	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Local Shops, Great Bardfield	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Local Shops, Great Waltham	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Local Shops, Sawston	1.8%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%
Local Shops, Thriplow	0.3%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%
Local Shops, Waltham	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%
Local Shops, Wethersfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%
Other	0.9%	0.0%	0.0%	0.0%	4.4%	0.0%	3.7%
Outside of Study Area	21.4%	4.6%	28.6%	10.6%	74.2%	8.7%	50.4%
Chelmsford	4.2%	0.0%	0.6%	1.1%	0.0%	0.0%	22.6%
Royston	3.8%	2.0%	0.0%	0.0%	67.0%	0.0%	0.0%
Harlow	1.3%	0.0%	8.5%	0.0%	0.0%	0.0%	0.7%
Cambridge	1.3%	0.4%	0.0%	0.0%	0.0%	4.1%	0.0%
Bishops Stortford	2.9%	0.0%	19.4%	1.7%	0.0%	0.0%	0.0%
Braintree	4.1%	0.0%	0.0%	5.1%	0.0%	0.0%	19.2%
Others outside the Study Area	3.9%	2.2%	0.0%	2.8%	7.2%	4.6%	7.8%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

- a. Figures may not add up due to rounding
- b. The data is derived from Appendix 1 the NEMS Report (Appendix B of the Study).



**Table 3b:**  
**Top-Up Food - (excluding SFT)**  
**Weighted Shopping Patterns reflecting the mean spend at each location (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>52.1%</b>	<b>94.8%</b>	<b>60.9%</b>	<b>86.2%</b>	<b>5.0%</b>	<b>12.3%</b>	<b>24.4%</b>
<b>In Centre</b>	<b>34.9%</b>	<b>57.4%</b>	<b>43.8%</b>	<b>58.2%</b>	<b>5.0%</b>	<b>9.3%</b>	<b>20.3%</b>
<b>Great Dunmow Town Centre</b>	<b>11.7%</b>	<b>1.9%</b>	<b>0.8%</b>	<b>47.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>20.3%</b>
Co-op, White Street, Great Dunmow	10.3%	1.9%	0.8%	39.2%	0.0%	0.0%	20.3%
Local Shops, Great Dunmow	1.4%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%
<b>Saffron Walden Town Centre</b>	<b>15.0%</b>	<b>54.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.6%</b>	<b>0.0%</b>
Local Shops, Saffron Walden Town Centre	2.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Hill Street, Saffron Walden	13.0%	46.6%	0.0%	0.0%	0.0%	6.6%	0.0%
<b>Stansted Mountfichet Local Centre</b>	<b>2.7%</b>	<b>0.3%</b>	<b>20.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Local Shops, Stansted Mountfichet	1.4%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cambridge Road, Stansted Mountfichet	1.3%	0.3%	9.9%	0.0%	0.0%	0.0%	0.0%
<b>Thaxted Local Centre</b>	<b>1.1%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>6.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Local Shops, Thaxted Local Centre	1.1%	0.3%	0.0%	6.2%	0.0%	0.0%	0.0%
<b>Other Local Centres/Villages</b>	<b>4.4%</b>	<b>0.0%</b>	<b>22.2%</b>	<b>4.2%</b>	<b>5.0%</b>	<b>2.6%</b>	<b>0.0%</b>
Local Shops, Bennet Canfield	0.4%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%
Local Shops, Clavering	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Local Shops, Elsenham	1.9%	0.0%	9.4%	0.0%	0.0%	2.6%	0.0%
Local Shops, Felsted	0.5%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Local Shops, Flitch Green	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Local Shops, Hatfield Broad Oak	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Hatfield Heath	1.0%	0.0%	6.9%	0.9%	0.0%	0.0%	0.0%
Local Shops, Lindsell	0.2%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%
Local Shops, Takeley	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wendens Ambo	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Other Local Centres/Villages - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>17.3%</b>	<b>37.4%</b>	<b>17.1%</b>	<b>28.0%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>4.1%</b>
<b>Out of Centre - Great Dunmow</b>	<b>4.9%</b>	<b>0.0%</b>	<b>8.1%</b>	<b>19.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.1%</b>
Tesco Superstore, Stortford Road, Great Dunmow	4.9%	0.0%	8.1%	19.4%	0.0%	0.0%	4.1%
<b>Out of Centre - Saffron Walden</b>	<b>12.1%</b>	<b>37.4%</b>	<b>9.0%</b>	<b>6.9%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>0.0%</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	5.4%	15.0%	9.0%	3.8%	0.0%	0.0%	0.0%
Nisa, Cromwell Road, Saffron Walden	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Pleasant Valley, Saffron Walden	2.7%	9.4%	0.0%	2.6%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	3.9%	12.5%	0.0%	0.5%	0.0%	3.1%	0.0%
<b>Out of Centre - Thaxted</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Thaxted - Other	0.3%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
<b>Outside of Uttlesford District</b>	<b>47.9%</b>	<b>5.2%</b>	<b>39.1%</b>	<b>13.8%</b>	<b>95.0%</b>	<b>87.7%</b>	<b>75.6%</b>
<b>Inside of Study Area</b>	<b>25.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.5%</b>	<b>82.3%</b>	<b>21.8%</b>
<b>Haverhill</b>	<b>12.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>44.9%</b>	<b>0.8%</b>
Aldi, Lord's Croft Lane, Haverhill	2.2%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%
Iceland, High Street, Haverhill	5.5%	0.0%	0.0%	0.0%	0.0%	20.7%	0.0%
Lidl, Ehringhausen Way, Haverhill	1.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.8%
Local Shops, Haverhill	0.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Sainsbury's, Haycocks Road, Haverhill	2.9%	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%
Tesco Superstore, Cangle Road, Haverhill	5.3%	0.0%	0.0%	0.0%	0.0%	19.9%	0.0%
<b>Elsewhere in the Study Area</b>	<b>8.4%</b>	<b>8.3%</b>	<b>4.3%</b>	<b>5.3%</b>	<b>16.1%</b>	<b>11.4%</b>	<b>8.3%</b>
Co-op, Church Street, Bocking, Braintree	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Co-op, High Street, Linton	1.8%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%
Co-op, High Street, Sawston	1.8%	0.0%	0.0%	0.0%	0.6%	6.7%	0.0%
Local Shops, Abington	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Local Shops, Barley	0.3%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%
Local Shops, Bumpstead	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Local Shops, Church End	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Local Shops, Great Bardfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Local Shops, Great Waltham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Local Shops, Sawston	0.7%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
Local Shops, Thriplow	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Local Shops, Waltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Wethersfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Morrisons, Dickens Place, Copperfield Road, Chelmsford	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%
Other	0.3%	0.0%	0.0%	0.0%	1.8%	0.0%	1.3%
<b>Outside of Study Area</b>	<b>22.1%</b>	<b>5.2%</b>	<b>39.1%</b>	<b>13.8%</b>	<b>84.6%</b>	<b>5.4%</b>	<b>53.8%</b>
Chelmsford	3.1%	0.0%	0.3%	0.9%	0.0%	0.0%	17.7%
Royston	3.4%	1.5%	0.0%	0.0%	74.4%	0.0%	0.0%
Harlow	2.0%	0.0%	13.2%	0.0%	0.0%	0.0%	2.0%
Cambridge	0.4%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Bishops Stortford	3.5%	0.0%	25.6%	1.9%	0.0%	0.0%	0.0%
Braintree	5.9%	0.0%	0.0%	7.6%	0.0%	0.0%	28.7%
Others outside the Study Area	3.7%	3.7%	0.0%	3.4%	10.2%	3.7%	5.4%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

a. Figures may not add up due to rounding  
b. The data is calculated by taking the figures in table 2a, and adjusting them pro-rata to take account of the mean spend at each location as referenced in Appendix 6 the NEMS Report (Appendix B of the Study). There are a number of locations for which respondents refused to state their spend, and hence the total Study's mean figure is utilised in such cases.

**Table 3c:**  
**Top-Up Food - (excluding SFT)**  
**Expenditure based on Weighted Shopping Patterns - (2023) (£m)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£62.12	£23.00	£10.73	£17.65	£0.40	£4.42	£5.92
In Centre	£42.20	£13.92	£7.71	£11.92	£0.40	£3.32	£4.94
Great Dunmow Town Centre	£15.33	£0.47	£0.13	£9.79	£0.00	£0.00	£4.94
Co-op, White Street, Great Dunmow	£13.56	£0.47	£0.13	£8.02	£0.00	£0.00	£4.94
Local Shops, Great Dunmow	£1.77	£0.00	£0.00	£1.77	£0.00	£0.00	£0.00
Saffron Walden Town Centre	£15.69	£13.31	£0.00	£0.00	£0.00	£2.37	£0.00
Local Shops, Saffron Walden Town Centre	£2.01	£2.01	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Hill Street, Saffron Walden	£13.68	£11.31	£0.00	£0.00	£0.00	£2.37	£0.00
Stansted Mountfichet Local Centre	£3.73	£0.06	£3.67	£0.00	£0.00	£0.00	£0.00
Local Shops, Stansted Mountfichet	£1.92	£0.00	£1.92	£0.00	£0.00	£0.00	£0.00
Tesco Express, Cambridge Road, Stansted Mountfichet	£1.81	£0.06	£1.74	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre	£1.33	£0.07	£0.00	£1.26	£0.00	£0.00	£0.00
Local Shops, Thaxted Local Centre	£1.33	£0.07	£0.00	£1.26	£0.00	£0.00	£0.00
Other Local Centres/Villages	£6.13	£0.00	£3.91	£0.87	£0.40	£0.94	£0.00
Local Shops, Bennet Canfield	£0.59	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00
Local Shops, Clavering	£0.34	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00
Local Shops, Elsenham	£2.60	£0.00	£1.66	£0.00	£0.00	£0.94	£0.00
Local Shops, Felsted	£0.60	£0.00	£0.00	£0.60	£0.00	£0.00	£0.00
Local Shops, Flitch Green	£0.09	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00
Local Shops, Hatfield Broad Oak	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Hatfield Heath	£1.40	£0.00	£1.22	£0.18	£0.00	£0.00	£0.00
Local Shops, Lindsell	£0.36	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00
Local Shops, Takeley	£0.11	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00
Local Shops, Wendens Ambo	£0.04	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00
Other Local Centres/Villages - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Out of Centre	£19.92	£9.08	£3.02	£5.73	£0.00	£1.10	£0.99
Out of Centre - Great Dunmow	£6.39	£0.00	£1.43	£3.97	£0.00	£0.00	£0.99
Tesco Superstore, Stortford Road, Great Dunmow	£6.39	£0.00	£1.43	£3.97	£0.00	£0.00	£0.99
Out of Centre - Saffron Walden	£13.18	£9.08	£1.59	£1.41	£0.00	£1.10	£0.00
Aldi, Knight Park, Thaxted Road, Saffron Walden	£5.99	£3.63	£1.59	£0.77	£0.00	£0.00	£0.00
Nisa, Cromwell Road, Saffron Walden	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Pleasant Valley, Saffron Walden	£2.81	£2.28	£0.00	£0.53	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£4.23	£3.02	£0.00	£0.10	£0.00	£1.10	£0.00
Out of Centre - Thaxted	£0.35	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00
Thaxted - Other	£0.35	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00
Outside of Uttlesford District	£68.40	£1.25	£6.89	£2.82	£7.70	£31.36	£18.38
Inside of Study Area	£35.57	£0.00	£0.00	£0.00	£0.85	£29.43	£5.29
Haverhill	£16.28	£0.00	£0.00	£0.00	£0.00	£16.07	£0.21
Aldi, Lord's Croft Lane, Haverhill	£2.99	£0.00	£0.00	£0.00	£0.00	£2.99	£0.00
Iceland, High Street, Haverhill	£7.41	£0.00	£0.00	£0.00	£0.00	£7.41	£0.00
Lidl, Ehringhausen Way, Haverhill	£1.32	£0.00	£0.00	£0.00	£0.00	£1.11	£0.21
Local Shops, Haverhill	£0.66	£0.00	£0.00	£0.00	£0.00	£0.66	£0.00
Sainsbury's, Haycocks Road, Haverhill	£3.90	£0.00	£0.00	£0.00	£0.00	£3.90	£0.00
Tesco Superstore, Cangle Road, Haverhill	£7.11	£0.00	£0.00	£0.00	£0.00	£7.11	£0.00
Elsewhere in the Study Area	£11.25	£2.01	£0.75	£1.09	£1.30	£4.08	£2.02
Co-op, Church Street, Bocking, Braintree	£0.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94
Co-op, High Street, Linton	£2.37	£0.00	£0.00	£0.00	£0.00	£2.37	£0.00
Co-op, High Street, Sawston	£2.46	£0.00	£0.00	£0.00	£0.05	£2.41	£0.00
Local Shops, Abington	£0.14	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00
Local Shops, Barley	£0.59	£0.00	£0.00	£0.00	£0.59	£0.00	£0.00
Local Shops, Bumpstead	£0.35	£0.00	£0.00	£0.00	£0.00	£0.35	£0.00
Local Shops, Church End	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Local Shops, Great Bardfield	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Local Shops, Great Waltham	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24
Local Shops, Sawston	£0.98	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00
Local Shops, Thriplow	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00
Local Shops, Waltham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local Shops, Wethersfield	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£3.22	£0.00	£0.00	£0.00	£0.00	£0.00	£3.22
Other	£0.47	£0.00	£0.00	£0.00	£0.15	£0.00	£0.32
Outside of Study Area	£32.83	£1.25	£6.89	£2.82	£6.85	£1.93	£13.09
Chelmsford	£4.54	£0.00	£0.05	£0.17	£0.00	£0.00	£4.31
Royston	£6.38	£0.36	£0.00	£0.00	£6.03	£0.00	£0.00
Harlow	£2.81	£0.00	£2.32	£0.00	£0.00	£0.00	£0.49
Cambridge	£0.60	£0.00	£0.00	£0.00	£0.00	£0.60	£0.00
Bishops Stortford	£4.91	£0.00	£4.52	£0.40	£0.00	£0.00	£0.00
Braintree	£8.53	£0.00	£0.00	£1.55	£0.00	£0.00	£6.98
Others outside the Study Area	£5.06	£0.90	£0.00	£0.70	£0.83	£1.33	£1.30
<b>TOTAL</b>	<b>£130.52</b>	<b>£24.25</b>	<b>£17.62</b>	<b>£20.46</b>	<b>£8.10</b>	<b>£35.78</b>	<b>£24.30</b>



