

Appendix A

Guide to the Use Classes Order

Use Class (up to 31 August 2020)	Use Class (from 1 September 2020)	Description
A1 Shops	F2(a) Local community uses	Shops (mostly) selling essential goods, including food, no more than 280sqm and where there is no other such facility within 1000m.
	E(a) Commercial, business and service uses	All other shops.
A2 Financial & Professional Services	E(c) Commercial, business and service uses	Financial and professional services (other than health or medical services), or other appropriate services in a commercial, business or service locality.
A3 Restaurants & Cafes	E(b) Commercial, business and service uses	Sale of food and drink for consumption (mostly) on the premises.
A4 Drinking Establishments	Sui Generis	Public houses, wine bars, or drinking establishments (including with expanded food provision).
A5 Hot Food & Takeaway	Sui Generis	Hot food takeaways.
B1 Business	E(g) Commercial, business and service uses	(i) Offices to carry out any operational or administrative functions (ii) Research and development of products or processes (iii) Industrial processes
B2 General Industrial	Unchanged	Industrial processes other than one falling within the former Class B1.
B8 Storage & Distribution	Unchanged	Storage or distribution (including open air storage).
C1 Hotels	Unchanged	Hotel, boarding house or guesthouse.
C2 Residential Institutions	Unchanged	Hospital, nursing home or residential school, college or training centre.
C2A Secure Residential Institutions	Unchanged	Secure residential accommodation.
C3 Dwelling Houses	Unchanged	Dwelling house.
C4 Houses in multiple occupation	Unchanged	Use as a dwelling house by not more than six residents as a "house in multiple occupation" (HMO).
D1 Non-Residential Institutions	E(e-f) Commercial, business and service uses	Medical or health services. Creche, day nursery or day centre (not including a residential use).
	F1(a-g) Learning & Non-residential institutions	Education, display of works of art, museums, public libraries, public halls or exhibition halls, public worship, or law courts.
D2 Assembly & Leisure	Sui Generis	Venue for live music performance, cinemas, concert halls, bingo halls, or dance halls.
	E(d) Commercial, business and service uses	Gymnasium or places for indoor sport, recreation or fitness (not including for use as a swimming pool or skating rink).
	F2(b-d) Local community uses	Halls or meeting places for the principal use of the local community, areas or places for outdoor sport or recreation, or indoor or outdoor swimming pools or skating rinks.
Sui Generis	Sui Generis	Now includes: Public houses, wine bars, or drinking establishments (including with expanded food provision) – formerly Class A4. Hot food takeaways – formerly Class A5. Cinemas – formerly Class D2. Concert halls – formerly Class D2. Bingo halls – formerly Class D2. Dance halls – formerly Class D2. Betting offices / pay day loan shops.

Appendix B

Updated healthcheck reviews

COLCHESTER CITY CENTRE

September 2024

Designation: Town Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (at the apex of the hierarchy).

Diversity of uses:

Figure 1 below sets out the diversity of uses in Colchester City Centre based on the latest survey undertaken by Experian Goad (August 2023), relative to the survey findings of November 2019.

The analysis focuses on a number of use categories, as defined by Experian Goad, namely:

- Comparison Retail (e.g. clothing and footwear, furniture, jewellery, electrical goods, toys);
- Convenience Retail (e.g. butchers, bakers, supermarkets);
- Retail Services (e.g. dry cleaners, hairdressers and beauticians, travel agents);
- Leisure Services (e.g. cafes, restaurants);
- Financial & Business Services (e.g. banks, estate agents); and
- Vacant.

Figure 1 – Diversity of uses, Colchester City Centre

Use Categories	November 2019				August 2023			
	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)
Comparison Retail	190	29.6	45,049	39.0	158	24.5	36,474	31.0
Convenience Retail	50	7.8	9,783	8.5	53	8.2	8,621	7.3
Retail Services	102	15.9	8,101	7.0	106	16.4	7,860	6.7
Leisure Services	152	23.7	27,648	23.9	158	24.5	32,544	27.6
Financial & Business Services	55	8.6	8,882	7.7	51	7.9	7,795	6.6
Vacant	93	14.5	16,072	13.9	120	18.6	24,452	20.8
TOTAL	642	100	115,535	100	646	100	117,745	100

Source:

November 2019 figures derived from the 2020 Study Update.

August 2023 figures from Experian Goad.

Our main observations are:

- The number of Comparison Retail units has continued to fall, from 241 in 2015 (as reported in the 2020 Study Update) to 190 in November 2019, and down to 158 in August 2023. The proportion of Comparison Retail units, relative to the total number of units, stands at 24.5% – which is the same as the proportion of units occupied by Leisure Services. In floorspace terms, Comparison Retail remains the main use category (with 36,474 sqm gross) but now accounts for less than one-third of total floorspace in the City Centre (31%). This reflects a trend occurring in many large centres across the UK, but for Colchester City Centre, the reduction since 2019 can largely be attributed to the closures of Debenhams, M&S and Next.

- Of the total number of Comparison Retail units (158), 43 are occupied by retailers of clothing and footwear (down from 52 in 2019), 18 are charity shops, and there are 13 mobile phone shops and 11 jewellers.
- The number of units dedicated to Convenience Retail (53 or 8.2% of the total number of units) represents a slight increase on 2019 levels, although there has been a decrease in floorspace over the same period (from 9,783 sqm to 8,621) over this period. This may in part reflect the closure of the M&S store which included a substantial 'food' offer.
- Jointly with Comparison Retail, Leisure Services are the most dominant use category (in terms of the number/proportion of units) and help to extend dwell time and support the retail offer. There are currently 158 units accommodating such uses (compared to 141 in 2015 and 152 in 2019) including 42 cafes, 31 restaurants and 30 hot-food takeaways.
- There are 106 units occupied by Retail Services, of which some 85 are health and beauty salons (including hairdressers). This represents a small increase in the number of units accommodating Retail Services since 2019, although the amount and proportion of floorspace dedicated to such uses is down slightly.
- The findings in respect of Financial & Business Services indicate a continued reduction in both units and floorspace, consistent with the shift towards online banking and other professional services.

Vacancy levels:

Vacancy levels in Colchester City Centre are significant, now standing at 18.6% of the total number of units. This is above the national average (circa 14%) and a notable increase on the levels previously observed in 2015 (10.5%) and 2019 (14.5%) respectively.

Expressed as a proportion of total floorspace, around one-fifth of the centre's floorspace is currently vacant (20.8% or 24,452 sqm). This compares with 11.5% (13,778 sqm) in 2015 and 13.9% (16,072 sqm) in 2019.

Key voids include the store closures identified since the 2020 Study Update. These include the former Debenhams department store (Culver Street West), the former M&S store (High Street) and the former Next store (High Street). The loss of these major retailers and the associated footfall is likely to make it more difficult to secure occupiers for other vacant units in the City Centre. Notwithstanding, it is understood the former Debenhams store is to be repurposed to provide new leisure facilities.

Other notable voids include the vacant units on Long Wyre Street and the former Wilko store at St John's Walk Shopping Centre.

Retailer representation and the balance between independent and multiple stores:

Figure 2 below identifies the 'major retailers' (as defined by Experian Goad) present in Colchester City Centre. It should be noted that the following major retailers identified in the 2020 Study Update are no longer represented in Colchester City Centre:

- Argos
- Carphone Warehouse
- Debenhams
- M&S
- Next
- Topman
- Topshop
- Wilko

Figure 2 – Major retailer representation, Colchester City Centre

Mixed Goods Retailers	Supermarkets	Clothing	Other Retailers
Boots TK Maxx WH Smith	Sainsbury's Tesco (Express)	H&M Monsoon New Look Primark River Island	Clarks Clintons EE HMV O2 Superdrug Vodafone Waterstones

Source:

Experian Goad and CPW Planning research including site inspections (August 2024).

It is evident that Colchester City Centre's retail offer has been affected by some key retailer closures since the 2020 Study Update. These include Argos, Debenhams, M&S, Next and Topman/Topshop. Notwithstanding, the centre remains well represented by mass market fashion-orientated retailers such as H&M, New Look, Primark and River Island.

There is also some premium retail including the Fenwick department store and in-store concessions/brands (e.g. All Saints, Chanel, Dior, Charlotte Tilbury, Reiss, Paul Smith), White Stuff and Fat Face. Fenwick is not identified as a major retailer by Experian Goad but is an important 'anchor' – even more so following the M&S and Debenhams store closures – and has benefitted from a major refurbishment in recent years.

Colchester City Centre's main convenience stores are Sainsbury's, Tesco Express and Iceland; and there are several bakeries, grocers, delicatessens and health food stores.

Figure 3 below shows the change in the balance between independent and multiple stores in Colchester City Centre between November 2019 and August 2023.

Figure 3 – Number of independent and multiple stores, Colchester City Centre

Use Categories	Independent Stores (count)		Multiple Stores (count)	
	November 2019	August 2023	November 2019	August 2023
Comparison Retail	92	84	98	74
Convenience Retail	36	40	14	13
Retail Services	87	95	15	11
Leisure Services	103	119	49	39
Financial & Business Services	29	27	26	24
TOTAL	347	365	202	161

Source:

Figures derived from Experian Goad (November 2019 and August 2023).

Figure 3 shows that the number of multiple stores has fallen substantially since November 2019, particularly in the Comparison Retail category, which is indicative of market trends (i.e. widespread store closures and/or the polarisation of major retailers to a fewer number of prime locations). Over the same period, the number of independent stores in Colchester City Centre has increased from 347 to 365. This is despite a net reduction of Comparison Retail independents; while the increase can largely be attributed to the number of new Retail and Leisure Services. These include concepts that

are growing in popularity such as Meow Cat Café on Eld Lane, No Name Bar & Games on Long Wyre Street, and Other Monkey Brewing: The Taproom (micro-brewery) on St Nicholas Street.

In terms of leisure provision, the City Centre has two cinemas (Odeon and Curzon), two theatres (Headgate and Mercury Theatres), a bingo hall (Buzz Bingo) and a good variety of food and beverage (F&B) uses. The F&B offer comprises a mix of national ‘chain’ and independent operators. Family and fast-casual catering options are reasonably well represented including Bills, Five Guys, Pizza Express and Wagamama, while the pubs/bars provide an additional evening and night-time economy offer that contribute to the evening economy.

Customers’ experience and behaviour:

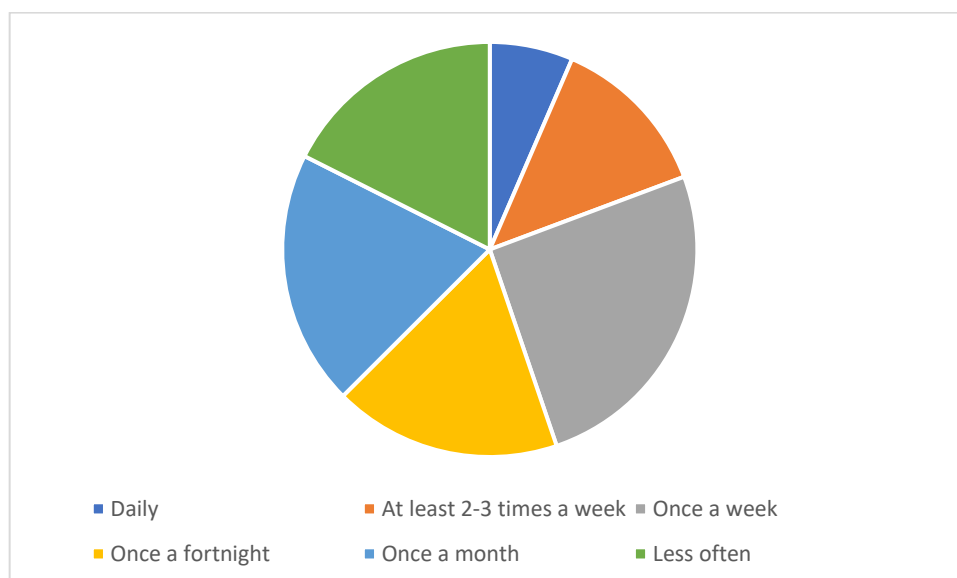
The 2024 household telephone survey commissioned to inform this Study included a question (Q07) about where respondents (i.e. consumers) visit “the most” for shopping and services.

Some 21.1% of respondents (193 from a total survey sample of 912) stated that their household visits Colchester City Centre the most for shopping and services. They were then asked several specific questions, as follows:

- *How often does your household visit Colchester City Centre? (Q08)*
- *How often does your household visit Colchester City Centre now compared to before the Covid-19 pandemic? (Q09)*
- *How does your household normally travel to Colchester City Centre? (Q10)*
- *When members of your household visit Colchester City Centre, do they normally link this trip with another activity? (Q11)*
- *Where does your household do this linked trip? (Q12)*
- *What do you like most about Colchester City Centre for shopping and services? (Q13)*
- *Is there anything about Colchester City Centre that could be improved? (Q14)*

Figure 4 below identifies respondents’ frequency of visits to the City Centre. Of the total survey sample, around a quarter (25.5%) and the highest proportion indicated that they visit once a week, while 17.7% cited once a fortnight. Some 19.9% visit Colchester City Centre once a month. Only 6.5% visit daily.

Figure 4 – Frequency of visits



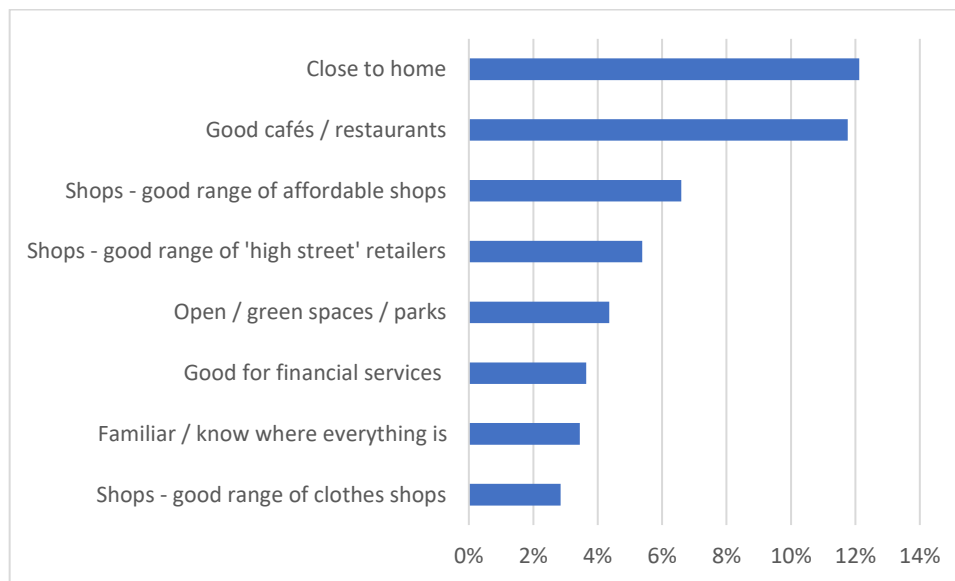
Source: Q08 of the household telephone survey.

The above findings indicate a relatively low frequency of visit, and it is noteworthy that some 43% of respondents commented that their household visits the City Centre “less often” than before the pandemic. However, about 47% visit “about the same” according to the survey research.

When visiting Colchester City Centre for shopping and services, 60% link their trip with another activity. The most popular responses included travelling to/from work (12.8%), leisure activity (10.3%) and non-food shopping (7%) – largely within the City Centre itself.

Figure 5 below shows what consumers like the most about Colchester City Centre for shopping and services. The main likes are closeness to home (12.1%) and good cafes/restaurants (11.8%). Other popular responses relate to the shopping offer (affordable shops 6.6% and high street retailers 5.4%) while 4.4% cited the City Centre’s green spaces and parks. It is to be noted that around one-fifth of respondents suggested that they like nothing or very little about the City Centre for shopping and services.

Figure 5 – Main likes about the centre

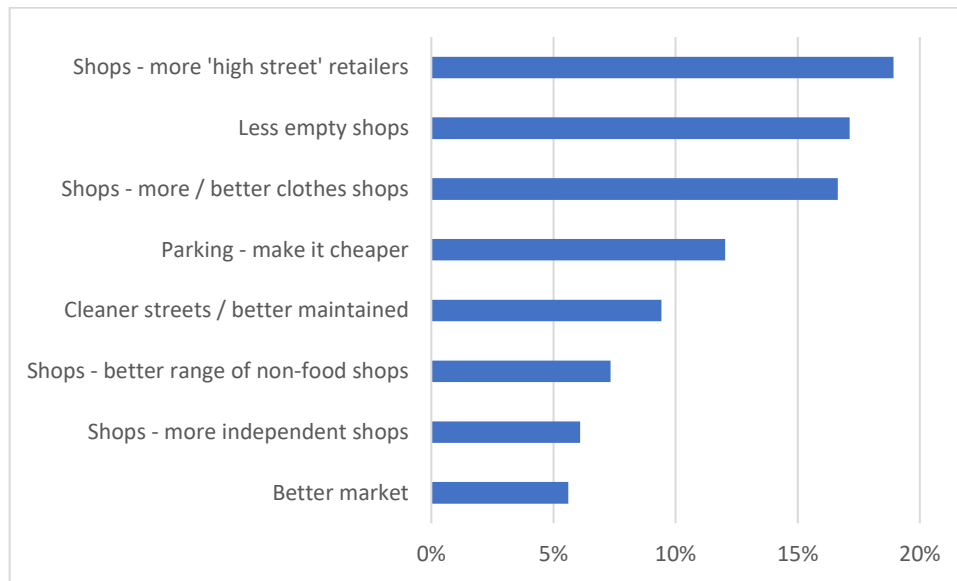


Source: Q13 of the household telephone survey.

Figure 6 below identifies some improvements mentioned by respondents to make them visit the City Centre more often. The main suggested improvements concern more or better shops (high street shops 18.9% and clothes shops 16.6%) and less empty shops (17.1%), which is unsurprising given the scale and profile of recent store closures including Debenhams, M&S and Next.

Meanwhile, some 12% of respondents cited the need for cheaper parking to encourage them to use the City Centre more often for shopping and services. Other notable responses included cleaner streets (9.4%) and better market (5.6%).

Figure 6 – Suggested improvements to the centre



Source: Q14 of the household telephone survey.

Pedestrian flows:

Pedestrian footfall data is not available for Colchester City Centre, although such data has been obtained from the centre manager of Culver Square.

Figure 7 below shows the annual levels of footfall recorded at Culver Square between 2019 and 2023 (inclusive). There was a significant, pandemic-induced decline in footfall between 2019 and 2020 when 'non-essential' shops and businesses were forced to close for extended periods. Footfall increased slightly in 2021 (+9%) and even more so in 2022 (+23%) – despite the closure of the Debenhams department store in May 2021 – yet remained well below pre-pandemic levels (-27%). The annual footfall figures for 2023 are also down slightly on 2022 levels (-2%).

Figure 7 – Footfall counts, Culver Square

Culver Square	TOTAL	Compared with previous year	Compared with 2019 (pre-pandemic)
2019	4,850,902	n/a	n/a
2020	2,637,289	-46%	-46%
2021	2,880,315	+9%	-41%
2022	3,547,865	+23%	-27%
2023	3,479,332	-2%	-28%

Source:

Colchester City Council via the centre manager.

During our site inspections, we observed the strong pedestrian flows in and around Culver Square and Lion Walk shopping centres, including along Culver Street West and Sir Isaac's Walk. The High Street appeared less busy, with the top / western end having relatively higher levels of activity, particularly close to the Fenwick department store and the concentration of banks and catering options. The recent closure of the M&S store is likely to have had a substantial adverse impact on footfall in this part of the centre, and indeed on the centre as a whole.

Identifying solutions for the re-occupation of key voids in Colchester City Centre, including the former M&S and Debenhams stores, will be important for generating more footfall and activity to

support the centre's overall vitality and viability. To that end, it is understood the former Debenhams store is to be repurposed to provide new leisure facilities.

Consistent with the findings of the 2020 Study Update, pedestrian flows were lower towards the more peripheral areas of the City Centre, where there is reduced quality in the retail/leisure offer and fewer footfall-generating attractions. However, the bus station (off Stanwell Street and Osbourne Street) and the many large car parks are drivers of footfall.

Accessibility:

Colchester City Centre is a transport 'hub' for the wider area and is accessible by public transport, private car, and walking and cycling.

The shopping centres and streets focused within the heart of the City Centre are pedestrianised and, generally, there is a good level of connectivity. However, the centre's tightly-knit historic street pattern can create conflicts between pedestrians, cyclists and the operational needs of local businesses (e.g. deliveries and servicing).

The centre has two rail stations: Colchester Town (approximately 200m to the south of the City Centre) and Colchester (approximately 1.5km to the north of the City Centre). Colchester Town is the primary station serving the town and provides direct rail services London Liverpool Street, Ipswich, Norwich and Clacton-on-Sea (inter alia). It is connected to the City Centre with frequent bus services, while the pedestrian routes and wayfindings have been enhanced through the 'Fixing the Link' initiative.

Colchester bus station is situated at the southeast of the City Centre, off Stanwell Street and Osbourne Street, with routes to serving other parts of the city and beyond. There are a number of bus stops throughout the City Centre including on St John's Walk, High Street, Head Street and Queen Street.

The A134 runs to the south and west of Colchester City Centre and serves the main vehicular routes into the centre, while High Street / East Street is another key vehicular route from the east. In terms of car parking, the City Centre is well served by several large car parks. The largest multi-storey facilities are St John's Car Park (645 spaces) and St Mary's Car Park (617 spaces). Other town centre car parks include Britannia Car Park, Priory Street Car Park, Sheepen Road Car Park, and Vineyard Street Car Park.

Environmental quality:

Colchester City Centre has a historic environment offering an attractive setting for shopping and services. Substantial public realm works have been completed in recent years, and further improvements are ongoing, with an overall positive impact on the centre's environmental quality.

However, the results of 2024 household telephone survey point to some environment-related concerns amongst respondents (i.e. customers). Of the 193 survey respondents who stated that their household visits Colchester City Centre the most for shopping and services, about 17% cited 'less empty shops' as a main suggested improvement while 9.4% identified the need for cleaner and/or better maintained streets. It is to be noted that other stakeholders in the preparation of this Study also mentioned that standards have fallen in relation to cleaning and maintenance in the City Centre.