**Table 4b:**  
**Convenience Goods - (excluding SFT)**  
**Expenditure based on Weighted Shopping Patterns - (2023) (£m)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>£209.9</b>	<b>£90.7</b>	<b>£21.8</b>	<b>£68.6</b>	<b>£3.2</b>	<b>£4.9</b>	<b>£20.8</b>
<b>In Centre</b>	<b>£61.2</b>	<b>£26.0</b>	<b>£9.1</b>	<b>£15.3</b>	<b>£2.2</b>	<b>£3.8</b>	<b>£4.9</b>
<b>Great Dunmow Town Centre</b>	<b>£16.6</b>	<b>£0.5</b>	<b>£0.1</b>	<b>£11.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.9</b>
Co-op, White Street, Great Dunmow	£14.8	£0.5	£0.1	£9.3	£0.0	£0.0	£4.9
Local Shops, Great Dunmow	£1.8	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0
<b>Saffron Walden Town Centre</b>	<b>£32.1</b>	<b>£25.4</b>	<b>£0.0</b>	<b>£2.1</b>	<b>£1.8</b>	<b>£2.9</b>	<b>£0.0</b>
Local Shops, Saffron Walden Town Centre	£2.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, Hill Street, Saffron Walden	£30.1	£23.4	£0.0	£2.1	£1.8	£2.9	£0.0
<b>Stansted Mountfichet Local Centre</b>	<b>£4.0</b>	<b>£0.1</b>	<b>£4.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Local Shops, Stansted Mountfichet	£1.9	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cambridge Road, Stansted Mountfichet	£2.1	£0.1	£2.0	£0.0	£0.0	£0.0	£0.0
<b>Thaxted Local Centre</b>	<b>£1.3</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Local Shops, Thaxted Local Centre	£1.3	£0.1	£0.0	£1.3	£0.0	£0.0	£0.0
<b>Other Local Centres/Villages</b>	<b>£7.2</b>	<b>£0.0</b>	<b>£5.0</b>	<b>£0.9</b>	<b>£0.4</b>	<b>£0.9</b>	<b>£0.0</b>
Local Shops, Bennet Canfield	£0.6	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0
Local Shops, Clavering	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Local Shops, Elsenham	£2.6	£0.0	£1.7	£0.0	£0.0	£0.9	£0.0
Local Shops, Felsted	£0.6	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0
Local Shops, Flitch Green	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Local Shops, Hatfield Broad Oak	£1.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0
Local Shops, Hatfield Heath	£1.4	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0
Local Shops, Lindsell	£0.4	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0
Local Shops, Takeley	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Local Shops, Wendens Ambo	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Local Centres/Villages - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Out of Centre</b>	<b>£148.7</b>	<b>£64.7</b>	<b>£12.7</b>	<b>£53.3</b>	<b>£1.1</b>	<b>£1.1</b>	<b>£15.9</b>
<b>Out of Centre - Great Dunmow</b>	<b>£70.7</b>	<b>£0.0</b>	<b>£7.9</b>	<b>£47.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£15.5</b>
Tesco Superstore, Stortford Road, Great Dunmow	£70.7	£0.0	£7.9	£47.3	£0.0	£0.0	£15.5
<b>Out of Centre - Saffron Walden</b>	<b>£77.6</b>	<b>£64.7</b>	<b>£4.8</b>	<b>£5.7</b>	<b>£1.1</b>	<b>£1.1</b>	<b>£0.3</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£28.4	£19.5	£4.8	£3.0	£0.9	£0.0	£0.3
Nisa, Cromwell Road, Saffron Walden	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Pleasant Valley, Saffron Walden	£2.8	£2.3	£0.0	£0.5	£0.0	£0.0	£0.0
Tesco Superstore, Radwinter Road, Saffron Walden	£46.3	£42.8	£0.0	£2.2	£0.2	£1.1	£0.0
<b>Out of Centre - Thaxted</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Premier Stores, Mill End, Thaxted	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0
<b>Outside of Uttlesford District</b>	<b>£312.2</b>	<b>£6.3</b>	<b>£48.7</b>	<b>£13.3</b>	<b>£29.2</b>	<b>£138.2</b>	<b>£76.4</b>
<b>Inside of Study Area</b>	<b>£120.9</b>	<b>£1.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£107.1</b>	<b>£11.1</b>
<b>Haverhill</b>	<b>£67.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£66.3</b>	<b>£0.4</b>
Aldi, Lord's Croft Lane, Haverhill	£20.2	£0.0	£0.0	£0.0	£0.0	£20.2	£0.0
Iceland, High Street, Haverhill	£9.2	£0.0	£0.0	£0.0	£0.0	£9.0	£0.2
Lidl, Ehringhausen Way, Haverhill	£9.9	£0.0	£0.0	£0.0	£0.0	£9.7	£0.2
Local Shops, Haverhill	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0
Sainsbury's, Haycocks Road, Haverhill	£27.1	£0.3	£0.0	£0.0	£0.0	£26.8	£0.0
Tesco Superstore, Cangle Road, Haverhill	£33.7	£1.5	£0.0	£0.0	£0.0	£31.9	£0.3
<b>Elsewhere in the Study Area</b>	<b>£11.6</b>	<b>£2.0</b>	<b>£1.1</b>	<b>£1.1</b>	<b>£1.3</b>	<b>£4.1</b>	<b>£2.0</b>
Co-op, Church Street, Bocking, Braintree	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Co-op, High Street, Linton	£2.4	£0.0	£0.0	£0.0	£0.0	£2.4	£0.0
Co-op, High Street, Sawston	£5.1	£0.0	£0.0	£0.0	£0.0	£5.1	£0.0
Local Shops, Abington	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Local Shops, Barley	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0
Local Shops, Bumpstead	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0
Local Shops, Church End	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Local Shops, Great Bardfield	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Local Shops, Great Waltham	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Local Shops, Sawston	£1.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0
Local Shops, Thriplow	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
Local Shops, Waltham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local Shops, Wethersfield	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Morrisons, Dickens Place, Copperfield Road, Chelmsford	£8.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5
Other	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3
<b>Outside of Study Area</b>	<b>£191.3</b>	<b>£4.5</b>	<b>£48.7</b>	<b>£13.3</b>	<b>£28.3</b>	<b>£31.1</b>	<b>£65.3</b>
Chelmsford	£37.8	£0.0	£0.1	£6.9	£0.0	£0.0	£30.8
Royston	£26.1	£0.6	£0.0	£0.0	£25.1	£0.3	£0.0
Harlow	£9.1	£0.0	£8.6	£0.0	£0.0	£0.0	£0.5
Cambridge	£27.9	£0.0	£0.0	£0.0	£2.1	£25.8	£0.0
Bishops Stortford	£40.3	£2.3	£35.3	£0.4	£0.0	£0.0	£2.3
Braintree	£35.4	£0.7	£0.0	£5.1	£0.0	£0.0	£29.7
Others outside the Study Area	£14.8	£0.9	£4.8	£0.9	£1.1	£5.0	£2.0
<b>TOTAL</b>	<b>£522.1</b>	<b>£97.0</b>	<b>£70.5</b>	<b>£81.9</b>	<b>£32.4</b>	<b>£143.1</b>	<b>£97.2</b>

Table 5: Convenience goods benchmark (2023)

Destination	Gross Retail Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Survey Turnover (With Inflow from Beyond Study Area) (£m)	Trading Position against Benchmark (£m)	Trading Position against Benchmark (%)
<b>Uttlesford District</b>					£113.9	£209.9	£211.5	£97.6	85.6%
<b>In Centre</b>					£47.5	£61.2	£62.8	£15.3	32.3%
<b>Great Dunmow Town Centre</b>					£8.7	£16.6	£16.6	£7.9	90.9%
Co-op, White Street, Great Dunmow		725	645	10,753	£6.9	£14.8	£14.8	£7.9	114.0%
Local Shops, Great Dunmow					£1.8	£1.8	£1.8	£0.0	0.0%
<b>Saffron Walden Town Centre</b>					£25.7	£32.1	£33.7	£8.0	30.9%
Local Shops, Saffron Walden Town Centre					£2.1	£2.0	£2.1	£0.0	0.0%
Waitrose, Hill Street, Saffron Walden	3162	2213	1811	13,040	£23.6	£30.1	£31.6	£8.0	33.7%
<b>Stansted Mountfichet Local Centre</b>					£4.5	£4.0	£4.0	-£0.5	-11.3%
Local Shops, Stansted Mountfichet					£1.9	£1.9	£1.9	£0.0	0.0%
Tesco Express, Cambridge Road, Stansted Mountfichet	353	300	203	12,823	£2.6	£2.1	£2.1	-£0.5	-19.6%
<b>Thaxted Local Centre</b>					£1.3	£1.3	£1.3	£0.0	0.0%
Local Shops, Thaxted Local Centre					£1.3	£1.3	£1.3	£0.0	0.0%
<b>Other Local Centres/Villages</b>					£7.2	£7.2	£7.2	£0.0	0.0%
Local Shops, Bennet Canfield					£0.6	£0.6	£0.6	£0.0	0.0%
Local Shops, Clavering					£0.3	£0.3	£0.3	£0.0	0.0%
Local Shops, Elsenham					£2.6	£2.6	£2.6	£0.0	0.0%
Local Shops, Felsted					£0.6	£0.6	£0.6	£0.0	0.0%
Local Shops, Flitch Green					£0.1	£0.1	£0.1	£0.0	0.0%
Local Shops, Hatfield Broad Oak					£1.0	£1.0	£1.0	£0.0	0.0%
Local Shops, Hatfield Heath					£1.4	£1.4	£1.4	£0.0	0.0%
Local Shops, Lindsell					£0.4	£0.4	£0.4	£0.0	0.0%
Local Shops, Takeley					£0.2	£0.2	£0.2	£0.0	0.0%
Local Shops, Wendens Ambo					£0.0	£0.0	£0.0	£0.0	0.0%
Other Local Centres/Villages - Other					£0.0	£0.0	£0.0	£0.0	0.0%
<b>Out of Centre</b>					£66.5	£148.7	£148.7	£82.2	123.7%
<b>Out of Centre - Great Dunmow</b>					£25.6	£70.7	£70.7	£45.2	176.6%
Tesco Superstore, Stortford Road, Great Dunmow	4202	2941	1994	12,823	£25.6	£70.7	£70.7	£45.2	176.6%
<b>Out of Centre - Saffron Walden</b>					£40.6	£77.6	£77.6	£37.1	91.4%
Aldi, Knight Park, Thaxted Road, Saffron Walden	1523	1066	934	10,375	£9.7	£28.4	£28.4	£18.7	193.1%
Nisa, Cromwell Road, Saffron Walden					£0.2	£0.2	£0.2	£0.0	0.0%
Tesco Express, Pleasant Valley, Saffron Walden	396	337	228	12,823	£2.9	£2.8	£2.8	-£0.1	-4.0%
Tesco Superstore, Radwinter Road, Saffron Walden	4566	3196	2167	12,823	£27.8	£46.3	£46.3	£18.5	66.5%
<b>Out of Centre - Thaxted</b>					£0.4	£0.4	£0.4	£0.0	0.0%
Thaxted - Other					£0.4	£0.4	£0.4	£0.0	0.0%

Notes:

- a. Due to the level of data available, the benchmarking exercise is informed by research collected in relation to the larger national supermarket operators only (namely Tesco, Sainsbury, Asda, Morrisons, Waitrose, M&S, Aldi and Lidl), based on the destinations listed in Tables 2 and 3 - the relevant stores are shown in blue. Assumption is made that all other stores are trading at 'equilibrium' with benchmark - shown in black.
- b. The gross retail floorspace has been sourced from Valuation Office Agency (VOA).
- c. Net sales area is based on Nexus Planning professional judgement.
- d. The proportion of net floorspace dedicated to convenience goods sales is taken from the company benchmark average (sourced from GlobalData 2022).
- e. The average sales density has been sourced from GlobalData 2022.
- f. For the stores shown in blue, the benchmark convenience turnover is calculated by multiplying the sales area by the sales density. It is assumed that all other stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey in table 4b plus the 2% inflow).
- g. Survey derived performance of stores is sourced from Table 4b.

Figures may not add up due to rounding  
2021 prices

Table 6a: Convenience goods market share derived turnover (based on household survey results, as weighted)

	% Market Share	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2031 Survey Turnover (£m)	2036 Survey Turnover (£m)	2041 Survey Turnover (£m)
Expenditure in the Study Area (£m)		522.1	525.5	537.8	551.0	565.2
Expenditure directed to Uttlesford District	40.2%	209.9	211.3	216.2	221.5	227.2

**Notes:**

a. Market Share percentage figures are derived from Table 4a. This is then applied to the total convenience goods expenditure available (excluding SFT) as taken from Table 1b

Table 6b: Convenience goods market share derived turnover, and assumed inflow from outside of the Study Area (£m)

	Estimated 'Inflow' from Outside Study Area	2023 Turnover with Inflow (£m)	2026 Turnover with Inflow (£m)	2031 Turnover with Inflow (£m)	2036 Turnover with Inflow (£m)	2041 Turnover with Inflow (£m)
Expenditure directed to Uttlesford District	0.8%	211.5	212.9	217.9	223.2	229.0

**Notes:**

a. The inflow figures have been estimated by Nexus. This is then applied to the survey turnover as presented in Table 6a.

Table 6c: Benchmark Turnovers (£m)

	2023 Benchmark Turnover (£m)	2026 Benchmark Turnover (£m)	2031 Benchmark Turnover (£m)	2036 Benchmark Turnover (£m)	2041 Benchmark Turnover (£m)
Uttlesford District	113.9	117.4	117.7	117.7	117.7

**Notes:**

a. Benchmark turnover figure at 2023 is sourced from Table 5. It is then "grown" to the respective years using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

Table 6d: Extant convenience goods commitments

Site Address	Application Reference	Summary of the Proposal	Net* Convenience Floorspace (sqm)	Estimated Sales Density (£ per sq m) at 2023	Estimated Convenience Turnover (£ m) - 2023	Estimated Convenience Turnover (£ m) - 2026	Estimated Convenience Turnover (£ m) - 2031	Estimated Convenience Turnover (£ m) - 2036	Estimated Convenience Turnover (£ m) - 2041
Tesco Supermarket, Stortford Road, Great Dunmow, CM6 1SF	UTT/20/2028/FUL	Erection of single storey extension to the Retail Store to provide additional sales and back-of-house space and amended car park layout	1054	£12,823	13.5	13.9	14.0	14.0	14.0
Land South of Radwinter Road (former Printpack Site), Saffron Walden	UTT/20/2007/FUL	Demolition of existing buildings and erection of a discount foodstore, a 70 bed care home and 49 no. retirement living apartments with access, car parking, landscaping and associated works.	2178	£8,000	17.4	17.9	18.0	18.0	18.0
<b>Uttlesford District</b>			<b>3232</b>		<b>30.9</b>	<b>31.8</b>	<b>32.0</b>	<b>32.0</b>	<b>32.0</b>

**Notes:**

a. The list of commitments and the associated net sales areas have been provided by the Council.

b. Sales density is assumed to be £8,000 based on Nexus Planning judgement.

c. The turnover for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

Table 7a: Convenience Goods Capacity Assessment

	2023	2026	2031	2036	2041
STEP 1: Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£211.5	£212.9	£217.9	£223.2	£229.0
STEP 2: Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£113.9	£117.4	£117.7	£117.7	£117.7
STEP 3: Available Expenditure before commitments (£m)		£95.5	£100.2	£105.5	£111.3
STEP 4: Turnover of all committed floorspace (£m)		£31.8	£32.0	£32.0	£32.0
STEP 5: Surplus Expenditure (£m)		<b>£63.7</b>	<b>£68.2</b>	<b>£73.5</b>	<b>£79.3</b>
STEP 6: <b>MAXIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£9,341	£9,948.4	£9,978.3	£9,978.3	£9,978.3
(ii) <b>MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>6,400</b>	<b>6,835</b>	<b>7,370</b>	<b>7,946</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		9,143	9,764	10,529	11,351
STEP 7: <b>MINIMUM FORECAST CAPACITY FOR NEW Convenience FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,787	£13,619.0	£13,659.9	£13,659.9	£13,659.9
(ii) <b>MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>4,675</b>	<b>4,993</b>	<b>5,384</b>	<b>5,804</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		6,679	7,133	7,691	8,292

**Notes:**

STEP 1: Survey Derived (with Inflow) turnover is derived from Table 6b.

STEP 2: Benchmark Turnover is derived from Table 6c

STEP 3: Available Expenditure before commitments is derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 6d. It is assumed that all commitments would be operational and with mature trading conditions by 2026.

STEP 5: Surplus Expenditure incorporates the forecast turnover of all commitments (Step 4).

STEP 6: The "net" residual expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement utilising the average sales density of deep discounter operators (Aldi and Lidl) as sourced from GlobalData 2022. The sales density for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

STEP 7: The "net" residual expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement utilising the average sales density of Top 4 operators (Asda, Tesco, Sainsbury's and Morrison's) as sourced from GlobalData 2022. The sales density for respective years is "grown" using Figure 4a (density growth rate) of Experian Retail Planner Briefing Note 20.

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Table 8a: Population and comparison goods expenditure per capita (excluding SFT)

Zone	Population					Population Growth 2023-2041	Comparison expenditure per capita (excluding SFT)				
	2023	2026	2031	2036	2041		2023	2026	2031	2036	2041
1 - Uttlesford North	35,513	36,578	38,058	39,217	40,254	13.3%	£4,413	£4,462	£5,038	£5,767	£6,621
2 - Uttlesford West	27,225	28,042	29,176	30,065	30,859	13.3%	£4,385	£4,432	£5,005	£5,729	£6,578
3 - Uttlesford East	30,932	31,860	33,149	34,158	35,061	13.3%	£4,469	£4,517	£5,101	£5,839	£6,704
4 - Western Fringe	11,683	11,741	11,820	11,873	11,974	2.5%	£4,537	£4,586	£5,179	£5,928	£6,806
5 - Northern Fringe	56,164	56,451	56,864	57,287	58,024	3.3%	£4,055	£4,099	£4,629	£5,299	£6,083
6 - Eastern Fringe	37,128	37,656	38,398	39,076	39,855	7.3%	£4,144	£4,189	£4,731	£5,415	£6,217
<b>Total Study Area</b>	<b>198,645</b>	<b>202,328</b>	<b>207,464</b>	<b>211,676</b>	<b>216,027</b>	<b>8.8%</b>					

Notes

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Population data for all zones is sourced from Experian MMG3 data (2021 report) for the year 2023. For Zones 1-3, which broadly align with Uttlesford District, we have forecast population based on Experian projections for 2023, and then applied growth rates as outlined in the ONS 2018 sub-national population projections. For all other zones, population figures are based on Experian projections to 2041.

c. Per capita expenditure figures are derived from Experian MMG3 data (2021 report) at 2021 - the 2021 figures are then projected to the assessment years using 'Ex. SFT adjusted for sales via stores' forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.

Table 8b: Total comparison goods expenditure available (excluding SFT)

Zones	Comparison expenditure (£m)					Growth (£m) 2023-2041
	2023	2026	2031	2036	2041	
Zone 1	£156.7	£163.2	£191.7	£226.2	£266.5	70.0%
Zone 2	£119.4	£124.3	£146.0	£172.3	£203.0	70.0%
Zone 3	£138.2	£143.9	£169.1	£199.5	£235.0	70.0%
Zone 4	£53.0	£53.8	£61.2	£70.4	£81.5	53.8%
Zone 5	£227.8	£231.4	£263.2	£303.6	£353.0	55.0%
Zone 6	£153.9	£157.8	£181.6	£211.6	£247.8	61.0%
<b>Total Study Area</b>	<b>£849.0</b>	<b>£874.4</b>	<b>£1,012.9</b>	<b>£1,183.4</b>	<b>£1,386.8</b>	<b>63.4%</b>

Notes:

a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 8a

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Table 8c: Comparison goods expenditure per capita (excluding SFT) - For Each Zone, split between comparison goods categories

Year	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
2023	£178.4	£97.2	£78.0	£119.5	£141.2	£46.7	£49.4	£138.5	<b>£849.0</b>
2026	£183.7	£100.2	£80.3	£123.1	£145.4	£48.1	£50.9	£142.7	<b>£874.4</b>
2031	£212.7	£116.0	£93.1	£142.6	£168.4	£55.7	£59.0	£165.3	<b>£1,012.9</b>
2036	£248.5	£135.6	£108.8	£166.6	£196.7	£65.1	£69.0	£193.1	<b>£1,183.4</b>
2041	£291.2	£158.9	£127.5	£195.3	£230.5	£76.3	£80.9	£226.3	<b>£1,386.8</b>

Table 8d: Total comparison goods expenditure available (excluding SFT)(£m)

2023	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£32.1	£18.3	£15.0	£22.4	£25.4	£8.9	£9.4	£25.1	£156.7
Zone 2	£24.9	£13.7	£11.0	£16.8	£19.6	£6.6	£7.3	£19.6	£119.4
Zone 3	£28.6	£16.1	£13.0	£19.0	£22.9	£7.6	£8.2	£22.8	£138.2
Zone 4	£10.7	£6.3	£5.2	£7.5	£8.6	£3.0	£3.2	£8.6	£53.0
Zone 5	£49.5	£25.3	£19.5	£32.2	£39.1	£12.2	£12.7	£37.4	£227.8
Zone 6	£32.6	£17.4	£14.3	£21.7	£25.6	£8.4	£8.7	£25.1	£153.9
<b>Total Study Area</b>	<b>£178.4</b>	<b>£97.2</b>	<b>£78.0</b>	<b>£119.5</b>	<b>£141.2</b>	<b>£46.7</b>	<b>£49.4</b>	<b>£138.5</b>	<b>£849.0</b>

2026	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£33.5	£19.1	£15.6	£23.3	£26.5	£9.3	£9.8	£26.1	£163.2
Zone 2	£25.9	£14.2	£11.4	£17.5	£20.4	£6.9	£7.6	£20.4	£124.3
Zone 3	£29.8	£16.8	£13.5	£19.8	£23.9	£7.9	£8.6	£23.7	£143.9
Zone 4	£10.8	£6.4	£5.3	£7.6	£8.7	£3.0	£3.2	£8.7	£53.8
Zone 5	£50.3	£25.7	£19.8	£32.7	£39.7	£12.4	£12.9	£38.0	£231.4
Zone 6	£33.4	£17.9	£14.7	£22.2	£26.3	£8.6	£8.9	£25.7	£157.8
<b>Total Study Area</b>	<b>£183.7</b>	<b>£100.2</b>	<b>£80.3</b>	<b>£123.1</b>	<b>£145.4</b>	<b>£48.1</b>	<b>£50.9</b>	<b>£142.7</b>	<b>£874.4</b>

2031	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£39.3	£22.4	£18.3	£27.4	£31.1	£10.9	£11.5	£30.7	£191.7
Zone 2	£30.4	£16.7	£13.4	£20.5	£24.0	£8.1	£8.9	£24.0	£146.0
Zone 3	£35.0	£19.7	£15.9	£23.2	£28.0	£9.3	£10.1	£27.9	£169.1
Zone 4	£12.3	£7.3	£6.1	£8.6	£9.9	£3.4	£3.6	£9.9	£61.2
Zone 5	£57.2	£29.2	£22.5	£37.2	£45.1	£14.1	£14.6	£43.2	£263.2
Zone 6	£38.5	£20.6	£16.9	£25.6	£30.3	£9.9	£10.3	£29.6	£181.6
<b>Total Study Area</b>	<b>£212.7</b>	<b>£116.0</b>	<b>£93.1</b>	<b>£142.6</b>	<b>£168.4</b>	<b>£55.7</b>	<b>£59.0</b>	<b>£165.3</b>	<b>£1,012.9</b>

2036	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£46.4	£26.5	£21.6	£32.4	£36.7	£12.9	£13.5	£36.2	£226.2
Zone 2	£35.9	£19.7	£15.8	£24.2	£28.3	£9.5	£10.5	£28.3	£172.3
Zone 3	£41.3	£23.3	£18.7	£27.4	£33.1	£10.9	£11.9	£32.9	£199.5
Zone 4	£14.2	£8.4	£7.0	£9.9	£11.4	£3.9	£4.2	£11.4	£70.4
Zone 5	£66.0	£33.7	£25.9	£42.9	£52.0	£16.3	£16.9	£49.8	£303.6
Zone 6	£44.8	£24.0	£19.7	£29.8	£35.3	£11.6	£12.0	£34.5	£211.6
<b>Total Study Area</b>	<b>£248.5</b>	<b>£135.6</b>	<b>£108.8</b>	<b>£166.6</b>	<b>£196.7</b>	<b>£65.1</b>	<b>£69.0</b>	<b>£193.1</b>	<b>£1,183.4</b>

2041	Clothing & Footwear	Furniture	DIY	Electrical	Small Household	Books	Chemist	Recreational	Total
Zone 1	£54.7	£31.2	£25.5	£38.1	£43.2	£15.2	£15.9	£42.6	£266.5
Zone 2	£42.3	£23.2	£18.6	£28.5	£33.3	£11.2	£12.4	£33.4	£203.0
Zone 3	£48.7	£27.4	£22.1	£32.3	£39.0	£12.9	£14.0	£38.8	£235.0
Zone 4	£16.4	£9.8	£8.1	£11.5	£13.2	£4.6	£4.9	£13.2	£81.5
Zone 5	£76.7	£39.2	£30.2	£49.9	£60.5	£18.9	£19.6	£57.9	£353.0
Zone 6	£52.5	£28.1	£23.1	£34.9	£41.3	£13.6	£14.0	£40.4	£247.8
<b>Total Study Area</b>	<b>£291.2</b>	<b>£158.9</b>	<b>£127.5</b>	<b>£195.3</b>	<b>£230.5</b>	<b>£76.3</b>	<b>£80.9</b>	<b>£226.3</b>	<b>£1,386.8</b>

Notes:

a. Zones are based on Postcode geography as shown on the plan at Appendix A

b. Expenditure figures for each category are derived from Experian MMG3 data (2021 report) at 2021 - the 2021 figures are then projected to the assessment years using 'Ex. SFT adjusted for sales via stores' forecast growth rates taken from Figure 7 of Experian Retail Planner Briefing Note 20.



**Table 9a:**  
**Clothing & footwear goods**  
**Shopping Patterns (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>11.0%</b>	<b>21.2%</b>	<b>1.0%</b>	<b>39.7%</b>	<b>1.8%</b>	<b>2.3%</b>	<b>4.3%</b>
<b>In Centre</b>	<b>6.4%</b>	<b>20.3%</b>	<b>1.0%</b>	<b>17.8%</b>	<b>1.8%</b>	<b>2.3%</b>	<b>0.0%</b>
Great Dunmow Town Centre	1.7%	0.0%	1.0%	9.8%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	1.7%	0.0%	1.0%	9.8%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	4.7%	20.3%	0.0%	8.0%	1.8%	2.3%	0.0%
Saffron Walden Town Centre - Other	4.7%	20.3%	0.0%	8.0%	1.8%	2.3%	0.0%
Stansted Mountfichet Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>4.6%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>22.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.3%</b>
<b>Out of Centre - Great Dunmow</b>	<b>4.2%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>19.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.3%</b>
Tesco Superstore, Stortford Road, Great Dunmow	4.2%	0.9%	0.0%	19.7%	0.0%	0.0%	4.3%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre - Saffron Walden</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>4.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.9%</b>	<b>0.0%</b>
<b>Haverhill</b>	<b>4.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.9%</b>	<b>0.0%</b>
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	3.1%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%
Home Bargains, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.9%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Elsewhere in the Study Area</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of Study Area</b>	<b>85.0%</b>	<b>78.8%</b>	<b>99.0%</b>	<b>60.3%</b>	<b>98.2%</b>	<b>83.8%</b>	<b>95.7%</b>
Chelmsford	19.1%	0.9%	3.1%	33.9%	0.0%	0.0%	59.5%
Royston	1.8%	0.0%	0.0%	0.0%	26.0%	0.0%	0.0%
Harlow	3.3%	4.8%	16.1%	3.9%	0.0%	0.0%	0.0%
Cambridge	27.7%	36.0%	8.1%	4.6%	54.2%	58.3%	2.7%
Bishops Stortford	9.3%	18.4%	46.9%	3.6%	0.0%	0.7%	0.0%
Braintree	12.8%	15.1%	12.1%	12.8%	0.0%	4.7%	26.4%
Bury St Edmunds	2.7%	0.9%	0.0%	0.0%	0.0%	9.2%	0.0%
Others outside the Study Area	8.2%	2.8%	12.8%	1.5%	18.0%	10.9%	7.1%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

Table 9b:  
Clothing & footwear goods  
Shopping Expenditure (£m at 2023)

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>£21.17</b>	<b>£6.81</b>	<b>£0.24</b>	<b>£11.37</b>	<b>£0.20</b>	<b>£1.16</b>	<b>£1.39</b>
<b>In Centre</b>	<b>£13.21</b>	<b>£6.53</b>	<b>£0.24</b>	<b>£5.09</b>	<b>£0.20</b>	<b>£1.16</b>	<b>£0.00</b>
<b>Great Dunmow Town Centre</b>	<b>£3.05</b>	<b>£0.00</b>	<b>£0.24</b>	<b>£2.81</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Co-op, White Street, Great Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£3.05	£0.00	£0.24	£2.81	£0.00	£0.00	£0.00
<b>Saffron Walden Town Centre</b>	<b>£10.16</b>	<b>£6.53</b>	<b>£0.00</b>	<b>£2.28</b>	<b>£0.20</b>	<b>£1.16</b>	<b>£0.00</b>
Saffron Walden Town Centre - Other	£10.16	£6.53	£0.00	£2.28	£0.20	£1.16	£0.00
<b>Stansted Mountfichet Local Centre</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Stansted Mountfichet Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Thaxted Local Centre</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Thaxted Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Other Local Centres/Villages</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxted, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£7.96</b>	<b>£0.28</b>	<b>£0.00</b>	<b>£6.28</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.39</b>
<b>Out of Centre - Great Dunmow</b>	<b>£7.30</b>	<b>£0.28</b>	<b>£0.00</b>	<b>£5.63</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.39</b>
Tesco Superstore, Stortford Road, Great Dunmow	£7.30	£0.28	£0.00	£5.63	£0.00	£0.00	£1.39
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£0.66</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.66</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£0.66	£0.00	£0.00	£0.66	£0.00	£0.00	£0.00
<b>Inside of Study Area</b>	<b>£6.88</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£6.88</b>	<b>£0.00</b>
<b>Haverhill</b>	<b>£6.88</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£6.88</b>	<b>£0.00</b>
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&Q, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill Town Centre	£5.35	£0.00	£0.00	£0.00	£0.00	£5.35	£0.00
Home Bargains, Ehringhausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringhausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£1.53	£0.00	£0.00	£0.00	£0.00	£1.53	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Barley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsewhere in the Study Area - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roxwell Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sawston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside of Study Area</b>	<b>£150.31</b>	<b>£25.34</b>	<b>£24.61</b>	<b>£17.25</b>	<b>£10.47</b>	<b>£41.47</b>	<b>£31.18</b>
Chelmsford	£30.14	£0.28	£0.76	£9.71	£0.00	£0.00	£19.39
Royston	£2.77	£0.00	£0.00	£0.00	£2.77	£0.00	£0.00
Harlow	£6.63	£1.54	£3.99	£1.11	£0.00	£0.00	£0.00
Cambridge	£50.40	£11.59	£2.01	£1.31	£5.78	£28.84	£0.87
Bishops Stortford	£18.97	£5.92	£11.64	£1.04	£0.00	£0.37	£0.00
Braintree	£22.47	£4.85	£3.01	£3.66	£0.00	£2.33	£8.62
Bury St Edmunds	£4.81	£0.28	£0.00	£0.00	£0.00	£4.53	£0.00
Others outside the Study Area	£14.10	£0.89	£3.19	£0.42	£1.92	£5.39	£2.31
<b>TOTAL</b>	<b>£178.36</b>	<b>£32.15</b>	<b>£24.85</b>	<b>£28.61</b>	<b>£10.66</b>	<b>£49.50</b>	<b>£32.58</b>

Notes:

a. Figures may not add up due to rounding.

Uttlesford Retail Capacity Assessment  
Nexus Planning

Table 10a:  
Furniture goods  
Shopping Patterns (%)

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	16.4%	54.2%	10.6%	38.9%	1.3%	0.0%	5.9%
<b>In Centre</b>	13.5%	54.2%	10.6%	19.1%	1.3%	0.0%	1.0%
Great Dunmow Town Centre	1.3%	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	1.3%	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	10.8%	54.2%	2.9%	2.5%	1.3%	0.0%	1.0%
Saffron Walden Town Centre - Other	10.8%	54.2%	2.9%	2.5%	1.3%	0.0%	1.0%
Stansted Mountfichet Local Centre	0.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Other Local Centres/Villages</b>	1.2%	0.0%	5.7%	3.9%	0.0%	0.0%	0.0%
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxted Village Centre	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.6%	0.0%	1.9%	3.9%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	2.9%	0.0%	0.0%	19.8%	0.0%	0.0%	4.9%
<b>Out of Centre - Great Dunmow</b>	2.9%	0.0%	0.0%	19.8%	0.0%	0.0%	4.9%
Tesco Superstore, Stortford Road, Great Dunmow	2.9%	0.0%	0.0%	19.8%	0.0%	0.0%	4.9%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre - Saffron Walden</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Knight Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	11.5%	0.0%	0.0%	0.0%	0.0%	35.0%	0.0%
<b>Haverhill</b>	10.3%	0.0%	0.0%	0.0%	0.0%	31.4%	0.0%
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	9.8%	0.0%	0.0%	0.0%	0.0%	30.1%	0.0%
Home Bargains, Ehringshausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringshausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	1.2%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of Study Area</b>	72.1%	45.8%	89.4%	61.1%	98.7%	65.0%	94.1%
Chelmsford	11.8%	0.0%	0.0%	20.6%	0.0%	0.0%	49.2%
Royston	0.2%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
Harlow	6.3%	3.5%	39.8%	0.0%	0.0%	0.0%	0.0%
Cambridge	26.5%	34.5%	9.5%	15.8%	60.3%	43.1%	0.0%
Bishops Stortford	3.2%	0.6%	21.6%	0.0%	0.0%	0.0%	0.0%
Braintree	8.6%	0.0%	0.0%	12.7%	0.0%	0.7%	35.9%
Bury St Edmunds	5.0%	0.0%	5.9%	0.0%	0.0%	12.8%	0.0%
Others outside the Study Area	10.6%	7.1%	12.7%	11.9%	34.7%	8.4%	8.9%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

Table 10b:  
Furniture goods  
Shopping Expenditure (£m at 2023)

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£18.78	£9.95	£1.44	£6.28	£0.08	£0.00	£1.03
<b>In Centre</b>	<b>£14.73</b>	<b>£9.95</b>	<b>£1.44</b>	<b>£3.09</b>	<b>£0.08</b>	<b>£0.00</b>	<b>£0.17</b>
Great Dunmow Town Centre	£2.06	£0.00	£0.00	£2.06	£0.00	£0.00	£0.00
Co-op, White Street, Great Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£2.06	£0.00	£0.00	£2.06	£0.00	£0.00	£0.00
Saffron Walden Town Centre	£11.00	£9.95	£0.40	£0.40	£0.08	£0.00	£0.17
Saffron Walden Town Centre - Other	£11.00	£9.95	£0.40	£0.40	£0.08	£0.00	£0.17
Stansted Mountfichet Local Centre	£0.25	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00
Stansted Mountfichet Local Centre - Other	£0.25	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Local Centres/Villages	£1.41	£0.00	£0.78	£0.63	£0.00	£0.00	£0.00
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxton Village Centre	£0.13	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxton, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.88	£0.00	£0.25	£0.63	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.40	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£4.05</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.19</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.86</b>
Out of Centre - Great Dunmow	£4.05	£0.00	£0.00	£3.19	£0.00	£0.00	£0.86
Tesco Superstore, Stortford Road, Great Dunmow	£4.05	£0.00	£0.00	£3.19	£0.00	£0.00	£0.86
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Inside of Study Area</b>	<b>£8.87</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£8.87</b>	<b>£0.00</b>
<b>Haverhill</b>	<b>£7.95</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£7.95</b>	<b>£0.00</b>
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&O, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&O, Halfords, Pets at Homes, Home Bargains)	£0.34	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00
Haverhill - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill Town Centre	£7.61	£0.00	£0.00	£0.00	£0.00	£7.61	£0.00
Home Bargains, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£0.92</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.92</b>	<b>£0.00</b>
Barley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsewhere in the Study Area - Other	£0.92	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roxwell Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sawston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside of Study Area</b>	<b>£69.58</b>	<b>£8.40</b>	<b>£12.22</b>	<b>£9.85</b>	<b>£6.27</b>	<b>£16.44</b>	<b>£16.40</b>
Chelmsford	£11.90	£0.00	£0.00	£3.32	£0.00	£0.00	£8.58
Royston	£0.24	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00
Harlow	£6.08	£0.65	£5.43	£0.00	£0.00	£0.00	£0.00
Cambridge	£24.91	£6.33	£1.29	£2.55	£3.83	£10.91	£0.00
Bishops Stortford	£3.07	£0.12	£2.95	£0.00	£0.00	£0.00	£0.00
Braintree	£8.49	£0.00	£0.00	£2.06	£0.00	£0.17	£6.26
Bury St Edmunds	£4.04	£0.00	£0.80	£0.00	£0.00	£3.23	£0.00
Others outside the Study Area	£10.85	£1.30	£1.74	£1.92	£2.20	£2.13	£1.56
<b>TOTAL</b>	<b>£97.22</b>	<b>£18.35</b>	<b>£13.66</b>	<b>£16.13</b>	<b>£6.35</b>	<b>£25.31</b>	<b>£17.42</b>

Notes:

a. Figures may not add up due to rounding.