Colchester's High Street is a traditional linear shopping street with some attractive buildings, generally well-maintained shop fronts, and good quality public realm (following the completion of public realm works including improvements to the pavements on both sides of the High Street between North Hill to the west and Queen Street to the east). The top / western end of the High Street is particularly pleasant and includes wooden seating areas with built-in planters, which help to activate the street scene and provide spaces for shoppers and other users to relax and dwell.

Further east along High Street, vacant units – not least the former M&S store – have an adverse impact on the shopping environment.

Just off the High Street, works are underway to deliver public realm improvements at St Nicholas Square. This follows the completion of the St Nicholas Quarter residential-led scheme involving the repurposing of the former Co-op department store on Long Wyre Street, which includes a ground floor commercial use (café bar) fronting St Nicholas Square.

Culver Square and Lion Walk shopping centres are pedestrianised and offer a relatively modern, high-quality environment for shoppers and other users. These areas are connected to the High Street via small passageways – including Pelham’s Walk, Red Lion Walk and St Nicholas Passage – which have a historical character and make a positive contribution to the City Centre’s environmental quality.

Meanwhile, to the south of Culver Square and Lion Walk, runs Sir Isaac’s Walk and Eld Lane (east to west) comprising a narrow route aligned with small shop units, creating a pleasant and car-free shopping environment. Further south is St John’s Walk including St John’s Walk Shopping Centre. This part of the City Centre has a poorer environmental quality with a concentration of vacant units and/or shop fronts in need of improvement.

To the east, Queen Street has benefitted from investment in recent years with the opening of the Curzon cinema within the repurposed Roman House building. Currently under construction on Queen Street is the Digital Hub (due to be completed in 2025). The nearby Priory Walk Shopping Centre remains in need of investment.

Perception of safety:

Colchester City Centre achieved ‘Purple Flag’ status in 2023, which recognises the city’s commitment to creating a safe, vibrant and accessible evening and night-time location for visitors, workers and residents.

We identified no significant adverse issues with regards to safety or security during our site inspections, which were conducted during the day. However, the increasing number (and size) of vacant units in the City Centre is a cause for concern; and the resulting ‘dead’ frontages and low activity can give rise to poor perceptions of safety.

To that end, the 2024 survey research identified respondents’ suggested improvements to encourage them to visit Colchester City Centre more often than they currently do. Of those who said they visit the City Centre “the most” for shopping and services, about 17% cited the need for less empty shops.

Nevertheless, highlighting perhaps the success of the Purple Flag programme, only about 4% of respondents to the household telephone survey identified the need for better security / safety in Colchester City Centre, while just 0.4% identified better lighting as a main suggested improvement.

Opening hours and the evening economy:

Most of the shops and stores in Colchester City Centre are open all week. Those focused within the main shopping centres, Culver Square and Lion Walk, are typically open for trading until 18:00 Monday-Saturday, with reduced opening hours on Sundays.

The centre’s F&B offer and other commercial leisure attractions, including the two cinemas (Odeon and Curzon), extend the hours of activity and provide an evening economy.

Commercial rents and yields:

There is a lack of published information available, however, the Rightmove commercial property portal includes several premises to let as shown in Figure 8 below.

Figure 8 – Commercial rents, Colchester City Centre

Location	£ per square foot (psf)
Sir Issac's Walk	£20.02 – £35.78 psf
Head Street	£30.74 psf
Pelham's Walk	£26.73 psf
Eld Lane	£22.82 psf
High Street	£18.66 psf
Red Lion Yard	£16.74 psf
Long Wyre Street	£12.38 – £15.00 psf
St John's Street	£13.49 psf
St John's Walk Shopping Centre	£6.42 psf
Short Wyre Street	£6.26 psf

Source:

Rightmove.co.uk (viewed 19 September 2024)

The rental levels shown in Figure 8 are substantially lower than the levels reported in the 2020 Study Update (which ranged from £85-105 psf at Lion Walk down to sub-£30 psf elsewhere within the centre). Declining rental levels are common in the face of company voluntary arrangements (CVAs) and store closures.

Barriers to business investment:

It is considered that the main barriers to business investment in Colchester City Centre include:

- other shopping destinations (e.g. Tollgate and Stane Park) competing with and attracting major retailers (such as M&S) from the City Centre;
- high and rising vacancy levels with implications for business confidence, perceptions of safety, and the centre's all-round environmental quality;
- the perception that standards have fallen in relation to cleaning and maintenance in the City Centre;
- the accessibility and price of car parking (relative to competing locations); and
- the lack of progress with schemes/ parts of the City Centre that have been long-standing regeneration priorities such as Priory Walk and Vineyard Gate, as well as other sites in need of further investment (e.g. parts of Queen Street, St John's Walk Shopping Centre).

TIPTREE

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

The table below sets out the diversity of uses in Tiptree based on the latest town centre survey undertaken by Experian Goad (August 2023), relative to the survey findings of June 2017.

The analysis focuses on a number of use categories, as defined by Experian Goad, namely:

- Comparison Retail (e.g. clothing and footwear, furniture, jewellery, electrical goods, toys);
- Convenience Retail (e.g. butchers, bakers, supermarkets);
- Retail Services (e.g. dry cleaners, hairdressers and beauticians, travel agents);
- Leisure Services (e.g. cafes, restaurants);
- Financial & Business Services (e.g. banks, estate agents); and
- Vacant.

Use Categories	June 2017				August 2023			
	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)
Comparison Retail	19	26.4	2,481	18.9	20	26.0	2,546	18.9
Convenience Retail	6	8.3	6,169	47.0	7	9.1	6,215	46.1
Retail Services	19	26.4	1,533	11.7	24	31.2	1,886	14.0
Leisure Services	13	18.1	1,022	7.8	11	14.3	864	6.4
Financial & Business Services	13	18.1	1,821	13.9	12	15.6	1,682	12.5
Vacant	2	2.8	93	0.7	3	3.9	279	2.1
TOTAL	72	100	13,119	100	77	100	13,472	100

Source:

June 2017 figures derived from the 2020 Study Update.

August 2023 figures from Experian Goad.

The centre continues to serve a local convenience-based role, with a high proportion of floorspace dedicated to Convenience Retail and a range of service uses. Notwithstanding, Comparison Retail remains the second most dominant use category in both unit and floorspace terms. The number of units dedicated to Retail Services has increased since June 2017 (from 19 to 24) and there are two less units occupied by Leisure Services.

Vacancy levels:

The latest Experian Goad survey identifies three vacant units. The centre's vacancy rate therefore stands at 3.9% of the total number of units. Although slightly higher than the 2017 vacancy rate (2.8%), it remains well below the national average (circa 14%).

Retailer representation and the balance between independent and multiple stores:

Tiptree is represented by four national supermarket chains: Asda, Iceland, Morrisons Daily and Tesco. The latter is an important 'anchor' for the centre, being centrally located off Church Road and with free surface level car parking. It has a bakery, café, limited clothing ranges and in-store concessions including Rug Doctor (carpet cleaning service) and The Entertainer (toy shop). Asda, which is slightly detached from the centre's main shopping area, provides a wide selection of convenience goods plus an optician, a pharmacy, café and the George clothing range.

Boots (chemist) is the only other national multiple retailer. The centre continues to support a relatively strong mix of independent businesses including a small range of clothing shops, dry cleaners, haberdashery, homewares (including a curtain maker and retailer), florists, hairdressers and cafes. There is also a medical centre, community centre and library, as well as a Post Office inside the Morrisons Daily convenience store. Barclays and Lloyds have closed their retail banks in the centre since the 2020 Study Update.

Customers' experience and behaviour:

There is no information available for customer's experience and behaviour given Tiptree does not feature notably in responses to the household telephone survey when respondents/customers were asked, *Where does your household visit the most for shopping and services?*

Information relating to Tiptree's market shares of expenditure on convenience and comparison goods is presented in section 4 of the report.

Pedestrian flows:

During our site inspections, we observed the highest pedestrian flows around the Tesco store including the passageway connecting Church Road with Tesco's surface level car park, which was at approximately 75-85% capacity. Pedestrian footfall was low(est) to the south of the centre.

Accessibility:

Tiptree is situated approximately 16km to the southwest of Colchester City Centre. It is a linear centre focused along the B1023 (Church Road), with bus stops serving the main shopping area and the surrounding hinterland. There is no rail station.

Predominantly residential areas surround the centre, providing a substantial walk-in catchment. Tesco's customer car park provides free and convenient parking for visitors to the store and indeed the wider centre.

Environmental quality:

Notwithstanding the relatively high traffic movements along Church Road, Tiptree remains a generally pleasant centre and well maintained. There is a derelict/cleared site to the immediate north of the Tesco store, fronting Church Road, which detracts from the centre's overall appearance.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day.

Opening hours and the evening economy:

Most shops and stores are open all week (with the possible exception of Sundays). The centre's main convenience goods store, Tesco, is open from 08:00 to 22:00 Monday-Saturday, with reduced Sunday trading hours (10:00 to 16:00).

The centre has a limited number of 'evening economy' uses (pubs/bars/restaurants) but there are several hot food takeaways and cafes.

Commercial rents and yields:

There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to Tiptree. Despite its localised function, the centre is performing well in relation to many indicators and appears to be vital and viable.

WEST MERSEA

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

There are approximately 60 ground floor shop units, interspersed with residential uses, along the B1025 (High Street / Barfield Road / Kingsland Road).

The centre has a modest range of retail, service and community facilities. These cater for the day-to-day needs of local residents as well as the centre's visitor function.

The main convenience stores are Tesco Express, Co-op and Spar. Other existing uses are predominantly small scale and include a chemist (Boots), butchers, greengrocers, hot food takeaways, hairdressers, and a small number of cafes/restaurants, bakeries and delicatessens that are popular with locals and visitors. There is also a library, a public house, Post Office and community/sports centre.

Vacancy levels:

During our site inspections (conducted during August 2024), we observed only two vacant units. This equates to a vacancy rate of approximately 3% which is well below the national average (circa 14%).

Retailer representation and the balance between independent and multiple stores:

The centre has a reasonably balanced mix of independent and multiple stores. The national multiple retailers include Boots, Tesco Express, Co-op and Spar. These help to sustain the mix of independent businesses, which provide a more distinct offer.

Customers' experience and behaviour:

There is no information available for customer's experience and behaviour given West Mersea does not feature notably in responses to the household telephone survey when respondents/customers were asked, *Where does your household visit the most for shopping and services?*

Pedestrian flows:

During our site inspections, we observed moderate levels of activity throughout the centre. Pedestrian flows were highest around the High Street / Yorick Street junction and close to the Tesco Express and Co-op stores.

Accessibility:

West Mersea lies approximately 16km to the south of Colchester City Centre. It has a substantial walk-in catchment and is well served by bus stops along the B1025. There is no rail station.

The main car park is the public car park situated behind the library, on the western side of High Street. The main convenience stores – Tesco Express, Co-op and Spar – also provide limited off-site car parking.

Environmental quality:

West Mersea's retail, service and community facilities are relatively dispersed throughout the centre. It has a pleasant 'village' character, especially at its southern end (close to Coast Road), where some of the cafes and other catering options provide outdoor seating areas.

The centre's shop frontages are generally well maintained.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day.