**Table 11a:**  
**DIY Goods**  
**Shopping Patterns (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>22.9%</b>	<b>84.2%</b>	<b>2.4%</b>	<b>29.6%</b>	<b>7.1%</b>	<b>5.0%</b>	<b>7.5%</b>
<b>In Centre</b>	<b>7.3%</b>	<b>26.5%</b>	<b>0.6%</b>	<b>9.3%</b>	<b>0.8%</b>	<b>2.6%</b>	<b>2.1%</b>
Great Dunmow Town Centre	0.5%	2.2%	0.0%	0.6%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	0.5%	2.2%	0.0%	0.6%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	4.7%	23.8%	0.0%	2.5%	0.8%	0.0%	0.0%
Saffron Walden Town Centre - Other	4.7%	23.8%	0.0%	2.5%	0.8%	0.0%	0.0%
Stansted Mountfichet Local Centre	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.6%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.6%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%
Other Local Centres/Villages	1.5%	0.4%	0.0%	1.8%	0.0%	2.6%	2.1%
Ashdon Village Centre	0.8%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Broxted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.1%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.5%	0.0%	0.0%	1.2%	0.0%	0.0%	2.1%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>15.5%</b>	<b>57.8%</b>	<b>1.9%</b>	<b>20.3%</b>	<b>6.4%</b>	<b>2.5%</b>	<b>5.4%</b>
<b>Out of Centre - Great Dunmow</b>	<b>2.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.4%</b>
Tesco Superstore, Stortford Road, Great Dunmow	2.6%	0.0%	0.0%	12.7%	0.0%	0.0%	5.4%
Travis Perkins, Chelmsford Road, Dunmow	0.1%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
<b>Out of Centre - Saffron Walden</b>	<b>12.8%</b>	<b>57.8%</b>	<b>1.9%</b>	<b>7.0%</b>	<b>6.4%</b>	<b>2.5%</b>	<b>0.0%</b>
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	12.2%	55.5%	1.9%	7.0%	2.3%	2.5%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.6%	2.2%	0.0%	0.0%	4.1%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>25.3%</b>	<b>5.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>78.9%</b>	<b>1.3%</b>
<b>Haverhill</b>	<b>21.9%</b>	<b>5.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>68.7%</b>	<b>0.0%</b>
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.9%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	15.4%	4.3%	0.0%	0.0%	0.8%	48.1%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	2.3%	1.3%	0.0%	0.0%	0.0%	6.8%	0.0%
Home Bargains, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	3.1%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%
Elsewhere in the Study Area - Other	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Great Abington Village Centre	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Great Waltham Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	2.6%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%
<b>Outside of Study Area</b>	<b>51.9%</b>	<b>10.2%</b>	<b>97.6%</b>	<b>70.4%</b>	<b>92.1%</b>	<b>16.1%</b>	<b>91.1%</b>
Chelmsford	9.8%	0.0%	0.0%	8.6%	0.0%	0.0%	46.6%
Royston	1.5%	0.0%	0.0%	0.0%	25.8%	0.0%	0.0%
Harlow	3.3%	0.0%	18.8%	5.1%	0.0%	0.0%	0.0%
Cambridge	5.0%	4.3%	3.7%	0.0%	11.8%	9.8%	0.0%
Bishops Stortford	12.3%	2.9%	75.1%	8.1%	0.0%	0.0%	0.0%
Braintree	12.6%	0.0%	0.0%	43.4%	0.0%	0.0%	37.9%
Bury St Edmunds	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others outside the Study Area	7.4%	3.0%	0.0%	5.2%	54.5%	6.3%	6.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

**Table 11b:**  
**DIY Goods**  
**Shopping Expenditure (€m at 2023)**

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>€19.18</b>	<b>€12.63</b>	<b>€0.27</b>	<b>€3.84</b>	<b>€0.37</b>	<b>€0.98</b>	<b>€1.08</b>
<b>In Centre</b>	<b>€6.08</b>	<b>€3.97</b>	<b>€0.06</b>	<b>€1.21</b>	<b>€0.04</b>	<b>€0.50</b>	<b>€0.30</b>
Great Dunmow Town Centre	€0.42	€0.34	€0.00	€0.08	€0.00	€0.00	€0.00
Co-op, White Street, Great Dunmow	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Great Dunmow Town Centre - Other	€0.42	€0.34	€0.00	€0.08	€0.00	€0.00	€0.00
Saffron Walden Town Centre	€3.94	€3.57	€0.00	€0.32	€0.04	€0.00	€0.00
Saffron Walden Town Centre - Other	€3.94	€3.57	€0.00	€0.32	€0.04	€0.00	€0.00
Stansted Mountfichet Local Centre	€0.06	€0.00	€0.06	€0.00	€0.00	€0.00	€0.00
Stansted Mountfichet Local Centre - Other	€0.06	€0.00	€0.06	€0.00	€0.00	€0.00	€0.00
Thaxted Local Centre	€0.57	€0.00	€0.00	€0.57	€0.00	€0.00	€0.00
Thaxted Local Centre - Other	€0.57	€0.00	€0.00	€0.57	€0.00	€0.00	€0.00
Other Local Centres/Villages	€1.09	€0.06	€0.00	€0.23	€0.00	€0.50	€0.30
Ashdon Village Centre	€0.50	€0.00	€0.00	€0.00	€0.00	€0.50	€0.00
Broxted Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Chapel End Nursery, Broxted, Dunmow	€0.08	€0.00	€0.00	€0.08	€0.00	€0.00	€0.00
Elsenham Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Felsted Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Hatfield Heath Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	€0.46	€0.00	€0.00	€0.16	€0.00	€0.00	€0.30
Leaden Roding Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Little Chesterford Village Centre	€0.06	€0.06	€0.00	€0.00	€0.00	€0.00	€0.00
Newport Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Radwinter Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Stebbing Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Takeley Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
<b>Out of Centre</b>	<b>€13.09</b>	<b>€8.66</b>	<b>€0.20</b>	<b>€2.63</b>	<b>€0.33</b>	<b>€0.48</b>	<b>€0.78</b>
<b>Out of Centre - Great Dunmow</b>	<b>€2.50</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€1.72</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.78</b>
Tesco Superstore, Stortford Road, Great Dunmow	€2.42	€0.00	€0.00	€1.64	€0.00	€0.00	€0.78
Travis Perkins, Chelmsford Road, Dunmow	€0.08	€0.00	€0.00	€0.08	€0.00	€0.00	€0.00
<b>Out of Centre - Saffron Walden</b>	<b>€10.59</b>	<b>€8.66</b>	<b>€0.20</b>	<b>€0.91</b>	<b>€0.33</b>	<b>€0.48</b>	<b>€0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Goddards Interiors, Thaxted Road, Saffron Walden	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Homebase, Elizabeth Way, Saffron Walden	€10.04	€8.33	€0.20	€0.91	€0.12	€0.48	€0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	€0.55	€0.34	€0.00	€0.00	€0.21	€0.00	€0.00
Tesco Superstore, Radwinter Road, Saffron Walden	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
<b>Inside of Study Area</b>	<b>€16.42</b>	<b>€0.84</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.04</b>	<b>€15.35</b>	<b>€0.19</b>
<b>Haverhill</b>	<b>€14.25</b>	<b>€0.84</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.04</b>	<b>€13.37</b>	<b>€0.00</b>
Aldi, Lord's Croft Lane, Haverhill	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
B&Q, Cambridge Close, Park Road, Haverhill	€0.57	€0.00	€0.00	€0.00	€0.00	€0.57	€0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	€10.05	€0.64	€0.00	€0.00	€0.04	€9.36	€0.00
Haverhill - Other	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Haverhill Town Centre	€1.52	€0.19	€0.00	€0.00	€0.00	€1.33	€0.00
Home Bargains, Ehringshausen Way, Haverhill	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Iceland, High Street, Haverhill	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Lidl, Ehringshausen Way, Haverhill	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Sainsbury's, Haycocks Road, Haverhill	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	€2.01	€0.00	€0.00	€0.00	€0.00	€2.01	€0.00
Tesco Superstore, Cangle Road, Haverhill	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Travis Perkins, Hollands Road, Haverhill	€0.09	€0.00	€0.00	€0.00	€0.00	€0.09	€0.00
<b>Elsewhere in the Study Area</b>	<b>€2.17</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€1.98</b>	<b>€0.19</b>
Barley Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Elsewhere in the Study Area - Other	€0.10	€0.00	€0.00	€0.00	€0.00	€0.00	€0.10
Great Abington Village Centre	€0.29	€0.00	€0.00	€0.00	€0.00	€0.29	€0.00
Great Waltham Village Centre	€0.10	€0.00	€0.00	€0.00	€0.00	€0.00	€0.10
Linton Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Roxwell Village Centre	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Sawston Village Centre	€1.69	€0.00	€0.00	€0.00	€0.00	€1.69	€0.00
<b>Outside of Study Area</b>	<b>€42.36</b>	<b>€1.53</b>	<b>€10.68</b>	<b>€9.14</b>	<b>€4.83</b>	<b>€3.13</b>	<b>€13.05</b>
Chelmsford	€7.80	€0.00	€0.00	€1.12	€0.00	€0.00	€6.68
Royston	€1.35	€0.00	€0.00	€0.00	€1.35	€0.00	€0.00
Harlow	€2.72	€0.00	€2.05	€0.66	€0.00	€0.00	€0.00
Cambridge	€3.57	€0.64	€0.41	€0.00	€0.62	€1.90	€0.00
Bishops Stortford	€9.71	€0.43	€8.22	€1.05	€0.00	€0.00	€0.00
Braintree	€11.05	€0.00	€0.00	€5.63	€0.00	€0.00	€5.42
Bury St Edmunds	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Others outside the Study Area	€6.16	€0.45	€0.00	€0.67	€2.86	€1.22	€0.95
<b>TOTAL</b>	<b>€77.96</b>	<b>€15.00</b>	<b>€10.95</b>	<b>€12.98</b>	<b>€5.24</b>	<b>€19.45</b>	<b>€14.32</b>

Notes:

a. Figures may not add up due to rounding.

**Table 12a:**  
**Electrical goods**  
**Shopping Patterns (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>9.8%</b>	<b>29.6%</b>	<b>3.4%</b>	<b>21.2%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>8.4%</b>
<b>In Centre</b>	<b>5.7%</b>	<b>28.8%</b>	<b>3.4%</b>	<b>4.9%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>
Great Dunmow Town Centre	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	5.4%	28.8%	2.6%	4.0%	1.2%	0.0%	0.0%
Saffron Walden Town Centre - Other	5.4%	28.8%	2.6%	4.0%	1.2%	0.0%	0.0%
Stansted Mountfichet Local Centre	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>4.1%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>16.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.4%</b>
Out of Centre - Great Dunmow	3.9%	0.0%	0.0%	16.3%	0.0%	0.0%	8.4%
Tesco Superstore, Stortford Road, Great Dunmow	3.9%	0.0%	0.0%	16.3%	0.0%	0.0%	8.4%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre - Saffron Walden	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Knight Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>15.4%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>52.8%</b>	<b>2.0%</b>
Haverhill	14.6%	2.6%	0.0%	0.0%	0.0%	50.0%	2.0%
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	12.6%	2.6%	0.0%	0.0%	0.0%	43.7%	1.0%
Home Bargains, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Sainsbury's, Haycocks Road, Haverhill	1.3%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Elsewhere in the Study Area</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>0.0%</b>
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	0.8%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
<b>Outside of Study Area</b>	<b>74.9%</b>	<b>67.7%</b>	<b>96.6%</b>	<b>78.8%</b>	<b>98.8%</b>	<b>47.2%</b>	<b>89.6%</b>
Chelmsford	21.9%	0.0%	4.2%	49.9%	1.2%	0.0%	69.9%
Royston	1.3%	0.0%	0.0%	0.0%	22.5%	0.0%	0.0%
Harlow	13.3%	2.6%	61.4%	17.2%	0.0%	0.0%	0.0%
Cambridge	27.5%	65.1%	17.3%	4.9%	62.3%	37.3%	0.0%
Bishops Stortford	2.2%	0.0%	12.0%	1.0%	0.0%	0.0%	0.0%
Braintree	3.6%	0.0%	0.0%	2.9%	0.0%	0.0%	15.6%
Bury St Edmunds	2.3%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%
Others outside the Study Area	2.8%	0.0%	1.7%	3.0%	12.7%	1.7%	4.1%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

**Table 12b:**  
**Electrical goods**  
**Shopping Expenditure (£m at 2023)**

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£13.15	£6.64	£0.58	£4.02	£0.09	£0.00	£1.81
<b>In Centre</b>	<b>£8.06</b>	<b>£6.46</b>	<b>£0.58</b>	<b>£0.94</b>	<b>£0.09</b>	<b>£0.00</b>	<b>£0.00</b>
<b>Great Dunmow Town Centre</b>	<b>£0.18</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.18</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Co-op, White Street, Great Dunmow	£0.18	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Saffron Walden Town Centre</b>	<b>£7.74</b>	<b>£6.46</b>	<b>£0.44</b>	<b>£0.75</b>	<b>£0.09</b>	<b>£0.00</b>	<b>£0.00</b>
Saffron Walden Town Centre - Other	£7.74	£6.46	£0.44	£0.75	£0.09	£0.00	£0.00
<b>Stansted Mountfichet Local Centre</b>	<b>£0.14</b>	<b>£0.00</b>	<b>£0.14</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Stansted Mountfichet Local Centre - Other	£0.14	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00
<b>Thaxted Local Centre</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Thaxted Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Other Local Centres/Villages</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxted, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£5.08</b>	<b>£0.19</b>	<b>£0.00</b>	<b>£3.09</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.81</b>
<b>Out of Centre - Great Dunmow</b>	<b>£4.90</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.09</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.81</b>
Tesco Superstore, Stortford Road, Great Dunmow	£4.90	£0.00	£0.00	£3.09	£0.00	£0.00	£1.81
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£0.19</b>	<b>£0.19</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.19	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Inside of Study Area</b>	<b>£18.02</b>	<b>£0.59</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£16.99</b>	<b>£0.44</b>
<b>Haverhill</b>	<b>£17.14</b>	<b>£0.59</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£16.11</b>	<b>£0.44</b>
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&Q, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£0.28	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00
Haverhill - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill Town Centre	£14.87	£0.59	£0.00	£0.00	£0.00	£14.06	£0.22
Home Bargains, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringshausen Way, Haverhill	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
Sainsbury's, Haycocks Road, Haverhill	£1.49	£0.00	£0.00	£0.00	£0.00	£1.49	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£0.28	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£0.88</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.88</b>	<b>£0.00</b>
Barley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsewhere in the Study Area - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roxwell Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sawston Village Centre	£0.88	£0.00	£0.00	£0.00	£0.00	£0.88	£0.00
<b>Outside of Study Area</b>	<b>£88.38</b>	<b>£15.19</b>	<b>£16.19</b>	<b>£14.97</b>	<b>£7.38</b>	<b>£15.21</b>	<b>£19.44</b>
Chelmsford	£25.43	£0.00	£0.70	£9.47	£0.09	£0.00	£15.16
Royston	£1.68	£0.00	£0.00	£0.00	£1.68	£0.00	£0.00
Harlow	£14.15	£0.59	£10.30	£3.26	£0.00	£0.00	£0.00
Cambridge	£35.09	£14.60	£2.90	£0.94	£4.66	£12.00	£0.00
Bishops Stortford	£2.20	£0.00	£2.02	£0.18	£0.00	£0.00	£0.00
Braintree	£3.93	£0.00	£0.00	£0.54	£0.00	£0.00	£3.39
Bury St Edmunds	£2.65	£0.00	£0.00	£0.00	£0.00	£2.65	£0.00
Others outside the Study Area	£3.24	£0.00	£0.28	£0.57	£0.95	£0.56	£0.88
<b>TOTAL</b>	<b>£119.55</b>	<b>£22.42</b>	<b>£16.77</b>	<b>£18.99</b>	<b>£7.47</b>	<b>£32.20</b>	<b>£21.69</b>

Notes:

a. Figures may not add up due to rounding.



Table 13a:  
Small household goods  
Shopping Patterns (%)

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>12.4%</b>	<b>50.7%</b>	<b>1.7%</b>	<b>30.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.6%</b>
<b>In Centre</b>	<b>8.8%</b>	<b>46.9%</b>	<b>1.7%</b>	<b>13.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.1%</b>
Great Dunmow Town Centre	1.3%	0.0%	0.9%	4.5%	0.0%	0.0%	4.1%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	1.3%	0.0%	0.9%	4.5%	0.0%	0.0%	4.1%
Saffron Walden Town Centre	7.1%	46.9%	0.9%	5.9%	0.0%	0.0%	0.0%
Saffron Walden Town Centre - Other	7.1%	46.9%	0.9%	5.9%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.4%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.4%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxton, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>3.6%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>17.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.5%</b>
Out of Centre - Great Dunmow	2.9%	0.0%	0.0%	15.9%	0.0%	0.0%	6.5%
Tesco Superstore, Stortford Road, Great Dunmow	2.9%	0.0%	0.0%	15.9%	0.0%	0.0%	6.5%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre - Saffron Walden	0.6%	3.8%	0.0%	1.1%	0.0%	0.0%	0.0%
Aldi, Knight Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.5%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>14.0%</b>	<b>4.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>33.9%</b>	<b>9.7%</b>
<b>Haverhill</b>	<b>11.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>33.9%</b>	<b>0.0%</b>
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&O, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&O, Halfords, Pets at Homes, Home Bargains)	1.5%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	6.9%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%
Home Bargains, Ehringshausen Way, Haverhill	0.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringshausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	0.7%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Cangle Road, Haverhill	2.6%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area	2.2%	4.7%	0.0%	0.0%	0.0%	0.0%	9.7%
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	0.6%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of Study Area</b>	<b>73.5%</b>	<b>44.6%</b>	<b>98.3%</b>	<b>69.2%</b>	<b>100.0%</b>	<b>66.1%</b>	<b>79.7%</b>
Chelmsford	10.9%	0.0%	2.7%	33.7%	0.0%	0.0%	40.5%
Royston	1.7%	4.7%	0.0%	0.0%	15.1%	0.0%	0.0%
Harlow	8.9%	0.9%	52.0%	0.0%	0.0%	0.7%	0.0%
Cambridge	26.2%	28.3%	10.6%	5.9%	62.4%	44.1%	0.0%
Bishops Stortford	4.4%	4.7%	23.2%	0.0%	0.0%	0.0%	0.0%
Braintree	7.5%	0.0%	5.4%	14.8%	0.0%	0.7%	28.6%
Bury St Edmunds	4.5%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%
Others outside the Study Area	9.4%	5.9%	4.4%	14.8%	22.6%	7.9%	10.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:

a. Figures may not add up due to rounding.