Opening hours and the evening economy:

The majority of the centre's shops and stores are open on weekdays and Saturdays. Tesco Express trades all week from 06:00 to 23:00 and the Co-op store is open from 07:00 to 21:00 Monday-Saturday, with reduced Sunday trading hours.

The independent cafes/restaurants provide a limited evening economy.

Commercial rents and yields:

There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to West Mersea. The centre displays relatively strong performance in relation to many indicators (within the limitations of its small scale and function), although the lack of vacant premises could be considered a barrier in terms of limiting opportunities for business investment.

WIVENHOE

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

Wivenhoe comprises approximately 25 ground floor shop units, interspersed with residential and community uses. Co-op is the main convenience store which, together with the independent grocers and delicatessen, serves the day-to-day food shopping needs of local residents.

The comparison goods shopping offer includes a book shop, a gift shop, newsagents and opticians. The centre also contains several services including a library, Post Office, estate agents, hairdressers, cafés/restaurants and a public house.

Vacancy levels:

No vacant units were identified during our site inspections.

Retailer representation and the balance between independent and multiple stores:

Except for the Co-op convenience store, Wivenhoe District Centre comprises independent businesses. Two other national multiple retailers – Boots (chemist) and One Stop (convenience store) – are situated outside the District Centre boundary to the north.

Customers' experience and behaviour:

There is no information available for customer's experience and behaviour given Wivenhoe does not feature notably in responses to the household telephone survey when respondents/customers were asked, *Where does your household visit the most for shopping and services?*

Pedestrian flows:

During our site inspections, we observed relatively modest levels of footfall throughout the centre.

Accessibility:

Wivenhoe is situated approximately 6km to the southeast of Colchester City Centre, which is accessible via the A133 (Clingoe Hill) and the B1028 (Colchester Road). To the south of the centre, the River Colne constrains accessibility to/from the south-western parts of the borough (e.g. West Mersea, Tiptree).

The centre has a substantial walk-in catchment. It has a rail station, and a number of bus stops along High Street and Station Road.

Environmental quality:

The centre has an attractive 'village' character, particularly at its southern end (i.e. south of Station Road) where the High Street narrows. Pavements and shop frontages are generally well maintained.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day.

Opening hours and the evening economy:

The centre's main convenience store (Co-op) trades 06:00-22:00 Monday-Saturday, with reduced Sunday trading hours.

The public house and cafes/restaurants provide a limited evening economy.

Commercial rents and yields:

There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to Wivenhoe. The centre displays relatively strong performance in relation to many indicators (within the limitations of its small scale and function), although the lack of vacant premises could be considered a barrier in terms of limiting opportunities for business investment.

TOLLGATE

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

Figure 1 below sets out the diversity of uses in Tollgate based on our site inspections and the latest Edozo Occupiers survey (September 2024), relative to the survey findings of September 2020.

The 2020 analysis excluded Stane Park (then comprising Stane Leisure Park only) on the basis it lies outside Tollgate District Centre. Notwithstanding, Figure 2 relates to Stane Park (including both the Leisure Park and the more recently developed Retail Park) to provide a full picture of the scale and composition of uses in this location.

The analysis focuses on a number of use categories, as defined by Experian Goad, namely:

- Comparison Retail (e.g. clothing and footwear, furniture, jewellery, electrical goods, toys);
- Convenience Retail (e.g. butchers, bakers, supermarkets);
- Retail Services (e.g. dry cleaners, hairdressers and beauticians, travel agents);
- Leisure Services (e.g. cafes, restaurants);
- Financial & Business Services (e.g. banks, estate agents); and
- Vacant.

Figure 1 – Diversity of uses, Tollgate (excluding Stane Park)

Use Categories	September 2020				September 2024			
	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)
Comparison Retail	23	71.9	28,845	67.1	23	71.9	29,115	67.7
Convenience Retail	2	6.3	10,740	25	2	6.3	10,740	25
Retail Services	1	3.1	190	0.4	1	3.1	190	0.4
Leisure Services	3	9.4	1,038	2.4	3	9.4	1,038	2.4
Financial & Business Services	1	3.1	330	0.8	1	3.1	330	0.8
Vacant	2	6.3	1,862	4.3	2	6.3	1,592	3.7
TOTAL	32	100	43,005	100	32	100	43,005	100

Source:

September 2020 figures derived from the 2020 Study Update.

September 2024 figures derived from the 2020 Study Update and Edozo Occupiers.

Figure 1 indicates that Tollgate's diversity of uses, in unit terms, has remained unchanged since September 2020. Comparison Retail is the dominant use category, accounting for approximately 72% of the total number of units (and more than two-thirds of the centre's overall floorspace). Convenience Retail comprises the second highest floorspace, attributed to just two foodstores (Sainsbury's and Iceland), followed by Leisure Services.

Figure 2 – Diversity of uses, Stane Park

Use Categories	September 2024			
	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)
Comparison Retail	7	41.2	18,783	74.4
Convenience Retail	4	23.5	4,034	15.9
Retail Services	1	5.9	375	1.5
Leisure Services	4	23.5	1,439	5.7
Financial & Business Services	0	0	0	0
Vacant	1	5.9	616	2.4
TOTAL	17	100	25,247	100

Source:

Figures derived from Edozo Occupiers and Colchester City Council.

Figure 2 shows that Comparison Retail is also the dominant use category at Stane Park with 7 units (41.2% of total units) and 18,783 sqm gross (74.4% of total floorspace). Convenience Retail and Leisure Services each account for 4 units. The latter includes a public house, coffee shop and two restaurants at Stane Leisure Park. There is one unit dedicated to Retail Services.

Vacancy levels:

Since the 2020 Study Update, Argos has closed its store (now a concession in Sainsbury's) and Colchester Foodbank has taken space in the former Staples / Office Outlet at Tollgate West Retail Park. The former Chiquito restaurant remains vacant.

Therefore, there are currently two vacant units in Tollgate District Centre (totalling 1,592 sqm gross). This equates to a vacancy rate of 6.3% relative to the centre's total number of units.

Outside the District Centre, Stane Leisure Park currently has one vacant unit – a former restaurant unit – which is the subject of a planning appeal for a Burger King drive-thru restaurant. Stane Retail Park is fully occupied.

Retailer representation and the balance between independent and multiple stores:

Figure 3 below identifies current retailer representation at Tollgate. The retailers shown in *red italics* are situated outside the District Centre boundary.

Figure 3 – Retailer representation

Tollgate Centre	Tollgate West Retail Park	Stane Retail Park	Solus
AHF	B&M	<i>Aldi</i>	Sainsbury's
Boots	Currys	<i>B&Q</i>	(including Argos)
Carpetright	Hughes	<i>Card Factory</i>	<i>Hobbycraft</i>
Dreams	The Carphone Warehouse	<i>Cook</i>	<i>Homebase</i>
Iceland		<i>Furniture Village</i>	<i>Magnet</i>
Next / Next Home		<i>Greggs</i>	
Oak Furnitureland		<i>M&S / M&S Foodhall</i>	
SCS		<i>Mountain Warehouse</i>	
Smyths Toys		<i>Pets Corner</i>	
Sports Direct		<i>Superdrug</i>	
Tapi Carpets			
Wren Kitchens			

Source:

Edozo Occupiers and CPW Planning research.

Tollgate contains a number of national comparison goods retailers, comprising largely but not exclusively 'bulky' orientated retailers. Representation has remained relatively stable since the 2020 Study Update, aside from Oak Furnitureland replacing Harveys; and Argos closing its store at the Tollgate Centre (now a concession in Sainsbury's).

Stane Retail Park opened in 2021 with several national multiples, including Aldi, M&S / M&S Foodhall (coinciding with its closure in Colchester City Centre), Furniture Village, Mountain Warehouse and B&Q Extra.

Tollgate District Centre's food and beverage offer includes McDonalds, Costa Coffee, Harvester and Frankie & Benny's; while the adjacent Stane Leisure Park accommodates Starbucks, KFC, Nando's and a McMullen's public house.

Customers' experience and behaviour:

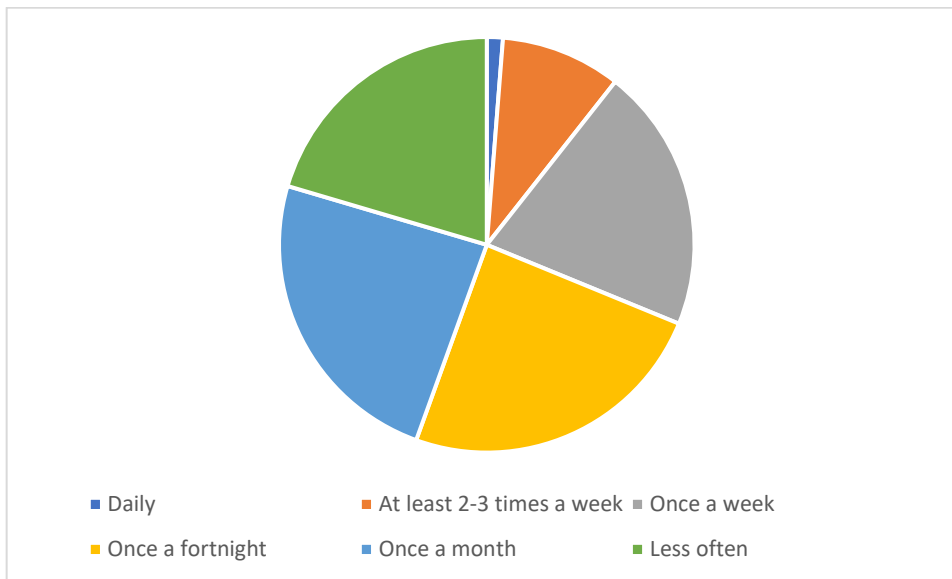
The 2024 household telephone survey commissioned to inform this Study included a question (Q07) about where respondents (i.e. consumers) visit "the most" for shopping and services.

Almost 10% of respondents (91 from a total survey sample of 912) stated that their household visits Tollgate including Stane Park the most for shopping and services. They were then asked several specific questions, as follows:

- How often does your household visit Tollgate? (Q08)
- How often does your household visit Tollgate now compared to before the Covid-19 pandemic? (Q09)
- How does your household normally travel to Tollgate? (Q10)
- When members of your household visit Tollgate, do they normally link this trip with another activity? (Q11)
- Where does your household do this linked trip? (Q12)
- What do you like most about Tollgate for shopping and services? (Q13)
- Is there anything about Tollgate that could be improved? (Q14)

Figure 4 below identifies respondents' frequency of visits to Tollgate. Of the total survey sample, around half indicated that they visit either once a fortnight (24.3%) or once a month (24.1%) while 20.6% said once a week. Just 1.7% visit daily and 9.4% at least 2-3 times a week. These findings suggest that Tollgate functions as a once or twice weekly – or more occasional – shopping destination, rather than a centre which attracts users on a daily basis.

Figure 4 – Frequency of visits



Source: Q08 of the household telephone survey.