**Table 13b:**  
**Small household goods**  
**Shopping Expenditure (£m at 2023)**

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>£23.01</b>	<b>£12.89</b>	<b>£0.34</b>	<b>£7.06</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.72</b>
<b>In Centre</b>	<b>£16.49</b>	<b>£11.93</b>	<b>£0.34</b>	<b>£3.17</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.05</b>
Great Dunmow Town Centre	£2.25	£0.00	£0.17	£1.03	£0.00	£0.00	£1.05
Co-op, White Street, Great Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£2.25	£0.00	£0.17	£1.03	£0.00	£0.00	£1.05
Saffron Walden Town Centre	£13.46	£11.93	£0.17	£1.36	£0.00	£0.00	£0.00
Saffron Walden Town Centre - Other	£13.46	£11.93	£0.17	£1.36	£0.00	£0.00	£0.00
Stansted Mountfichet Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stansted Mountfichet Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre	£0.78	£0.00	£0.00	£0.78	£0.00	£0.00	£0.00
Thaxted Local Centre - Other	£0.78	£0.00	£0.00	£0.78	£0.00	£0.00	£0.00
<b>Other Local Centres/Villages</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxted, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£6.52</b>	<b>£0.95</b>	<b>£0.00</b>	<b>£3.89</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.67</b>
<b>Out of Centre - Great Dunmow</b>	<b>£5.31</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.64</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.67</b>
Tesco Superstore, Stortford Road, Great Dunmow	£5.31	£0.00	£0.00	£3.64	£0.00	£0.00	£1.67
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£1.20</b>	<b>£0.95</b>	<b>£0.00</b>	<b>£0.25</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.25	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.95	£0.95	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Inside of Study Area</b>	<b>£16.93</b>	<b>£1.20</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£13.25</b>	<b>£2.48</b>
<b>Haverhill</b>	<b>£13.25</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£13.25</b>	<b>£0.00</b>
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&Q, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£1.67	£0.00	£0.00	£0.00	£0.00	£1.67	£0.00
Haverhill - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill Town Centre	£7.67	£0.00	£0.00	£0.00	£0.00	£7.67	£0.00
Home Bargains, Ehringhausen Way, Haverhill	£0.26	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringhausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£0.79	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£2.85	£0.00	£0.00	£0.00	£0.00	£2.85	£0.00
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£3.69</b>	<b>£1.20</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.48</b>
Barley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsewhere in the Study Area - Other	£2.48	£0.00	£0.00	£0.00	£0.00	£0.00	£2.48
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roxwell Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sawston Village Centre	£1.20	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside of Study Area</b>	<b>£101.28</b>	<b>£11.34</b>	<b>£19.26</b>	<b>£15.86</b>	<b>£8.57</b>	<b>£25.80</b>	<b>£20.44</b>
Chelmsford	£18.64	£0.00	£0.53	£7.72	£0.00	£0.00	£10.39
Royston	£2.49	£1.20	£0.00	£0.00	£1.29	£0.00	£0.00
Hartow	£10.70	£0.24	£10.20	£0.00	£0.00	£0.26	£0.00
Cambridge	£33.19	£7.18	£2.07	£1.36	£5.35	£17.23	£0.00
Bishops Stortford	£5.75	£1.20	£4.54	£0.00	£0.00	£0.00	£0.00
Braintree	£12.05	£0.00	£1.06	£3.38	£0.00	£0.26	£7.35
Bury St Edmunds	£4.97	£0.00	£0.00	£0.00	£0.00	£4.97	£0.00
Others outside the Study Area	£13.49	£1.51	£0.86	£3.39	£1.93	£3.08	£2.71
<b>TOTAL</b>	<b>£141.22</b>	<b>£25.42</b>	<b>£19.60</b>	<b>£22.92</b>	<b>£8.57</b>	<b>£39.05</b>	<b>£25.65</b>

Notes:

a. Figures may not add up due to rounding.

**Table 14a:**  
**Small Media (Books, CDs, DVDs)**  
**Shopping Patterns (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>40.0%</b>	<b>91.9%</b>	<b>10.9%</b>	<b>58.0%</b>	<b>34.5%</b>	<b>13.6%</b>	<b>13.2%</b>
<b>In Centre</b>	<b>34.4%</b>	<b>90.3%</b>	<b>10.9%</b>	<b>26.7%</b>	<b>34.5%</b>	<b>13.6%</b>	<b>1.9%</b>
Great Dunmow Town Centre	1.9%	0.0%	1.5%	17.0%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	1.9%	0.0%	1.5%	17.0%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	31.2%	90.3%	1.5%	9.6%	34.5%	13.6%	1.9%
Saffron Walden Town Centre - Other	31.2%	90.3%	1.5%	9.6%	34.5%	13.6%	1.9%
Stansted Mountfichet Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Other Local Centres/Villages</b>	<b>1.3%</b>	<b>0.0%</b>	<b>8.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	1.3%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>5.6%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>31.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>11.3%</b>
<b>Out of Centre - Great Dunmow</b>	<b>5.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>31.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>11.3%</b>
Tesco Superstore, Stortford Road, Great Dunmow	5.2%	0.0%	0.0%	31.4%	0.0%	0.0%	11.3%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre - Saffron Walden</b>	<b>0.4%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>12.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>54.7%</b>	<b>1.9%</b>
<b>Haverhill</b>	<b>11.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>49.0%</b>	<b>0.0%</b>
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	6.7%	0.0%	0.0%	0.0%	0.0%	30.0%	0.0%
Home Bargains, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	1.3%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Cangle Road, Haverhill	3.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Elsewhere in the Study Area</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.7%</b>	<b>1.9%</b>
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Sawston Village Centre	1.3%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%
<b>Outside of Study Area</b>	<b>47.4%</b>	<b>8.1%</b>	<b>89.1%</b>	<b>42.0%</b>	<b>65.5%</b>	<b>31.7%</b>	<b>85.0%</b>
Chelmsford	10.4%	0.0%	0.0%	35.0%	0.0%	0.0%	37.0%
Royston	2.2%	0.0%	0.0%	0.0%	47.0%	0.0%	0.0%
Harlow	1.8%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%
Cambridge	9.0%	5.7%	0.0%	0.0%	18.5%	24.5%	5.9%
Bishops Stortford	12.6%	0.0%	75.6%	0.0%	0.0%	0.0%	0.0%
Braintree	7.2%	0.0%	1.5%	4.6%	0.0%	0.0%	34.6%
Bury St Edmunds	1.2%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%
Others outside the Study Area	3.0%	2.4%	1.5%	2.3%	0.0%	1.8%	7.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

**Table 14b:**  
**Small Media (Books, CDs, DVDs)**  
**Shopping Expenditure (£m at 2023)**

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£17.12	£8.22	£0.72	£4.40	£1.02	£1.66	£1.11
<b>In Centre</b>	<b>£13.65</b>	<b>£8.08</b>	<b>£0.72</b>	<b>£2.02</b>	<b>£1.02</b>	<b>£1.66</b>	<b>£0.16</b>
<b>Great Dunmow Town Centre</b>	<b>£1.38</b>	<b>£0.00</b>	<b>£0.10</b>	<b>£1.29</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Co-op, White Street, Great Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£1.38	£0.00	£0.10	£1.29	£0.00	£0.00	£0.00
<b>Saffron Walden Town Centre</b>	<b>£11.74</b>	<b>£8.08</b>	<b>£0.10</b>	<b>£0.73</b>	<b>£1.02</b>	<b>£1.66</b>	<b>£0.16</b>
Saffron Walden Town Centre - Other	£11.74	£8.08	£0.10	£0.73	£1.02	£1.66	£0.16
<b>Stansted Mountfichet Local Centre</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Stansted Mountfichet Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Thaxted Local Centre</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Thaxted Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Other Local Centres/Villages</b>	<b>£0.53</b>	<b>£0.00</b>	<b>£0.53</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxted, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.53	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£3.47</b>	<b>£0.14</b>	<b>£0.00</b>	<b>£2.38</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.95</b>
<b>Out of Centre - Great Dunmow</b>	<b>£3.33</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.38</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.95</b>
Tesco Superstore, Stortford Road, Great Dunmow	£3.33	£0.00	£0.00	£2.38	£0.00	£0.00	£0.95
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£0.14</b>	<b>£0.14</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.07	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£0.07	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Inside of Study Area</b>	<b>£6.83</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£6.67</b>	<b>£0.16</b>
<b>Haverhill</b>	<b>£5.98</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.98</b>	<b>£0.00</b>
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&Q, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill Town Centre	£3.66	£0.00	£0.00	£0.00	£0.00	£3.66	£0.00
Home Bargains, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringhausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£0.70	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£1.62	£0.00	£0.00	£0.00	£0.00	£1.62	£0.00
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£0.86</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.70</b>	<b>£0.16</b>
Barley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsewhere in the Study Area - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roxwell Village Centre	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Sawston Village Centre	£0.70	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00
<b>Outside of Study Area</b>	<b>£22.75</b>	<b>£0.73</b>	<b>£5.88</b>	<b>£3.18</b>	<b>£1.95</b>	<b>£3.87</b>	<b>£7.15</b>
Chelmsford	£5.77	£0.00	£0.00	£2.65	£0.00	£0.00	£3.11
Royston	£1.40	£0.00	£0.00	£0.00	£1.40	£0.00	£0.00
Harlow	£0.70	£0.00	£0.70	£0.00	£0.00	£0.00	£0.00
Cambridge	£4.54	£0.51	£0.00	£0.00	£0.55	£2.98	£0.50
Bishops Stortford	£4.99	£0.00	£4.99	£0.00	£0.00	£0.00	£0.00
Braintree	£3.36	£0.00	£0.10	£0.35	£0.00	£0.00	£2.91
Bury St Edmunds	£0.66	£0.00	£0.00	£0.00	£0.00	£0.66	£0.00
Others outside the Study Area	£1.34	£0.22	£0.10	£0.18	£0.00	£0.22	£0.63
<b>TOTAL</b>	<b>£46.71</b>	<b>£8.95</b>	<b>£6.60</b>	<b>£7.58</b>	<b>£2.97</b>	<b>£12.20</b>	<b>£8.42</b>

Notes:

a. Figures may not add up due to rounding.

**Table 15a:**  
**Chemist goods**  
**Shopping Patterns (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>39.2%</b>	<b>95.3%</b>	<b>26.8%</b>	<b>82.4%</b>	<b>16.9%</b>	<b>2.9%</b>	<b>17.6%</b>
<b>In Centre</b>	<b>27.0%</b>	<b>82.9%</b>	<b>21.9%</b>	<b>39.4%</b>	<b>16.2%</b>	<b>2.9%</b>	<b>0.7%</b>
Great Dunmow Town Centre	4.1%	0.0%	0.0%	27.5%	0.0%	0.0%	0.7%
Co-op, White Street, Great Dunmow	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	4.0%	0.0%	0.0%	27.0%	0.0%	0.0%	0.7%
Saffron Walden Town Centre	18.2%	80.8%	0.5%	2.4%	16.2%	2.9%	0.0%
Saffron Walden Town Centre - Other	18.2%	80.8%	0.5%	2.4%	16.2%	2.9%	0.0%
Stansted Mountfichet Local Centre	2.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	2.0%	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	1.3%	0.3%	0.0%	8.6%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	1.3%	0.3%	0.0%	8.6%	0.0%	0.0%	0.0%
Other Local Centres/Villages	1.4%	1.8%	7.0%	0.0%	0.0%	0.0%	0.0%
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.1%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.3%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.9%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>12.2%</b>	<b>12.4%</b>	<b>4.9%</b>	<b>43.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>17.0%</b>
Out of Centre - Great Dunmow	9.3%	0.0%	3.2%	42.5%	0.0%	0.0%	16.3%
Tesco Superstore, Stortford Road, Great Dunmow	9.3%	0.0%	3.2%	42.5%	0.0%	0.0%	16.3%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre - Saffron Walden	2.9%	12.4%	1.7%	0.5%	0.7%	0.0%	0.7%
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.2%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	2.7%	12.4%	0.0%	0.5%	0.7%	0.0%	0.7%
<b>Inside of Study Area</b>	<b>26.6%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>82.4%</b>	<b>8.8%</b>
<b>Haverhill</b>	<b>20.5%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>66.8%</b>	<b>0.7%</b>
Aldi, Lord's Croft Lane, Haverhill	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill - Other	0.7%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Haverhill Town Centre	12.1%	0.3%	0.0%	0.0%	0.0%	40.1%	0.0%
Home Bargains, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	1.5%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Cangle Road, Haverhill	5.9%	1.8%	0.0%	0.0%	0.0%	18.2%	0.7%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Elsewhere in the Study Area</b>	<b>6.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>15.6%</b>	<b>8.1%</b>
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Elsewhere in the Study Area - Other	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	2.2%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	2.5%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%
<b>Outside of Study Area</b>	<b>34.2%</b>	<b>2.6%</b>	<b>73.2%</b>	<b>17.6%</b>	<b>82.4%</b>	<b>14.7%</b>	<b>73.6%</b>
Chelmsford	6.8%	0.0%	0.0%	9.4%	0.0%	0.0%	33.0%
Royston	4.4%	2.0%	0.0%	0.0%	72.0%	0.0%	0.0%
Harlow	2.1%	0.0%	15.3%	0.0%	0.0%	0.0%	0.0%
Cambridge	3.9%	0.0%	0.0%	0.0%	7.8%	11.7%	0.0%
Bishops Stortford	7.9%	0.7%	55.2%	1.4%	0.0%	0.0%	0.0%
Braintree	6.8%	0.0%	0.0%	5.3%	0.0%	0.0%	36.6%
Bury St Edmunds	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others outside the Study Area	2.3%	0.0%	2.7%	1.5%	2.7%	3.0%	4.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

**Table 15b:**  
**Chemist goods**  
**Shopping Expenditure (£m at 2023)**

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£20.11	£8.93	£1.96	£6.78	£0.53	£0.37	£1.53
<b>In Centre</b>	<b>£13.55</b>	<b>£7.77</b>	<b>£1.60</b>	<b>£3.24</b>	<b>£0.51</b>	<b>£0.37</b>	<b>£0.06</b>
<b>Great Dunmow Town Centre</b>	<b>£2.32</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.26</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.06</b>
Co-op, White Street, Great Dunmow	£0.04	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£2.28	£0.00	£0.00	£2.22	£0.00	£0.00	£0.06
<b>Saffron Walden Town Centre</b>	<b>£8.70</b>	<b>£7.58</b>	<b>£0.04</b>	<b>£0.20</b>	<b>£0.51</b>	<b>£0.37</b>	<b>£0.00</b>
Saffron Walden Town Centre - Other	£8.70	£7.58	£0.04	£0.20	£0.51	£0.37	£0.00
<b>Stansted Mountfichet Local Centre</b>	<b>£1.05</b>	<b>£0.00</b>	<b>£1.05</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Stansted Mountfichet Local Centre - Other	£1.05	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00
<b>Thaxted Local Centre</b>	<b>£0.74</b>	<b>£0.03</b>	<b>£0.00</b>	<b>£0.71</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Thaxted Local Centre - Other	£0.74	£0.03	£0.00	£0.71	£0.00	£0.00	£0.00
<b>Other Local Centres/Villages</b>	<b>£0.75</b>	<b>£0.16</b>	<b>£0.51</b>	<b>£0.08</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxted, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.08	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.16	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.47	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£6.55</b>	<b>£1.16</b>	<b>£0.36</b>	<b>£3.54</b>	<b>£0.02</b>	<b>£0.00</b>	<b>£1.48</b>
<b>Out of Centre - Great Dunmow</b>	<b>£5.15</b>	<b>£0.00</b>	<b>£0.23</b>	<b>£3.50</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.42</b>
Tesco Superstore, Stortford Road, Great Dunmow	£5.15	£0.00	£0.23	£3.50	£0.00	£0.00	£1.42
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£1.40</b>	<b>£1.16</b>	<b>£0.12</b>	<b>£0.04</b>	<b>£0.02</b>	<b>£0.00</b>	<b>£0.06</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£1.28	£1.16	£0.00	£0.04	£0.02	£0.00	£0.06
<b>Inside of Study Area</b>	<b>£11.42</b>	<b>£0.20</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.02</b>	<b>£10.44</b>	<b>£0.77</b>
<b>Haverhill</b>	<b>£8.71</b>	<b>£0.20</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£8.46</b>	<b>£0.06</b>
Aldi, Lord's Croft Lane, Haverhill	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00
B&Q, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill - Other	£0.31	£0.00	£0.00	£0.00	£0.00	£0.31	£0.00
Haverhill Town Centre	£5.12	£0.03	£0.00	£0.00	£0.00	£5.08	£0.00
Home Bargains, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£0.64	£0.00	£0.00	£0.00	£0.00	£0.64	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£2.53	£0.16	£0.00	£0.00	£0.00	£2.31	£0.06
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£2.71</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.02</b>	<b>£1.98</b>	<b>£0.71</b>
Barley Village Centre	£0.02	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00
Elsewhere in the Study Area - Other	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.94	£0.00	£0.00	£0.00	£0.00	£0.94	£0.00
Roxwell Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sawston Village Centre	£1.04	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00
<b>Outside of Study Area</b>	<b>£17.91</b>	<b>£0.25</b>	<b>£5.34</b>	<b>£1.45</b>	<b>£2.60</b>	<b>£1.86</b>	<b>£6.41</b>
Chelmsford	£3.65	£0.00	£0.00	£0.77	£0.00	£0.00	£2.87
Royston	£2.46	£0.19	£0.00	£0.00	£2.27	£0.00	£0.00
Harlow	£1.12	£0.00	£1.12	£0.00	£0.00	£0.00	£0.00
Cambridge	£1.72	£0.00	£0.00	£0.00	£0.25	£1.48	£0.00
Bishops Stortford	£4.21	£0.06	£4.03	£0.11	£0.00	£0.00	£0.00
Braintree	£3.62	£0.00	£0.00	£0.44	£0.00	£0.00	£3.19
Bury St Edmunds	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Others outside the Study Area	£1.13	£0.00	£0.19	£0.12	£0.08	£0.38	£0.35
<b>TOTAL</b>	<b>£49.44</b>	<b>£9.38</b>	<b>£7.30</b>	<b>£8.22</b>	<b>£3.15</b>	<b>£12.67</b>	<b>£8.71</b>

Notes:

a. Figures may not add up due to rounding.