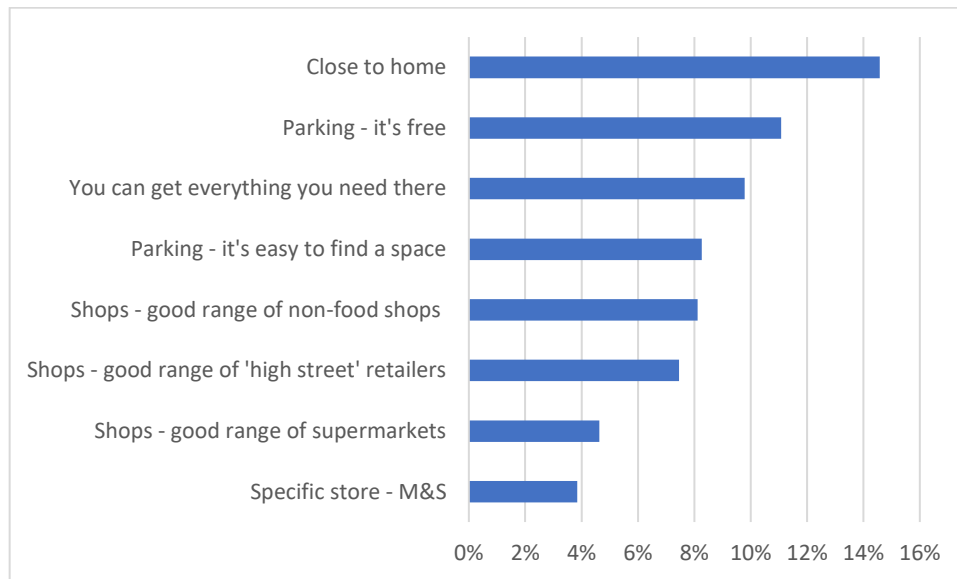
When respondents were asked how often their household visits Tollgate now compared to before the pandemic, 23.3% answered “more often” and only 11.6% suggested “less often” which contrasts with the survey research for Colchester City Centre (where some 43% of respondents said that their household visits the City Centre “less often” than before the pandemic).

When visiting Tollgate for shopping and services, travelling by car is the dominant mode (about 96%) whereas only 4% travel by bus.

Meanwhile, of those who stated that their household normally links a trip to Tollgate with another activity (about 40%), almost 30% identified Colchester City Centre as the linked-trip destination.

Figure 5 below shows what consumers like the most about Tollgate for shopping and services. Some 14.6% mentioned closeness to home while parking features high on the list of main likes, in particular free parking (11.1%) and easy to find a parking space (8.3%). Other popular responses relate to the shopping offer and 3.8% cited the M&S store as their main like about Tollgate.

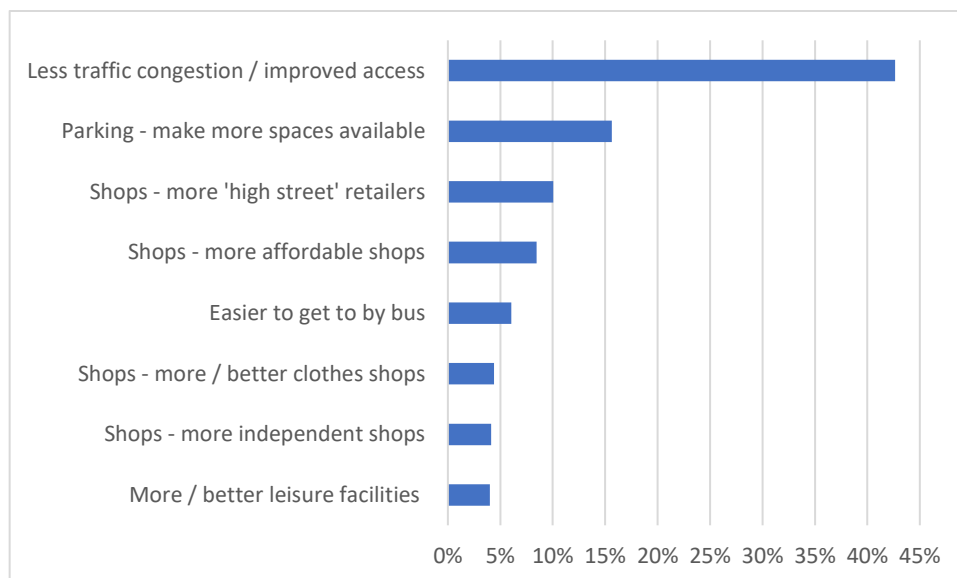
Figure 5 – Main likes about the centre



Source: Q13 of the household telephone survey.

Figure 6 below identifies some improvements mentioned by respondents to make them visit Tollgate more often. The main suggested improvements are less traffic congestion (42.6%) and more parking spaces (15.6%), while also related to transport, 6.1% of respondents would like the centre to be easier to get to by bus. The other suggestions largely concerned improving Tollgate's shopping offer.

Figure 6 – Suggested improvements to the centre



Source: Q14 of the household telephone survey.

Pedestrian flows:

During our site inspections, we observed reasonably high levels of activity throughout the centre.

Accessibility:

Tollgate is situated within the Stanway area approximately 5km to the west of Colchester City Centre, off London Road (A1124) and adjacent to Junction 26 of the A12. It is therefore highly accessible by private car and has extensive surface level car parking.

There are bus stops along London Road and Tollgate West respectively, which provide services to/from the City Centre and surrounding communities.

Tollgate is not served by a rail station.

Environmental quality:

Tollgate comprises purpose-built retail parks and a large Sainsbury's superstore, with significant areas dedicated to surface level car parking. The overall shopping environment is therefore dominated by car movements and extensive customer car parking.

Traffic congestion (identified by survey respondents as a main suggested improvement) has a negative impact on the pedestrian experience and acts as a barrier between the centre's various components. There are two large, cleared sites to the east and west respectively, which form part of the approved plans for the Tollgate Village development.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day.

Opening hours and the evening economy:

Sainsbury's is open from 06:00 to 23:00 Monday-Saturday, with reduced trading hours on Sundays. The adjacent retail parks and warehouses are generally open until 20:00 on weekdays and Saturdays, and from 10:00 until 16:00 on Sundays.

The evening economy offer, which includes a small number of food and beverage operators, typically extends until 22:00 or 23:00 throughout the week.

Commercial rents and yields:

There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to Tollgate, which is a strong trading location and a growing competitor to Colchester City Centre.

PEARTREE ROAD

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

The centre's main composition of uses is focused to the north of Peartree Road, within Stanway Retail Park, which includes a Co-op convenience store, a small number of comparison retailers, in addition to a bakery, sandwich shop and gymnasium.

To the east and south of Stanway Retail Park is a variety of predominantly 'bulky' comparison goods stores and trade outlets/depots.

Peartree Road has no financial and business services.

Vacancy levels:

No vacant units were identified during our site inspections (conducted during August 2024).

Retailer representation and the balance between independent and multiple stores:

Stanway Retail Park accommodates a Co-op convenience store (including a Subway concession and Amazon Hub lockers), Poundstretcher, Mattressman, Barnardo's and an independent business selling windows, doors and conservatories. Other occupiers include Energie Fitness (gym), Domino's Pizza and Greggs (bakery).

To the south and east lies several retail warehouses occupied by local and multiple retailers (or retail trades). These include Hatfields (furniture and interiors), Hatfields Budget Clearance, Easy Bathrooms, Topps Tiles, Toolstation and many other trade outlets/depots.

Customers' experience and behaviour:

There is no information available for customer's experience and behaviour given Peartree Road does not feature notably in responses to the household telephone survey when respondents/customers were asked, *Where does your household visit the most for shopping and services?*

Information relating to Peartree Road's market shares of expenditure on convenience and comparison goods is presented in section 4 of the report.

Pedestrian flows:

During our site inspections, we observed the highest pedestrian flows within Stanway Retail Park to the north of Peartree Road. The centre's other main retail areas, selling 'bulky' or trade-orientated comparison goods, predominantly serve car users and levels of footfall were relatively low.

Accessibility:

The centre is situated approximately 3.5km to the southwest of Colchester City Centre, and less than 2km to the southeast of Tollgate. There are bus stops along Peartree Road, and no rail station.

Environmental quality:

The centre is characterised by retail parks and large format warehouses, with adjacent surface level car parking.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day.

Opening hours and the evening economy:

Co-op is open from 07:00 to 21:00 Monday-Saturday, with reduced trading hours on Sundays. The surrounding comparison goods stores and warehouses are generally open all week, but tend to close earlier than the Co-op store.

There is no evening economy offer.

Commercial rents and yields:

There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to Peartree Road. However, the finding that the centre has no vacant units could be considered a barrier in terms of limiting opportunities for business investment.

TURNER RISE

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

Figure 1 below sets out the current diversity of uses at Turner Rise.

The analysis focuses on a number of use categories, as defined by Experian Goad, namely:

- Comparison Retail (e.g. clothing and footwear, furniture, jewellery, electrical goods, toys);
- Convenience Retail (e.g. butchers, bakers, supermarkets);
- Retail Services (e.g. dry cleaners, hairdressers and beauticians, travel agents);
- Leisure Services (e.g. cafes, restaurants);
- Financial & Business Services (e.g. banks, estate agents); and
- Vacant.

Figure 1 – Diversity of uses, Turner Rise

Use Categories	Units (count)	Units (%)	Floorspace (sqm)	Floorspace (%)
Comparison Retail	7	63.6	11,060	56.2
Convenience Retail	2	18.2	8,280	42.1
Retail Services	1	9.1	30	0.2
Leisure Services	1	9.1	320	1.6
Financial & Business Services	0	0	0	0
Vacant	0	0	0	0
TOTAL	11	100	19,690	100

Source:

Figures derived from the 2020 Study Update.

The centre's overall composition of units and floorspace (by use) is unchanged from the analysis set out in the 2020 Study Update.

The analysis shows the extent to which Turner Rise is dominated by large format retail stores, with the average Comparison Retail and Convenience Retail store measuring (at ground floor level) 1,580sqm and 4,140sqm respectively. The retail offer is supplemented by a small number of service uses.

Vacancy levels:

Turner Rise has no vacant units.

Retailer representation and the balance between independent and multiple stores:

Turner Rise includes a large Asda superstore with in-store opticians, a pharmacy and café. It sells predominantly convenience goods (around 90% of total ground floor) with the remainder – plus mezzanine floor – dedicated to comparison goods. The customer car park has a 'drive thru' click-and-collect facility.

The adjacent retail park accommodates a range of multiple retailers: Poundland, Carpets 4 Less, B&M, Home Bargains, Dunelm, Bensons for Beds, and Jollyes Petfood Superstore. The only change in respect of retailer representation since the 2020 Study Update is B&M replacing Go Outdoors. The new B&M store includes an external garden centre.

The food and drink offer comprises Pizza Hut, Costa Coffee and Subway (unchanged since the 2020 Study Update).

There are no independent businesses.

Customers' experience and behaviour:

There is no information available for customer's experience and behaviour given Turner Rise does not feature notably in responses to the household telephone survey when respondents/customers were asked, *Where does your household visit the most for shopping and services?*

Information relating to Turner Rise's market shares of expenditure on convenience and comparison goods is presented in section 4 of the report.

Pedestrian flows:

During our site inspections, we observed the highest pedestrian flows in and around the Asda superstore. Its customer car park was at 75-85% capacity, while the surface level car parking dedicated to the adjacent retail park was less busy (approximately 70% capacity).

Accessibility:

Turner Rise is situated less than two kilometres to the north of Colchester City Centre, to the immediate north of the railway lines serving nearby Colchester rail station. Bus stops within Asda's customer car park and along the A134 provide services to/from the town centre and surrounding communities.

Environmental quality:

The centre comprises a large superstore (Asda) and a purpose-built retail park, focused around substantial surface level car parking. It appears generally well maintained.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day.

Opening hours and the evening economy:

Asda is open from 06:00 to 22:00 on weekdays and Saturdays, with reduced Sunday trading hours (10:00 to 16:00). Stores within the adjacent retail park generally close between 20:00 and 22:00 during the week.

The evening economy offer is limited to Pizza Hut, which opens from lunchtime until 22:00 or 23:00 throughout the week.

Commercial rents and yields:

There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to Turner Rise. This is aside from the finding that the centre remains fully occupied, which could be considered a barrier in terms of limiting opportunities for business investment.

HIGHWOODS

September 2024

Designation: District Centre in the Colchester Borough Local Plan Section 2 (Policy SG5) (a second-tier centre below Colchester City Centre in the hierarchy).

Diversity of uses:

Highwoods is dominated by a Tesco Extra superstore with in-store concessions including Rug Doctor (carpet cleaning service), The Entertainer (toy shop), Florence & Fred (clothing range), Max Spielmann (print shop), a pharmacy and cafe. The superstore sells predominantly convenience goods (around 70% of total ground floor) with the remainder dedicated to comparison goods. The customer car park has a 'drive thru' click-and-collect facility.

Other uses within the adjacent shopping centre include a dentist, dry cleaners, Post Office, a beauty salon, and a coffee shop. There is also a Timpson kiosk outside the Tesco Extra.

Vacancy levels:

During our site inspections, conducted during August 2024, we identified one vacant unit within the shopping centre adjacent to the Tesco Extra.

Retailer representation and the balance between independent and multiple stores:

The only national multiple retailers are Tesco Extra (and its in-store concessions) and Timpson. The remainder of the centre comprises independent businesses.

Customers' experience and behaviour:

There is no information available for customer's experience and behaviour given Highwoods does not feature notably in responses to the household telephone survey when respondents/customers were asked, *Where does your household visit the most for shopping and services?*

Information relating to Highwoods' market shares of expenditure on convenience and comparison goods is presented in section 4 of the report.

Pedestrian flows:

At the time of our site inspections (weekday lunchtime) the Tesco Extra superstore was busy. Its large customer car park was at 80-90% capacity.

Pedestrian flows between the superstore and the adjacent shopping centre were relatively modest.

Accessibility:

The centre is situated approximately 2.5km to the northeast of Colchester City Centre, off Highwoods Approach. It is surrounded by residential areas and therefore serves a large walk-in catchment.

Highwoods is easily accessible by car. There are bus stops (Highwoods Square) close to the shopping centre.

Environmental quality:

The centre is characterised by the large superstore (Tesco Extra) and its surface level car park.

The pedestrian thoroughfare between Tesco Extra and the adjacent shopping centre is landscaped with some trees, planters and seating. However, it includes 'dead' frontages (i.e. the side and/or rear of the superstore) and could be upgraded to encourage linked-trips. At the time of our site inspections, a section of this route was closed off to pedestrians.

Perception of safety:

We identified no adverse issues with regards to safety or security during our site inspections, which were conducted during the day. Notwithstanding, we consider the area of public realm between Tesco Extra and the adjacent shopping centre could be more welcoming to pedestrians.

Opening hours and the evening economy:

Tesco Extra is open from 06:00 to 22:00 Monday-Saturday, with reduced Sunday trading hours. The adjacent shopping centre is generally open throughout the week.

The centre is lacking any evening economy.

Commercial rents and yields:

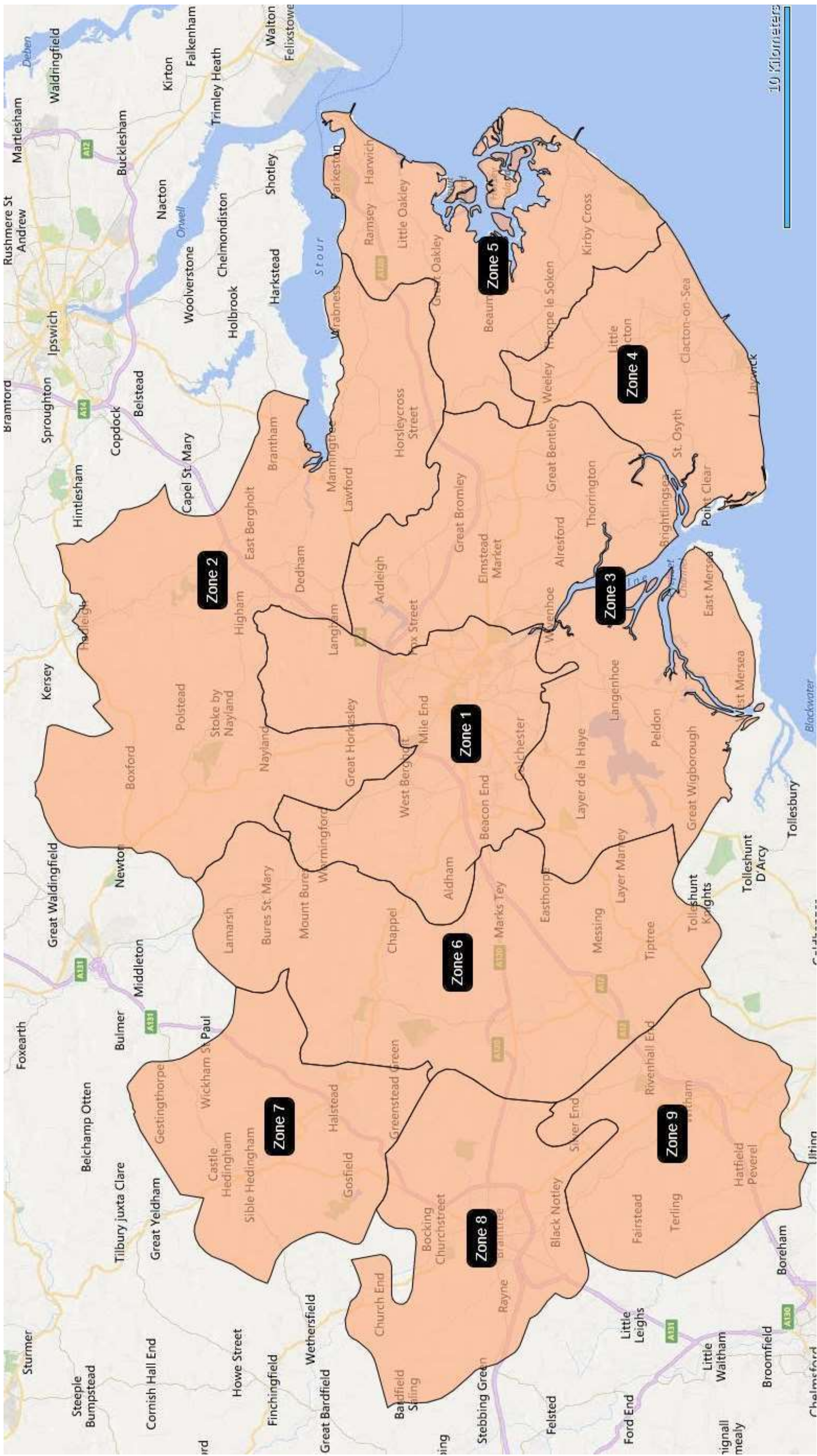
There is no published information.

Barriers to business investment:

There are no known barriers to businesses relating specifically to Highwoods.

Appendix C

Map of the catchment area



Appendix D

Retail capacity tables

Catchment Area Population and Expenditure

Table: 1
CATCHMENT AREA POPULATION FORECASTS

Zone	Postcode Sectors	Base Year	Forecasting Years			
		2024	2026	2031	2036	2041
1	CO1 1, 2; CO2 7, 8, 9; CO3 0, 3, 4, 8, 9; CO4 0, 3, 5, 6, 9; CO6 3.	151,868	154,620	160,542	165,345	169,878
2	CO6 4, 5; CO7 6; CO10 5; CO11 1, 2; IP7 5.	37,250	37,798	39,047	40,116	41,145
3	CO2 0; CO5 7, 8; CO7 0, 7, 8, 9.	48,093	48,852	50,525	51,953	53,147
4	CO15 1, 2, 3, 4, 5, 6; CO16 7, 8, 9.	69,120	70,108	72,435	74,411	76,130
5	CO12 3, 4, 5; CO13 0, 9; CO14 8; CO16 0.	48,232	48,964	50,748	52,448	54,140
6	CO5 0, 9; CO6 1, 2; CO8 5.	36,570	36,834	37,482	38,031	38,480
7	CO9 1, 2, 3.	23,647	23,695	23,957	24,251	24,543
8	CM7 1, 2, 3, 5, 9; CM77 6, 7, 8.	62,919	63,261	64,119	65,171	66,423
9	CM3 2; CM8 1, 2, 3.	41,983	42,313	42,819	43,396	44,046
TOTAL		519,682	526,445	541,674	555,122	567,932

Source:
Experian Retail Planner Data for the Catchment Area (September 2024).

Table: 2
CATCHMENT AREA PER CAPITA EXPENDITURE

Price Basis:		2022 Prices									
Catchment Zone	CONVENIENCE GOODS					COMPARISON GOODS					
	Per Capita Expenditure Including Special Form of Trading					Per Capita Expenditure Including Special Form of Trading					
	Base Year	Forecasting Years				Base Year	Forecasting Years				
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
1	2,407	2,402	2,405	2,417	2,429	3,536	3,744	4,349	4,993	5,732	
2	2,794	2,789	2,791	2,805	2,819	4,079	4,319	5,016	5,759	6,611	
3	2,665	2,659	2,662	2,675	2,689	3,823	4,047	4,701	5,397	6,196	
4	2,450	2,445	2,447	2,459	2,472	3,105	3,288	3,819	4,384	5,033	
5	2,518	2,513	2,516	2,528	2,541	3,359	3,557	4,131	4,743	5,445	
6	2,701	2,696	2,699	2,712	2,726	3,991	4,225	4,908	5,635	6,469	
7	2,597	2,592	2,595	2,608	2,621	3,739	3,959	4,599	5,280	6,062	
8	2,484	2,479	2,482	2,494	2,507	3,647	3,861	4,485	5,149	5,911	
9	2,515	2,510	2,513	2,525	2,538	3,625	3,838	4,458	5,118	5,876	
Catchment Area Average	2,570	2,565	2,568	2,580	2,593	3,656	3,871	4,496	5,162	5,926	
Expenditure on Special Forms of Trading (%)*	5.5	6.0	7.0	7.5	8.0	24.5	26.0	28.0	30.0	31.0	
Catchment Zone	Per Capita Expenditure EXCLUDING* Special Form of Trading					Per Capita Expenditure EXCLUDING* Special Form of Trading					
	Base Year	Forecasting Years				Base Year	Forecasting Years				
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
1	2,275	2,258	2,236	2,235	2,235	2,670	2,771	3,131	3,495	3,955	
2	2,640	2,621	2,596	2,595	2,594	3,079	3,196	3,612	4,031	4,562	
3	2,518	2,500	2,476	2,475	2,474	2,886	2,995	3,385	3,778	4,276	
4	2,315	2,298	2,276	2,275	2,274	2,344	2,433	2,750	3,069	3,473	
5	2,380	2,362	2,339	2,339	2,338	2,536	2,632	2,975	3,320	3,757	
6	2,553	2,534	2,510	2,509	2,508	3,013	3,127	3,534	3,944	4,464	
7	2,454	2,437	2,413	2,412	2,411	2,823	2,930	3,311	3,696	4,183	
8	2,348	2,331	2,308	2,307	2,306	2,753	2,857	3,229	3,604	4,079	
9	2,377	2,360	2,337	2,336	2,335	2,737	2,840	3,210	3,583	4,054	
Catchment Area Average	2,429	2,411	2,388	2,387	2,386	2,760	2,865	3,237	3,613	4,089	

Source:
Experian Retail Planner Data for the Catchment Area (September 2024) for per capita expenditure.
SFT deductions by CPW Planning with regard to Experian Retail Planner Briefing Note 21.