**Table 16a:**  
Recreational goods  
Shopping Patterns (%)

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>25.9%</b>	<b>82.3%</b>	<b>9.5%</b>	<b>35.6%</b>	<b>8.3%</b>	<b>1.4%</b>	<b>19.3%</b>
<b>In Centre</b>	<b>18.4%</b>	<b>76.6%</b>	<b>9.5%</b>	<b>10.8%</b>	<b>8.3%</b>	<b>1.4%</b>	<b>0.0%</b>
Great Dunmow Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saffron Walden Town Centre	17.4%	73.0%	8.0%	10.8%	8.3%	1.4%	0.0%
Saffron Walden Town Centre - Other	17.4%	73.0%	8.0%	10.8%	8.3%	1.4%	0.0%
Stansted Mountfichet Local Centre	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashdon Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broxted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>7.6%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>24.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>19.3%</b>
<b>Out of Centre - Great Dunmow</b>	<b>6.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>22.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>19.3%</b>
Tesco Superstore, Stortford Road, Great Dunmow	6.2%	0.0%	0.0%	22.6%	0.0%	0.0%	19.3%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre - Saffron Walden</b>	<b>1.3%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Aldi, Knight Park, Thaxsted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.2%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	1.1%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>11.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>38.4%</b>	<b>1.8%</b>
<b>Haverhill</b>	<b>11.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>38.4%</b>	<b>1.8%</b>
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	2.5%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Haverhill Town Centre	6.0%	0.0%	0.0%	0.0%	0.0%	19.3%	1.8%
Home Bargains, Ehringhausen Way, Haverhill	0.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Haycocks Road, Haverhill	2.6%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Elsewhere in the Study Area</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sawston Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Outside of Study Area</b>	<b>62.5%</b>	<b>17.7%</b>	<b>90.5%</b>	<b>64.4%</b>	<b>91.7%</b>	<b>60.2%</b>	<b>78.8%</b>
Chelmsford	17.6%	0.0%	1.5%	37.6%	0.0%	0.0%	67.8%
Royston	0.9%	0.0%	0.0%	0.0%	20.2%	0.0%	0.0%
Harlow	9.7%	0.0%	51.7%	11.4%	0.0%	0.0%	0.0%
Cambridge	18.6%	16.6%	16.0%	0.0%	39.7%	37.6%	0.0%
Bishops Stortford	3.2%	1.1%	16.8%	2.1%	0.0%	0.0%	0.0%
Braintree	2.5%	0.0%	1.5%	4.3%	0.0%	0.0%	9.2%
Bury St Edmunds	4.4%	0.0%	0.0%	0.0%	0.0%	15.0%	0.0%
Others outside the Study Area	5.5%	0.0%	3.0%	8.9%	31.8%	7.6%	1.8%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

**Table 16b:**  
**Recreational goods**  
**Shopping Expenditure (£m at 2023)**

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>£36.70</b>	<b>£20.63</b>	<b>£1.87</b>	<b>£8.10</b>	<b>£0.71</b>	<b>£0.53</b>	<b>£4.85</b>
<b>In Centre</b>	<b>£24.78</b>	<b>£19.20</b>	<b>£1.87</b>	<b>£2.47</b>	<b>£0.71</b>	<b>£0.53</b>	<b>£0.00</b>
Great Dunmow Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, White Street, Great Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Dunmow Town Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Saffron Walden Town Centre	£23.59	£18.31	£1.57	£2.47	£0.71	£0.53	£0.00
Saffron Walden Town Centre - Other	£23.59	£18.31	£1.57	£2.47	£0.71	£0.53	£0.00
Stansted Mountfichet Local Centre	£0.30	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00
Stansted Mountfichet Local Centre - Other	£0.30	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Thaxted Local Centre - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Local Centres/Villages	£0.90	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00
Ashdon Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Broxted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chapel End Nursery, Broxted, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsenham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Felsted Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hatfield Heath Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Leaden Roding Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Little Chesterford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Newport Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Radwinter Village Centre	£0.90	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00
Stebbing Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Takeley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre</b>	<b>£11.92</b>	<b>£1.43</b>	<b>£0.00</b>	<b>£5.64</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.85</b>
<b>Out of Centre - Great Dunmow</b>	<b>£10.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.15</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.85</b>
Tesco Superstore, Stortford Road, Great Dunmow	£10.00	£0.00	£0.00	£5.15	£0.00	£0.00	£4.85
Travis Perkins, Chelmsford Road, Dunmow	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out of Centre - Saffron Walden</b>	<b>£1.92</b>	<b>£1.43</b>	<b>£0.00</b>	<b>£0.49</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.49	£0.00	£0.00	£0.49	£0.00	£0.00	£0.00
Goddards Interiors, Thaxted Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Homebase, Elizabeth Way, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£1.43	£1.43	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Radwinter Road, Saffron Walden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Inside of Study Area</b>	<b>£14.81</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£14.35</b>	<b>£0.46</b>
<b>Haverhill</b>	<b>£14.81</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£14.35</b>	<b>£0.46</b>
Aldi, Lord's Croft Lane, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
B&Q, Cambridge Close, Park Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£3.22	£0.00	£0.00	£0.00	£0.00	£3.22	£0.00
Haverhill - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haverhill Town Centre	£7.68	£0.00	£0.00	£0.00	£0.00	£7.22	£0.46
Home Bargains, Ehringshausen Way, Haverhill	£0.53	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00
Iceland, High Street, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Ehringshausen Way, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Haycocks Road, Haverhill	£3.38	£0.00	£0.00	£0.00	£0.00	£3.38	£0.00
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Superstore, Cangle Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Travis Perkins, Hollands Road, Haverhill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Elsewhere in the Study Area</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>
Barley Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elsewhere in the Study Area - Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Abington Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Great Waltham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Linton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Roxwell Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sawston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside of Study Area</b>	<b>£87.02</b>	<b>£4.44</b>	<b>£17.78</b>	<b>£14.69</b>	<b>£7.87</b>	<b>£22.49</b>	<b>£19.77</b>
Chelmsford	£25.88	£0.00	£0.30	£8.58	£0.00	£0.00	£17.01
Royston	£1.74	£0.00	£0.00	£0.00	£1.74	£0.00	£0.00
Harlow	£12.77	£0.00	£10.16	£2.61	£0.00	£0.00	£0.00
Cambridge	£24.75	£4.16	£3.14	£0.00	£3.40	£14.05	£0.00
Bishops Stortford	£4.06	£0.28	£3.29	£0.49	£0.00	£0.00	£0.00
Braintree	£3.58	£0.00	£0.30	£0.98	£0.00	£0.00	£2.30
Bury St Edmunds	£5.60	£0.00	£0.00	£0.00	£0.00	£5.60	£0.00
Others outside the Study Area	£8.65	£0.00	£0.59	£2.03	£2.73	£2.84	£0.46
<b>TOTAL</b>	<b>£138.54</b>	<b>£25.07</b>	<b>£19.64</b>	<b>£22.79</b>	<b>£8.58</b>	<b>£37.37</b>	<b>£25.08</b>

Notes:

a. Figures may not add up due to rounding.



**Table 17a:**  
**Comparison Goods**  
**Shopping Patterns (%)**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
<b>Uttlesford District</b>	<b>19.9%</b>	<b>55.3%</b>	<b>6.2%</b>	<b>37.5%</b>	<b>5.7%</b>	<b>2.1%</b>	<b>10.1%</b>
<b>In Centre</b>	<b>13.0%</b>	<b>47.1%</b>	<b>5.7%</b>	<b>15.4%</b>	<b>5.0%</b>	<b>1.9%</b>	<b>1.1%</b>
Great Dunmow Town Centre	1.4%	0.2%	0.4%	7.0%	0.0%	0.0%	0.7%
Co-op, White Street, Great Dunmow	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Great Dunmow Town Centre - Other	1.3%	0.2%	0.4%	6.9%	0.0%	0.0%	0.7%
Saffron Walden Town Centre	10.6%	46.2%	2.3%	6.2%	5.0%	1.6%	0.2%
Saffron Walden Town Centre - Other	10.6%	46.2%	2.3%	6.2%	5.0%	1.6%	0.2%
Stansted Mountfichet Local Centre	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Stansted Mountfichet Local Centre - Other	0.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Thaxted Local Centre	0.2%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Thaxted Local Centre - Other	0.2%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Other Local Centres/Villages	0.6%	0.7%	1.5%	0.7%	0.0%	0.2%	0.2%
Ashdon Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Broxted Village Centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Chapel End Nursery, Broxted, Dunmow	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Elsenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Felsted Village Centre	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Hatfield Heath Village Centre	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%
Leaden Roding Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Chesterford Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Radwinter Village Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Stebbing Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Takeley Village Centre	0.2%	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
<b>Out of Centre</b>	<b>6.9%</b>	<b>8.2%</b>	<b>0.5%</b>	<b>22.2%</b>	<b>0.7%</b>	<b>0.2%</b>	<b>9.0%</b>
<b>Out of Centre - Great Dunmow</b>	<b>5.0%</b>	<b>0.2%</b>	<b>0.2%</b>	<b>20.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.9%</b>
Tesco Superstore, Stortford Road, Great Dunmow	5.0%	0.2%	0.2%	20.4%	0.0%	0.0%	8.9%
Travis Perkins, Chelmsford Road, Dunmow	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
<b>Out of Centre - Saffron Walden</b>	<b>1.9%</b>	<b>8.0%</b>	<b>0.3%</b>	<b>1.7%</b>	<b>0.7%</b>	<b>0.2%</b>	<b>0.0%</b>
Aldi, Knight Park, Thaxted Road, Saffron Walden	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Goddards Interiors, Thaxted Road, Saffron Walden	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, Elizabeth Way, Saffron Walden	1.3%	5.9%	0.2%	0.7%	0.2%	0.2%	0.0%
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	0.2%	1.1%	0.0%	0.0%	0.4%	0.0%	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden	0.2%	0.8%	0.0%	0.5%	0.0%	0.0%	0.0%
<b>Inside of Study Area</b>	<b>11.8%</b>	<b>1.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>40.7%</b>	<b>2.9%</b>
<b>Haverhill</b>	<b>10.5%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>37.9%</b>	<b>0.6%</b>
Aldi, Lord's Croft Lane, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Cambridge Close, Park Road, Haverhill	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	1.8%	0.4%	0.0%	0.0%	0.1%	6.5%	0.0%
Haverhill - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Haverhill Town Centre	6.3%	0.5%	0.0%	0.0%	0.0%	22.8%	0.4%
Home Bargains, Ehringhausen Way, Haverhill	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Iceland, High Street, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ehringhausen Way, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sainsbury's, Haycocks Road, Haverhill	1.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%
Screwfix, The Hollands Centre, Hollands Road, Haverhill	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Tesco Superstore, Cangle Road, Haverhill	0.9%	0.1%	0.0%	0.0%	0.0%	3.1%	0.0%
Travis Perkins, Hollands Road, Haverhill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Elsewhere in the Study Area</b>	<b>1.3%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>2.3%</b>
Barley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere in the Study Area - Other	0.5%	0.0%	0.0%	0.0%	0.0%	0.4%	2.1%
Great Abington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Great Waltham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Linton Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Roxwell Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sawston Village Centre	0.6%	0.8%	0.0%	0.0%	0.0%	1.9%	0.0%
<b>Outside of Study Area</b>	<b>68.3%</b>	<b>42.9%</b>	<b>93.8%</b>	<b>62.5%</b>	<b>94.2%</b>	<b>57.2%</b>	<b>87.0%</b>
Chelmsford	15.2%	0.2%	1.9%	31.4%	0.2%	0.0%	54.1%
Royston	1.7%	0.9%	0.0%	0.0%	24.1%	0.0%	0.0%
Harlow	6.5%	1.9%	36.8%	5.5%	0.0%	0.1%	0.0%
Cambridge	21.0%	28.7%	9.9%	4.5%	46.1%	39.3%	0.9%
Bishops Stortford	6.2%	5.1%	34.9%	2.1%	0.0%	0.2%	0.0%
Braintree	8.1%	3.1%	3.7%	12.3%	0.0%	1.2%	25.6%
Bury St Edmunds	2.7%	0.2%	0.7%	0.0%	0.0%	9.5%	0.0%
Others outside the Study Area	6.9%	2.8%	5.8%	6.7%	23.9%	6.9%	6.4%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Figures may not add up due to rounding.

Table 17b:  
Comparison Goods  
Shopping Expenditure (£m at 2023)

2021 Prices

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Uttlesford District	£169.2	£86.7	£7.4	£51.9	£3.0	£4.7	£15.5
<b>In Centre</b>	<b>£110.6</b>	<b>£73.9</b>	<b>£6.8</b>	<b>£21.2</b>	<b>£2.7</b>	<b>£4.2</b>	<b>£1.7</b>
Great Dunmow Town Centre	£11.7	£0.3	£0.5	£9.7	£0.0	£0.0	£1.1
Co-op, White Street, Great Dunmow	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Great Dunmow Town Centre - Other	£11.4	£0.3	£0.5	£9.5	£0.0	£0.0	£1.1
Saffron Walden Town Centre	£90.3	£72.4	£2.7	£8.5	£2.7	£3.7	£0.3
Saffron Walden Town Centre - Other	£90.3	£72.4	£2.7	£8.5	£2.7	£3.7	£0.3
Stansted Mountfichet Local Centre	£1.8	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0
Stansted Mountfichet Local Centre - Other	£1.8	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0
Thaxted Local Centre	£2.1	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0
Thaxted Local Centre - Other	£2.1	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0
<b>Other Local Centres/Villages</b>	<b>£4.7</b>	<b>£1.1</b>	<b>£1.8</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.3</b>
Ashdon Village Centre	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0
Broxted Village Centre	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Chapel End Nursery, Broxted, Dunmow	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Elsenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Felsted Village Centre	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Hatfield Heath Village Centre	£0.5	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0
Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3
Leaden Roding Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chesterford Village Centre	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Newport Village Centre	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Radwinter Village Centre	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Stebbing Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Takeley Village Centre	£1.4	£0.0	£0.7	£0.6	£0.0	£0.0	£0.0
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Bamber's Green	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Out of Centre</b>	<b>£58.6</b>	<b>£12.8</b>	<b>£0.6</b>	<b>£30.6</b>	<b>£0.4</b>	<b>£0.5</b>	<b>£13.8</b>
<b>Out of Centre - Great Dunmow</b>	<b>£42.5</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£28.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£13.7</b>
Tesco Superstore, Stortford Road, Great Dunmow	£42.5	£0.3	£0.2	£28.2	£0.0	£0.0	£13.7
Travis Perkins, Chelmsford Road, Dunmow	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
<b>Out of Centre - Saffron Walden</b>	<b>£16.1</b>	<b>£12.5</b>	<b>£0.3</b>	<b>£2.3</b>	<b>£0.4</b>	<b>£0.5</b>	<b>£0.1</b>
Aldi, Knight Park, Thaxsted Road, Saffron Walden	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0
B&M, Knight Retail Park, Thaxted Road, Saffron Walden	£0.7	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0
Goddards Interiors, Thaxted Road, Saffron Walden	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Homebase, Elizabeth Way, Saffron Walden	£11.0	£9.3	£0.2	£0.9	£0.1	£0.5	£0.0
Knight Park Shopping Centre, Thaxted Road, Saffron Walden	£2.0	£1.8	£0.0	£0.0	£0.2	£0.0	£0.0
Tesco Superstore, Radwinter Road, Saffron Walden	£2.0	£1.2	£0.0	£0.7	£0.0	£0.0	£0.1
<b>Inside of Study Area</b>	<b>£100.2</b>	<b>£2.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£92.8</b>	<b>£4.5</b>
<b>Haverhill</b>	<b>£89.0</b>	<b>£1.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£86.3</b>	<b>£1.0</b>
Aldi, Lord's Croft Lane, Haverhill	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
B&Q, Cambridge Close, Park Road, Haverhill	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0
Cambridge Road Retail Park, Haverhill (B&Q, Halfords, Pets at Homes, Home Bargains)	£15.6	£0.6	£0.0	£0.0	£0.0	£14.9	£0.0
Haverhill - Other	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Haverhill Town Centre	£53.5	£0.8	£0.0	£0.0	£0.0	£52.0	£0.7
Home Bargains, Ehringshausen Way, Haverhill	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0
Iceland, High Street, Haverhill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Ehringhausen Way, Haverhill	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sainsbury's, Haycocks Road, Haverhill	£8.5	£0.0	£0.0	£0.0	£0.0	£8.5	£0.0
Screwfix, The Hollands Centre, Hollands Road, Haverhill	£2.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0
Tesco Superstore, Cangle Road, Haverhill	£7.3	£0.2	£0.0	£0.0	£0.0	£7.1	£0.1
Travis Perkins, Hollands Road, Haverhill	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
<b>Elsewhere in the Study Area</b>	<b>£11.2</b>	<b>£1.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£6.5</b>	<b>£3.5</b>
Barley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elsewhere in the Study Area - Other	£4.2	£0.0	£0.0	£0.0	£0.0	£0.9	£3.3
Great Abington Village Centre	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Great Waltham Village Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Linton Village Centre	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0
Roxwell Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sawston Village Centre	£5.5	£1.2	£0.0	£0.0	£0.0	£4.3	£0.0
<b>Outside of Study Area</b>	<b>£579.6</b>	<b>£67.2</b>	<b>£112.0</b>	<b>£86.4</b>	<b>£49.9</b>	<b>£130.3</b>	<b>£133.8</b>
Chelmsford	£129.2	£0.3	£2.3	£43.4	£0.1	£0.0	£83.2
Royston	£14.1	£1.4	£0.0	£0.0	£12.7	£0.0	£0.0
Harlow	£54.9	£3.0	£44.0	£7.6	£0.0	£0.3	£0.0
Cambridge	£178.2	£45.0	£11.8	£6.2	£24.4	£89.4	£1.4
Bishops Stortford	£53.0	£8.0	£41.7	£2.9	£0.0	£0.4	£0.0
Braintree	£68.6	£4.8	£4.5	£17.0	£0.0	£2.8	£39.4
Bury St Edmunds	£22.7	£0.3	£0.8	£0.0	£0.0	£21.6	£0.0
Others outside the Study Area	£59.0	£4.4	£7.0	£9.3	£12.7	£15.8	£9.8
<b>TOTAL</b>	<b>£849.0</b>	<b>£156.7</b>	<b>£119.4</b>	<b>£138.2</b>	<b>£53.0</b>	<b>£227.8</b>	<b>£153.9</b>

Notes:

a. Figures may not add up due to rounding.

**Uttlesford Retail Capacity Assessment**  
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**Table 18a: Comparison goods market share derived turnover (based on household survey results)**

	% Market Share	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2031 Survey Turnover (£m)	2036 Survey Turnover (£m)	2041 Survey Turnover (£m)
Expenditure in the Study Area (£m)		849.0	874.4	1012.9	1183.4	1386.8
Expenditure directed to Uttlesford District	19.9%	169.2	174.3	201.9	235.9	276.4

**Notes:**  
a. Market Share percentage figures are derived from Table 17a. This is then applied to the total comparison goods expenditure available (excluding SFT) as taken from Table 8b

**Table 18b: Comparison goods market share derived turnover, and assumed inflow from outside of the Study Area (£m)**

	Estimated 'Inflow' from Outside Study Area	2023 Survey Turnover (£m)	2026 Survey Turnover (£m)	2031 Survey Turnover (£m)	2036 Survey Turnover (£m)	2041 Survey Turnover (£m)
Expenditure directed to Uttlesford District	2.7%	173.7	178.9	207.3	242.2	283.8

**Notes:**  
a. The inflow percentages have been estimated by Nexus. The inflow figures are then applied to the survey turnover as presented in Table 18a

**Table 18c: Extant comparison goods commitments**

Site Address	Application Reference	Summary of the Proposal	Net* Comparison Floorspace (sqm)	Estimated Sales Density (£ per sq m) at 2023	Estimated Comparison Turnover (£ m) 2023	Estimated Comparison Turnover (£ m) 2026	Estimated Comparison Turnover (£ m) 2031	Estimated Comparison Turnover (£ m) 2036	Estimated Comparison Turnover (£ m) 2041
		No commitments identified.			0.0	0.0	0.0	0.0	0.0
<b>Uttlesford District</b>			<b>0</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

**Notes:**  
a. The list of commitments and the associated net sales areas have been provided by the Council.  
b. Sales density is assumed to be £ 4,800 based on Nexus Planning judgement.  
c. The turnover for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20.

**Uttlesford Retail Capacity Assessment**  
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**Table 19a: Comparison Goods Capacity Assessment**

Assume Equilibrium at Base Year and Constant Market Shares

	2023	2026	2031	2036	2041
STEP 1: Survey Derived (with Inflow) Turnover of all Floorspace (£m):	£173.7	£178.9	£207.3	£242.2	£283.8
STEP 2: Total Forecast "Benchmark" Turnover of all Floorspace (£m)	£173.7	£180.0	£201.9	£231.8	£266.1
STEP 3: Available Expenditure before commitments (£m)		-£1.1	£5.4	£10.4	£17.7
STEP 4: Turnover of all committed floorspace (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: <b>Surplus Expenditure (£m)</b>		<b>-£1.1</b>	<b>£5.4</b>	<b>£10.4</b>	<b>£17.7</b>
STEP 6: <b>MAXIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£3,500.0	£3,626.8	£4,067.4	£5,361.0	£5,361.0
(ii) <b>MAXIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-299</b>	<b>1,326</b>	<b>1,938</b>	<b>3,299</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-427	1,894	2,768	4,713
STEP 7: <b>MINIMUM FORECAST CAPACITY FOR NEW COMPARISON FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500.0	£5,699.3	£6,391.6	£8,424.4	£8,424.4
(ii) <b>MINIMUM "Net" Floorspace Capacity (sq m):</b>		<b>-190</b>	<b>844</b>	<b>1,233</b>	<b>2,100</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-272	1,205	1,761	2,999

**Notes**  
STEP 1: Survey Derived (with Inflow) turnovers assume constant market shares over the forecast period, derived from Table 18b.  
STEP 2: Assumption is made that comparison retail market is in "equilibrium" at the base year (i.e. 2023, 'benchmark' turnovers are equivalent to the survey-derived turnover levels, with inflow). Average productivity growth rates from Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20, are then used to project the available benchmark expenditure.  
STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.  
STEP 4: The turnover of all known commitments has been derived from Table 18c. It is assumed that all commitments would be operational and with mature trading conditions by 2026.  
STEP 5: The Surplus Expenditure capacity incorporates the forecast turnover of all commitments (Step 4).  
STEP 6: The Surplus Expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement. Average sales density is assumed to be £3,500 per sqm which Nexus Planning considers to be towards the lower end of what could be achieved. The sales density for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20.  
STEP 7: The Surplus Expenditure is converted into a net/gross floorspace capacity, based on Nexus judgement. Average sales density is assumed to be £5,500 per sqm which Nexus Planning considers to be towards the higher end of what could be achieved. The sales density for respective years is "grown" using Figure 4b (density growth rate) of Experian Retail Planner Briefing Note 20.

## APPENDIX D – GOAD CENTRE PLANS

# SAFFRON WALDEN



## Key

- Convenience
- Comparison
- Leisure Service
- Financial and Business Services
- Retail Service
- Vacant



**GREAT DUNMOW**

**EAT DUNMOW**

- Key**
- Convenience
  - Comparison
  - Leisure Service
  - Financial and Business Services
  - Retail Service
  - Vacant

Dunmow St Mary's  
Primary School

SARACENS HEAD  
HOTEL

ET Foak  
Hall  
Memorials  
TCB

Lewis Court  
Surgery

Banks Court

Cuckoo Lodge  
Lodge

Comptons  
Court

War Meml  
Club

Library  
PC

Car Park

The Paddock

TENTERFIELD

Convenience

Comparison

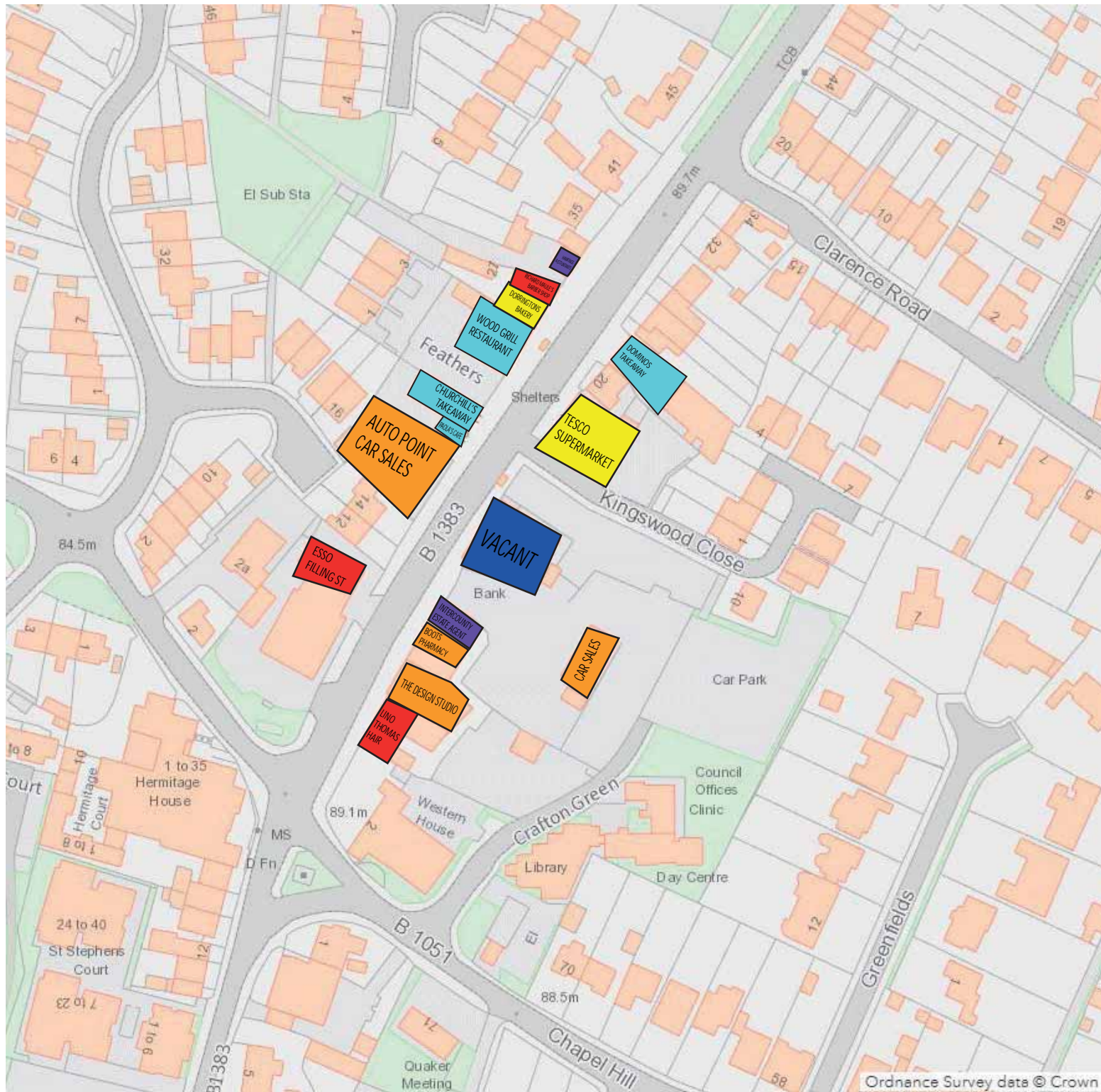
Leisure Service

Financial and Business Services

Retail Service

Vacant

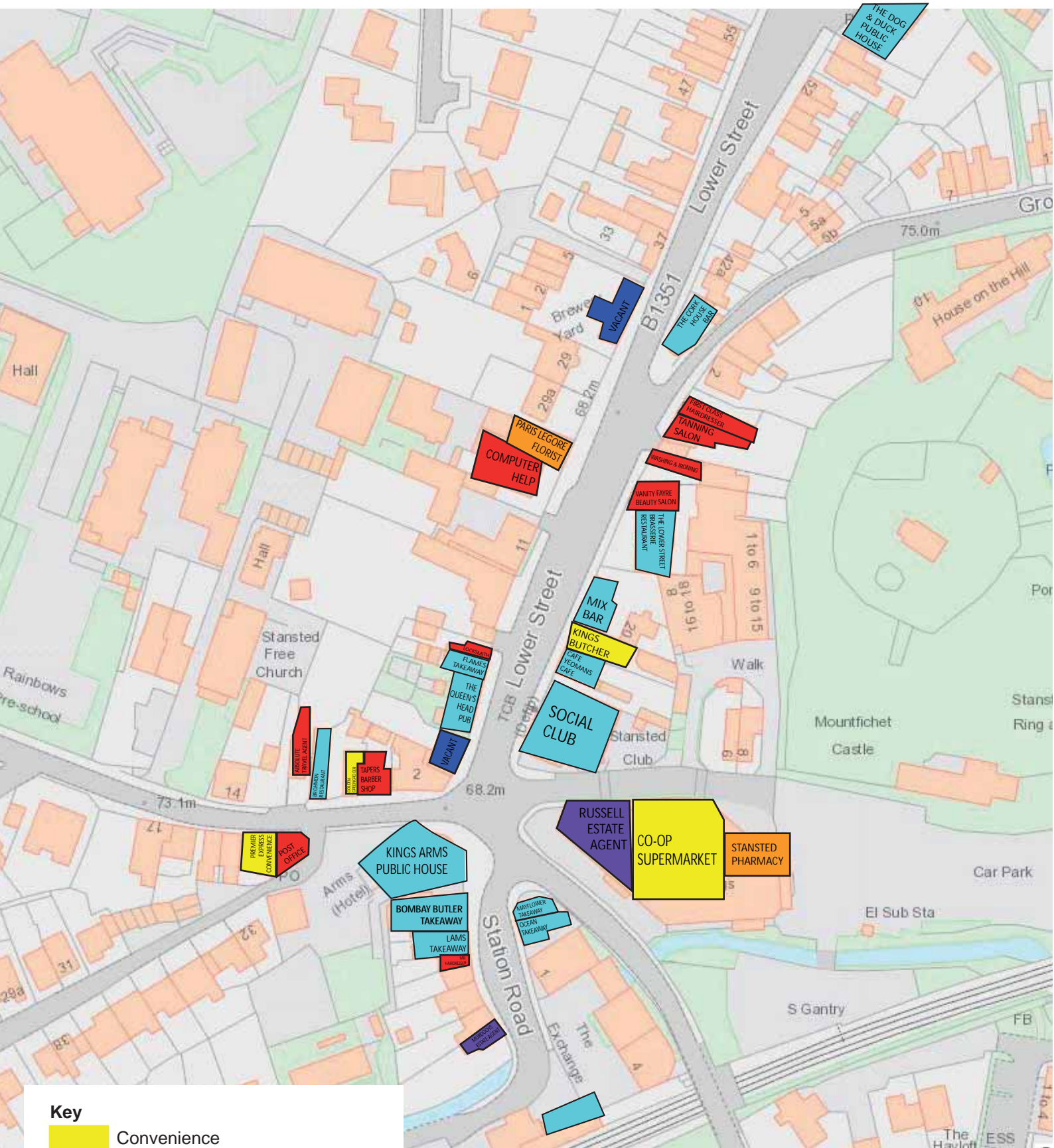
# STANSTED MOUNTFITCHET (CAMBRIDGE ROAD)



## Key

- Convenience
- Comparison
- Leisure Service
- Financial and Business Services
- Retail Service
- Vacant

# STANSTED MOUNTFITCHET (LOWER STREET)



- Key**
- Convenience
  - Comparison
  - Leisure Service
  - Financial and Business Services
  - Retail Service
  - Vacant



# THAXTED



**Key**

- Convenience
- Comparison
- Leisure Service
- Financial and Business Services
- Retail Service
- Vacant