3

Source: Tables 1 and 2

4

Source: Experian Retail Planner Data for the Catchment Area (September 2024) for per capita expenditure.
SFT deductions estimated by CPW Planning.

5

Source: Tables 1 and 4

Scenario	1
Colchester City Centre	

Table:

6

CONVENIENCE GOODS MARKET SHARES IN

2024

2024			
Colchester City Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	8.9	5.7	7.9
2	0.0	0.0	0.0
3	1.3	0.8	1.2
4	0.0	0.0	0.0
5	1.3	0.0	0.9
6	2.4	1.5	2.1
7	0.0	0.0	0.0
8	0.0	0.0	0.0
9	0.0	0.0	0.0

Sources:

Household Telephone Survey 2024.
Expenditure weighting by CPW Planning.

Table:

7

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2024

Zones	2024 Allocations to Colchester City Centre Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	552 (%)	398 (%)	83 (%)	127 (%)	269 (%)	236 (%)	135 (%)	960 (%)	2,760 (%)
1	59.7	6.7	10.0	5.7	16.8	7.3	41.8	49.9	35.1
2	35.2	2.6	3.8	10.7	4.4	0.8	8.9	22.0	16.6
3	35.0	14.0	9.5	9.8	5.5	9.4	10.9	36.6	24.4
4	18.2	1.3	8.4	1.2	0.0	0.0	0.0	9.6	7.5
5	25.5	15.8	17.0	3.0	1.1	3.0	2.8	13.8	13.3
6	19.6	1.2	11.0	0.0	2.1	2.4	4.5	35.5	17.4
7	2.4	8.7	13.7	6.4	8.6	0.8	1.6	7.5	6.0
8	2.0	0.0	0.0	0.0	0.0	0.0	1.8	3.4	1.7
9	16.7	7.0	1.3	1.5	1.5	0.0	1.5	1.7	5.3

Sources:

Household Telephone Survey 2024.
Table 4 for expenditure weights.

Table: 8
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:		1	Location:		Colchester City Centre						
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Market shares correction factors:			Convenience Goods:			120 % of survey indicated figures					
			Comparison Goods:			85 % of survey indicated figures					
Catchment Zone		PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
		CONVENIENCE GOODS					COMPARISON GOODS				
		2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1		10	10	10	10	10	30	30	30	30	30
2		0	0	0	0	0	14	14	14	14	14
3		1	1	1	1	1	21	21	21	21	21
4		0	0	0	0	0	6	6	6	6	6
5		1	1	1	1	1	11	11	11	11	11
6		3	3	3	3	3	15	15	15	15	15
7		0	0	0	0	0	5	5	5	5	5
8		0	0	0	0	0	1	1	1	1	1
9		0	0	0	0	0	4	4	4	4	4

Sources: CPW Planning for market share corrections.

Table:

9

COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	2024 Sales in Colchester City Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	41,173	3,306	1,036	896	5,635	2,148	7,037	59,862
2	6,868	359	112	479	417	67	426	7,464
3	8,264	2,383	335	534	632	951	628	15,009
4	5,017	256	347	76	0	0	0	4,606
5	5,306	2,376	531	145	113	262	143	5,000
6	3,674	163	310	0	195	191	206	11,556
7	277	712	233	167	474	38	44	1,475
8	589	0	0	0	0	0	132	1,747
9	3,264	986	39	69	138	0	73	574
TOTALS	74,431	10,541	2,943	2,365	7,604	3,657	8,690	107,294
MARKET SHARES	26.4%	5.2%	7.0%	3.7%	5.5%	3.0%	12.6%	21.9%

Table:

10

FORECAST RETAIL SALES

Scenario:	1	Location: Colchester City Centre								
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)
1	34,545	34,915	35,903	36,962	37,960	121,629	128,514	150,800	173,355	201,557
2	0	0	0	0	0	16,059	16,911	19,743	22,640	26,278
3	1,211	1,221	1,251	1,286	1,315	29,147	30,727	35,914	41,219	47,719
4	0	0	0	0	0	9,722	10,234	11,950	13,702	15,864
5	1,148	1,157	1,187	1,227	1,266	13,456	14,176	16,605	19,155	22,376
6	2,801	2,800	2,822	2,862	2,895	16,528	17,276	19,868	22,501	25,764
7	0	0	0	0	0	3,338	3,471	3,966	4,482	5,133
8	0	0	0	0	0	1,732	1,808	2,071	2,349	2,709
9	0	0	0	0	0	4,596	4,807	5,498	6,219	7,143
TOTALS	39,705	40,094	41,163	42,337	43,435	216,207	227,924	266,414	305,621	354,542

Table:

11

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's (Priory Walk)	1,235	95	1,173	13,700	16,074
Tesco Express (High Street)	380	98	372	12,981	4,834
Iceland (St John's Walk)	480	98	470	7,276	3,423
Other convenience goods shops and stores	5,664	85	4,814	5,000	24,072
ALL STORES	7,759		6,830	7,086	48,402

Sources: Retail and Town Centre Study Update 2020. Experian Goad. CPW Planning.

Table:

12

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 13
FORECAST RETAIL CAPACITY

Scenario:	1		Location: Colchester City Centre								
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2024 to 2033	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
Residents' Spending £000	39,705	40,094	41,163	42,337	43,435	216,207	227,924	266,414	305,621	354,542	
Plus visitors' spending (%)	-	-	-	-	-	1.0	1.0	1.0	1.0	1.0	
Total spending (£000)	39,705	40,094	41,163	42,337	43,435	218,369	230,203	269,078	308,677	358,088	
Existing shop floorspace (sq m net)	6,830	6,830	6,830	6,830	6,830	38,039	38,039	38,039	38,039	38,039	
Sales per sq m net (£)	5,813	7,086	7,086	7,086	7,086	5,741	5,973	6,594	7,281	8,038	
Sales from extg flrspace (£000)	39,705	48,402	48,402	48,402	48,402	218,369	227,191	250,837	276,945	305,769	
Available spending to support new shops (£000)	0	-8,308	-7,239	-6,065	-4,967	0	3,012	18,241	31,732	52,318	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	29,825	32,929	36,357	40,141	
Net available spending for new shops (£000)	0	-8,308	-7,239	-6,065	-4,967	0	-26,813	-14,688	-4,625	12,177	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,242	6,892	7,609	8,401	
Capacity for new shop flrspace (sq m net)	0	-692	-603	-505	-414	0	-4,295	-2,131	-608	1,449	
Market Share of Catchment Area Expenditure	3.2%	3.2%	3.2%	3.3%	3.3%	15.4%	15.4%	15.5%	15.5%	15.6%	

Sources: Experian Goad for Comparison Goods (ground floor) floorspace plus allowance by CPW Planning for mezzanine/upper floorspace.

Notes:

Table: 16
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Tollgate							
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:					120 % of survey indicated figures			
		Comparison Goods:					85 % of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1	20	20	20	20	20	28	28	28	28	28
2	2	2	2	2	2	9	9	9	9	9
3	11	11	11	11	11	22	22	22	22	22
4	2	2	2	2	2	5	5	5	5	5
5	0	0	0	0	0	7	7	7	7	7
6	37	37	37	37	37	34	34	34	34	34
7	4	4	4	4	4	14	14	14	14	14
8	0	0	0	0	0	5	5	5	5	5
9	1	1	1	1	1	5	5	5	5	5

Sources: CPW Planning for market share corrections.

Table: 17
COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	2024 Sales in Tollgate							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	10,048	27,774	2,010	9,677	21,394	16,997	4,596	19,966
2	833	2,851	419	1,345	3,254	1,941	97	0
3	4,188	6,709	686	3,013	7,105	3,925	1,199	3,063
4	2,244	4,383	347	192	0	100	282	0
5	1,390	3,115	201	706	1,685	986	198	0
6	6,082	7,379	994	2,950	6,814	4,696	1,622	6,841
7	947	2,861	238	1,163	3,177	900	124	0
8	1,521	675	0	1,456	3,450	337	647	0
9	1,169	1,402	78	743	1,975	151	480	0
TOTALS	28,422	57,149	4,973	21,245	48,855	30,032	9,245	29,869
MARKET SHARES	10.1%	28.1%	11.8%	32.8%	35.6%	25.0%	13.4%	6.1%

Table: 18
FORECAST RETAIL SALES

Scenario:	1					Location:	Tollgate				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Catchment zone	RETAIL SALES BY CATCHMENT ZONE										
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	
1	69,091	69,831	71,805	73,925	75,919	113,520	119,946	140,747	161,798	188,120	
2	1,967	1,982	2,027	2,082	2,134	10,323	10,871	12,692	14,554	16,893	
3	13,322	13,434	13,760	14,143	14,462	30,535	32,190	37,624	43,182	49,991	
4	3,200	3,222	3,297	3,386	3,462	8,102	8,528	9,958	11,418	13,220	
5	0	0	0	0	0	8,563	9,021	10,567	12,189	14,239	
6	34,543	34,539	34,807	35,303	35,705	37,463	39,159	45,034	51,002	58,398	
7	2,322	2,309	2,312	2,340	2,367	9,347	9,720	11,106	12,548	14,371	
8	0	0	0	0	0	8,662	9,038	10,353	11,745	13,547	
9	998	998	1,001	1,014	1,028	5,745	6,009	6,872	7,774	8,929	
TOTALS	125,442	126,314	129,009	132,192	135,078	232,260	244,483	284,952	326,210	377,708	

Table: 19
**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's (Western Approach)	10,650	58	6,177	13,700	84,625
Iceland (The Tollgate Centre)	744	98	729	7,276	5,305
Aldi (Stane Retail Park)	1,290	75	968	10,452	10,112
M&S Foodhall (Stane Retail Park)	1,360	100	1,360	13,850	18,836
Other convenience goods shops and stores	320	100	320	5,000	1,600
ALL STORES	14,364		9,554	12,611	120,478

Sources: Retail and Town Centre Study Update 2020. Colchester City Council. CPW Planning.