INDIA VILLA REST

THE SWAN HOTEL

LADIES & GENTLEMEN RESTROOMS

PARASOLS  
NISA CAFE  
CONVENIENCE

BOOK ROOM

AC WAREHOUSE  
POST OFFICE

PHARMACY  
HAND BAKERY

PARK STREET GARAGE  
VEHICLE REPAIR

THE STAR PUBLIC HOUSE

30m

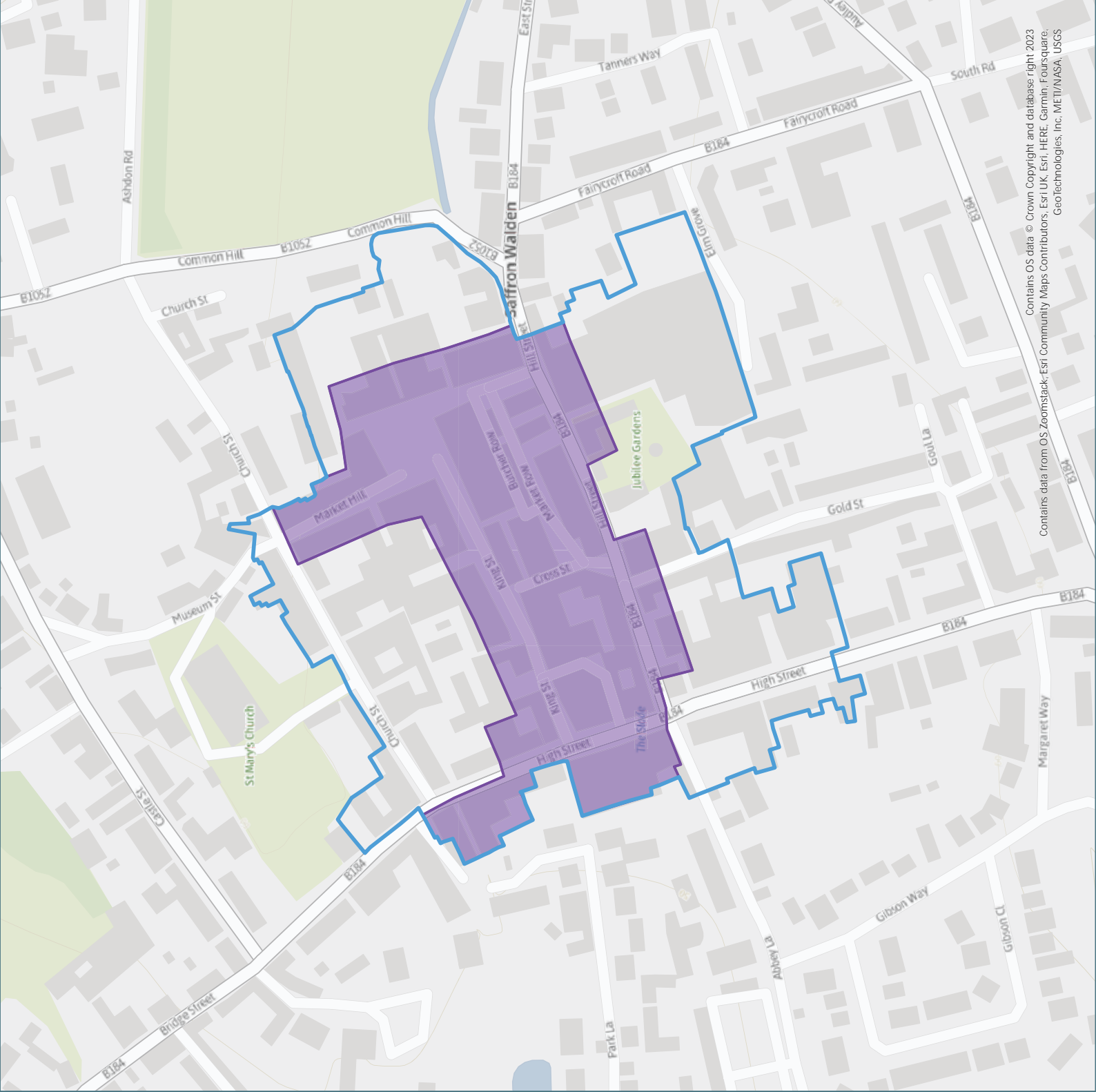
## APPENDIX E – BOUNDARY PLANS

# Saffron Walden Recommended Boundaries

Recommended  
Town Centre  
Boundary



Recommended  
Primary Shopping  
Area



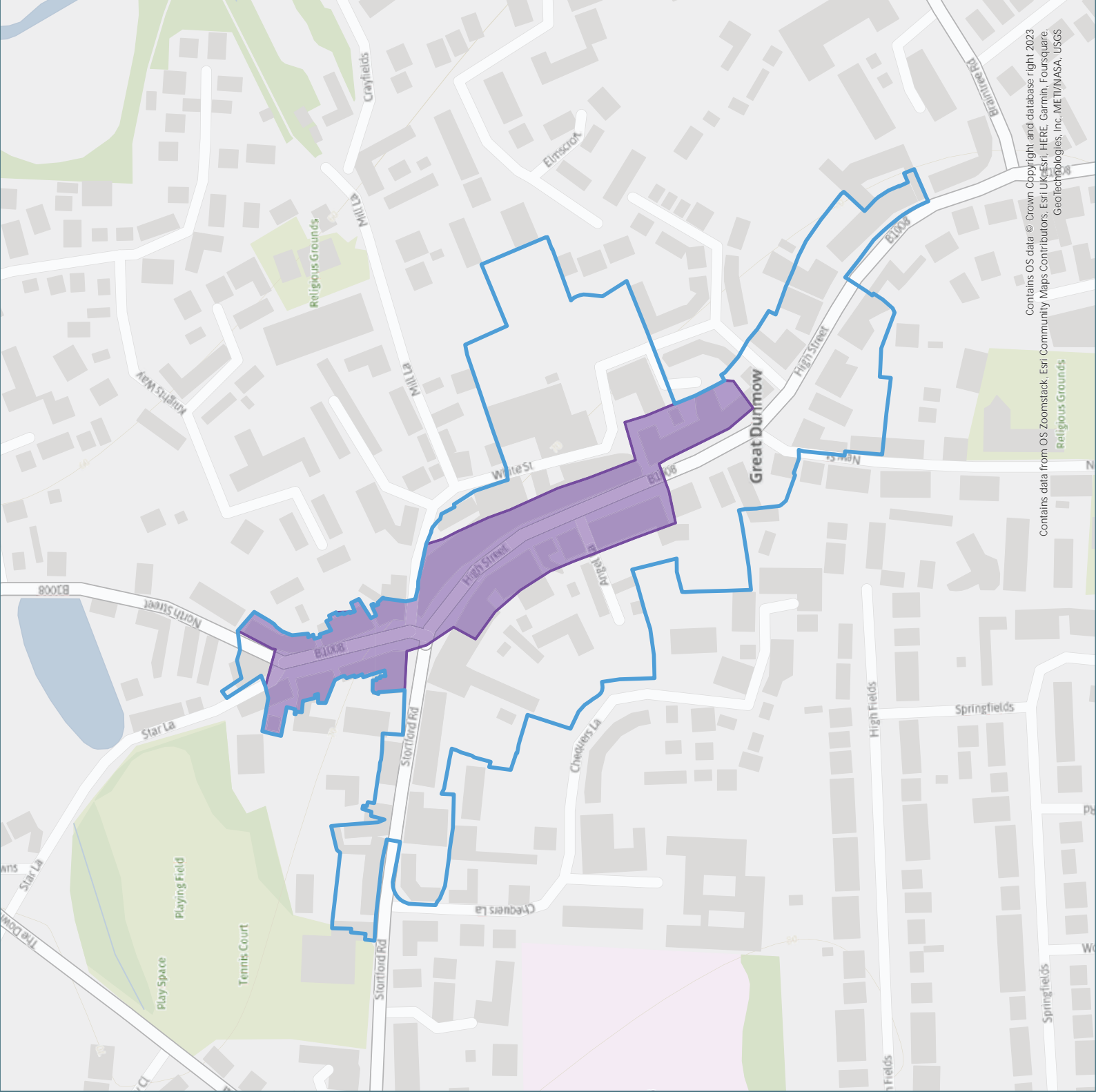
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# Great Dunmow Recommended Boundaries

Recommended  
Town Centre  
Boundary



Recommended  
Primary Shopping  
Area



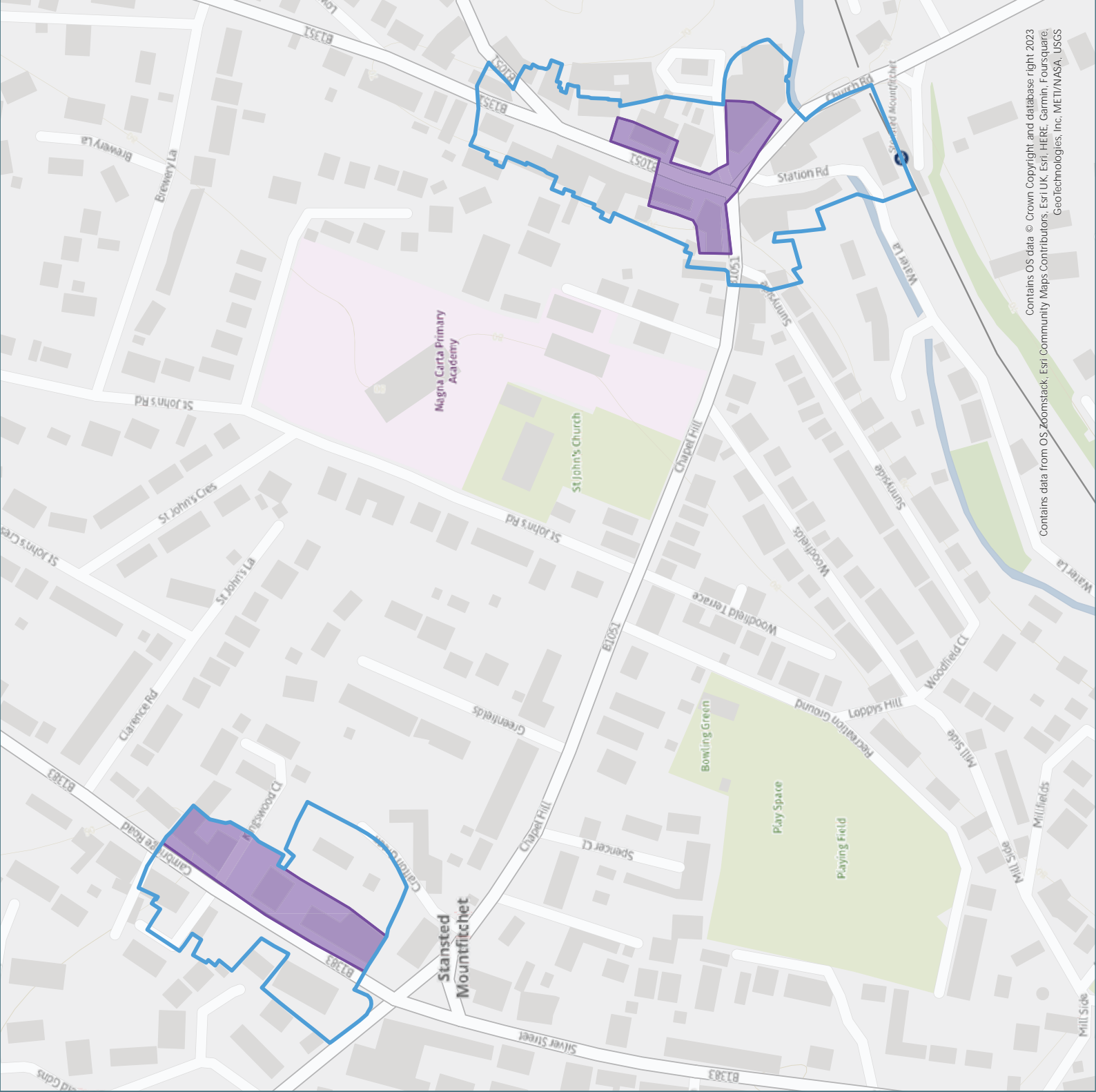
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# Stansted Mountfitchet Recommended Boundaries

Recommended  
Town Centre  
Boundary



Recommended  
Primary Shopping  
Area



# Thaxted Recommended Boundaries

Recommended

□ Town Centre  
Boundary

Recommended

■ Primary Shopping  
Area



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The English Map Company  
Catholic Church Of

# Elsenham Recommended Boundaries

Recommended  
Local Centre  
Boundary



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# Hatfield Heath Recommended Boundaries

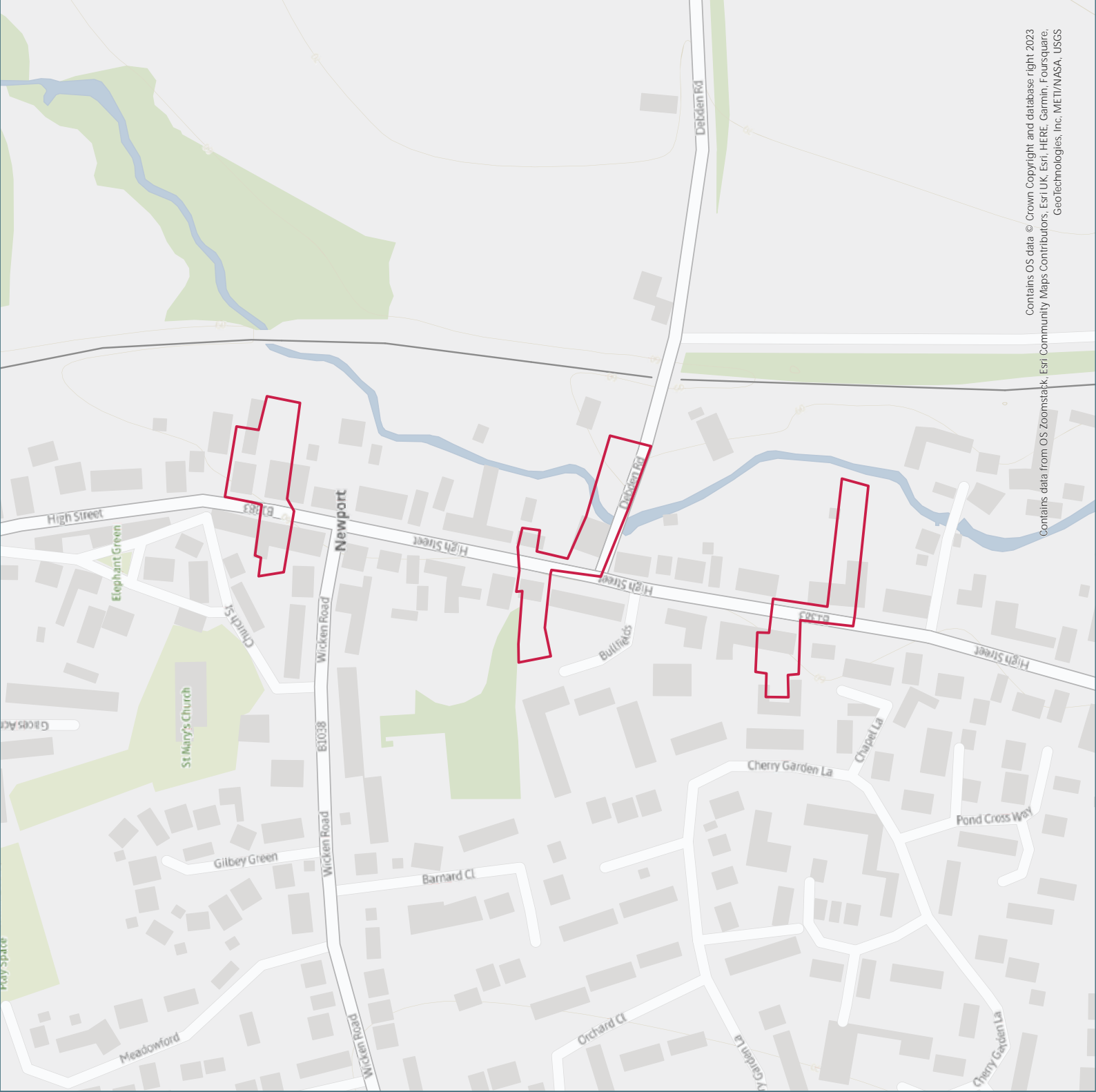
- Recommended
- Local Centre Boundary





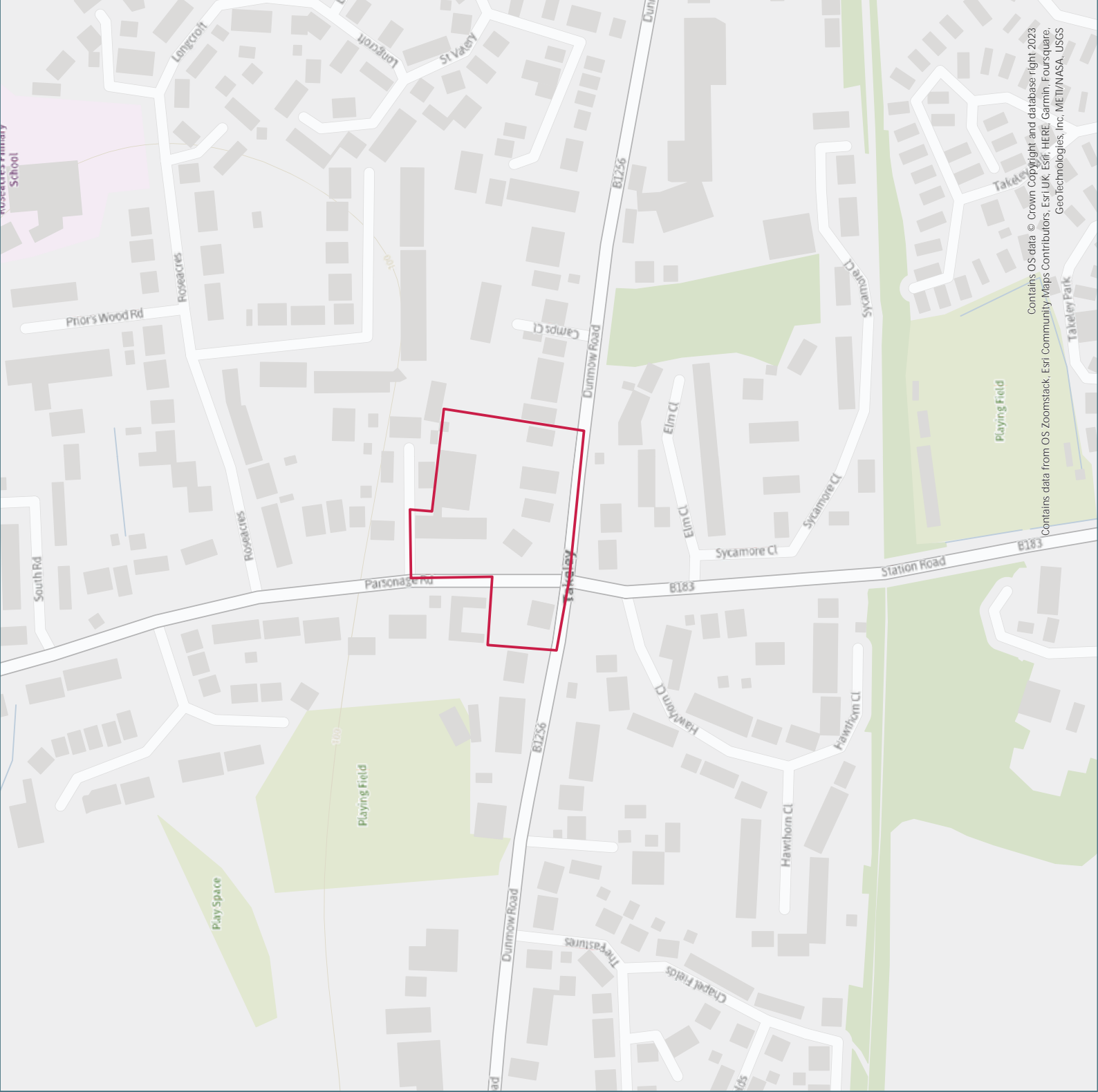
# Newport Recommended Boundaries

Recommended  
Local Centre  
Boundary



# Takeley Recommended Boundaries

- Recommended
- Local Centre
- Boundary



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