Table: 20
SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			2022
Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£per sqm net)	Sales (£000)
Comparison Goods Floorspace in stores & warehouses:				
Currys	1,900	1,710	7,676	13,126
The Carphone Warehouse [1]	280	252	n/a	2,000
Next	1,906	1,715	6,011	10,311
Next Home	1,850	1,665	4,657	7,754
B&M	1,160	1,044	4,450	4,646
Smyths Toys	1,394	1,255	n/a	6,145
Hughes	990	891	10,800	9,623
Dreams	1,050	945	n/a	1,391
AHF (Anglia Home Furnishings)	2,261	2,035	2,430	4,945
Sports Direct	1,755	1,580	5,897	9,314
Wren Kitchens	910	819	3,768	3,086
Oak Furnitureland [2]	1,400	1,260	2,232	2,812
Carpetright	1,270	1,143	1,560	1,783
Magnet	1,130	1,017	n/a	786
SCS	1,711	1,540	2,397	3,691
Tapi Carpets [2]	647	582	1,446	842
Boots	540	486	10,963	5,328
Homebase [3]	5,528	4,726	1,277	6,036
Hobbycraft [2]	659	593	5,100	3,025
B&Q (Stane Retail Park) [4]	11,231	7,581	1,678	12,721
Card Factory (Stane Retail Park)	288	259	3,418	886
Furniture Village (Stane Retail Park)	987	888	1,300	1,155
M&S (Stane Retail Park)	n/a	4,041	5,510	22,266
Mountain Warehouse (Stane Retail Park)	1,003	903	3,762	3,396
Pets Corner (Stane Retail Park)	297	267	3,099	828
Superdrug (Stane Retail Park)	487	438	9,617	4,215
Comparison Goods Floorspace in main foodstores:				
Sainsbury's (Western Approach)	n/a	4,473	7,500	33,548
Aldi (Stane Retail Park)	n/a	323	6,000	1,935
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns		44,431	3,997	177,593

Sources: Retail and Town Centre Study Update 2020. Edozo Occupiers. Colchester City Council. CPW Planning.

Notes:
(1) Currys concession.
(2) Estimated sales density.
(3) 3,888 sq m net sales but 5% excluded for trade / non-retail sales.
(4) 10,108 sq m net sales but 25% excluded for trade / non-retail sales.
Where no sales density is indicated (n/a), sales are based on average sales per outlet.

Table: 21
SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Tollgate Village (planning application ref. 211610) [1]	2,100	100	2,100	6,000	12,600
ALL STORES	2,100		2,100		12,600
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Tollgate Village (planning application ref. 211610) [1]	11,000	90	9,900	6,000	59,400
Vacant Retail Warehouse (Former Argos, Tollgate Centre Shopping Park)	1,170	90	1,053	6,000	6,318
ALL STORES AND SCHEMES	12,170		10,953		65,718

Sources: Colchester City Council. Edozo Occupiers. CPW Planning.

Notes:	(1) Maximum gross floorspace figures as per conditions 30 and 42 of the planning permission.
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Table: 22
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Tollgate				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in					2024	Comparison Goods:	2.00 % pa		2024 to	2036	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
Residents' Spending £000	125,442	126,314	129,009	132,192	135,078	232,260	244,483	284,952	326,210	377,708	
Plus visitors' spending (%)	-	-	-	-	-	0.5	0.5	0.5	0.5	0.5	
Total spending (£000)	125,442	126,314	129,009	132,192	135,078	233,421	245,705	286,377	327,841	379,596	
Existing shop floorspace (sq m net)	9,554	9,554	9,554	9,554	9,554	44,431	44,431	44,431	44,431	44,431	
Sales per sq m net (£)	13,130	12,611	12,611	12,611	12,611	5,254	4,327	4,777	5,274	5,823	
Sales from extg flrspace (£000)	125,442	120,478	120,478	120,478	120,478	233,421	192,233	212,240	234,331	258,720	
Available spending to support new shops (£000)	0	5,836	8,531	11,713	14,600	0	53,473	74,137	93,511	120,877	
Less sales capacity of committed new floorspace (£000)	0	12,600	12,600	12,600	12,600	0	68,373	75,489	83,346	92,021	
Net available spending for new shops (£000)	0	-6,764	-4,069	-887	2,000	0	-14,900	-1,353	10,164	28,855	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,242	6,892	7,609	8,401	
Capacity for new shop flrspace (sq m net)	0	-564	-339	-74	167	0	-2,387	-196	1,336	3,435	
Market Share of Catchment Area Expenditure	10.1%	10.1%	10.2%	10.2%	10.2%	16.5%	16.5%	16.6%	16.6%	16.6%	

Sources:

Notes:

Scenario	1
Turner Rise	

Table: 23
CONVENIENCE GOODS MARKET SHARES IN

2024

2024			
Turner Rise			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	9.7	11.0	10.1
2	0.7	0.0	0.5
3	1.3	0.0	0.9
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	0.7	0.0	0.5
7	0.7	0.0	0.5
8	0.0	0.6	0.2
9	0.0	0.0	0.0

Sources: Household Telephone Survey 2024.
Expenditure weighting by CPW Planning.

Table: 24
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2024

Zones	2024 Allocations to Turner Rise Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcovrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	552 (%)	398 (%)	83 (%)	127 (%)	269 (%)	236 (%)	135 (%)	960 (%)	2,760 (%)
1	5.7	5.1	42.2	11.3	3.9	8.2	3.9	7.5	7.5
2	0.0	1.3	26.8	1.1	0.0	0.0	0.0	3.3	2.2
3	0.0	4.6	49.7	3.9	1.0	1.3	4.9	0.0	2.8
4	0.0	2.6	21.1	0.0	0.0	0.0	0.0	0.0	1.0
5	0.0	1.4	16.0	0.0	0.0	0.8	0.0	0.0	0.8
6	1.3	3.1	22.2	0.0	0.0	0.0	0.9	0.0	1.4
7	0.0	7.0	18.0	0.0	0.0	0.0	0.0	9.6	4.9
8	0.0	3.0	8.4	0.0	0.0	1.6	0.0	0.0	0.8
9	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.1

Sources: Household Telephone Survey 2024.
Table 4 for expenditure weights.

Table: 25
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1		Location: Turner Rise								
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:	130 % of survey indicated figures							
		Comparison Goods:	100 % of survey indicated figures							
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1	13	13	13	13	13	8	8	8	8	8
2	1	1	1	1	1	2	2	2	2	2
3	1	1	1	1	1	3	3	3	3	3
4	0	0	0	0	0	1	1	1	1	1
5	0	0	0	0	0	1	1	1	1	1
6	1	1	1	1	1	1	1	1	1	1
7	1	1	1	1	1	5	5	5	5	5
8	0	0	0	0	0	1	1	1	1	1
9	0	0	0	0	0	0	0	0	0	0

Sources: CPW Planning for market share corrections.

Table: 26
COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	2024 Sales in Turner Rise							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcovgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	4,657	2,953	5,128	2,115	1,539	2,839	763	10,581
2	0	212	923	57	0	0	0	1,317
3	0	921	2,068	250	139	153	331	0
4	0	601	1,027	0	0	0	0	0
5	0	251	585	0	0	87	0	0
6	284	490	734	0	0	0	46	0
7	0	672	360	0	0	0	0	2,235
8	0	742	435	0	0	234	0	0
9	0	0	92	0	0	0	0	0
TOTALS	4,942	6,841	11,352	2,421	1,678	3,312	1,139	14,133
MARKET SHARES	1.8%	3.4%	26.9%	3.7%	1.2%	2.8%	1.7%	2.9%

Table: 27
FORECAST RETAIL SALES

Scenario:	1					Location:	Turner Rise				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Catchment zone	RETAIL SALES BY CATCHMENT ZONE										
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	
1	44,909	45,390	46,674	48,051	49,347	32,434	34,270	40,213	46,228	53,749	
2	984	991	1,014	1,041	1,067	2,294	2,416	2,820	3,234	3,754	
3	1,211	1,221	1,251	1,286	1,315	4,164	4,390	5,131	5,888	6,817	
4	0	0	0	0	0	1,620	1,706	1,992	2,284	2,644	
5	0	0	0	0	0	1,223	1,289	1,510	1,741	2,034	
6	934	933	941	954	965	1,102	1,152	1,325	1,500	1,718	
7	580	577	578	585	592	3,338	3,471	3,966	4,482	5,133	
8	0	0	0	0	0	1,732	1,808	2,071	2,349	2,709	
9	0	0	0	0	0	0	0	0	0	0	
TOTALS	48,618	49,113	50,457	51,917	53,286	47,908	50,501	59,027	67,706	78,557	

Table: 28

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Asda (Petrolea Close)	6,096	75	4,572	13,047	59,651
Iceland (Petrolea Close)	744	98	729	7,276	5,305
ALL STORES	6,840		5,301	12,253	64,956

Sources: Retail and Town Centre Study Update 2020. CPW Planning.

Table: 29

SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			2022
Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£ per sqm net)	Sales (£000)
Comparison Goods Floorspace in stores & warehouses:				
B&M	4,217	3,795	3,785	14,365
Home Bargains [1]	1,650	1,485	3,950	5,866
Carpets 4 Less [1]	690	621	1,200	745
Dunelm	3,060	2,754	2,678	7,375
Bensons For Beds	1,030	927	2,103	1,949
Poundland [1]	830	747	3,400	2,540
Jollyes Petfood Superstore	490	441	2,410	1,063
Comparison Goods Floorspace in main foodstores:				
Asda (Petrolea Close)	n/a	1,524	10,000	15,240
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns		12,294	3,997	49,143

Sources: Retail and Town Centre Study Update 2020. Edozo Occupiers. CPW Planning.

Notes: (1) Estimated sales density.

Table: 30

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 31
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Turner Rise				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in					2024	Comparison Goods:	2.00 % pa		2024 to	2036	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
Residents' Spending £000	48,618	49,113	50,457	51,917	53,286	47,908	50,501	59,027	67,706	78,557	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	48,618	49,113	50,457	51,917	53,286	47,908	50,501	59,027	67,706	78,557	
Existing shop floorspace (sq m net)	5,301	5,301	5,301	5,301	5,301	12,294	12,294	12,294	12,294	12,294	
Sales per sq m net (£)	9,171	12,253	12,253	12,253	12,253	3,897	4,327	4,777	5,274	5,823	
Sales from extg flrspc (£000)	48,618	64,956	64,956	64,956	64,956	47,908	53,194	58,731	64,844	71,593	
Available spending to support new shops (£000)	0	-15,843	-14,499	-13,039	-11,670	0	-2,694	296	2,862	6,964	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	-15,843	-14,499	-13,039	-11,670	0	-2,694	296	2,862	6,964	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,800	4,994	5,514	6,088	6,721	
Capacity for new shop flrspc (sq m net)	0	-1,320	-1,208	-1,087	-972	0	-539	54	470	1,036	
Market Share of Catchment Area Expenditure	3.9%	3.9%	4.0%	4.0%	4.0%	3.4%	3.4%	3.4%	3.4%	3.4%	

Sources:

Notes:

Scenario	1
Peartree Road	

Table: 32
CONVENIENCE GOODS MARKET SHARES IN

2024

2024			
Peartree Road			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	0.0	1.1	0.3
2	0.0	0.0	0.0
3	2.0	0.0	1.4
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	0.0	1.5	0.5
7	0.0	0.0	0.0
8	0.0	0.0	0.0
9	0.0	0.0	0.0

Sources: Household Telephone Survey 2024.
Expenditure weighting by CPW Planning.

Table: 33
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2024

Zones	2024 Allocations to								
	Peartree Road								
	Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcovrs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	552 (%)	398 (%)	83 (%)	127 (%)	269 (%)	236 (%)	135 (%)	960 (%)	2,760 (%)
1	0.0	5.2	2.0	0.0	0.0	0.0	0.0	0.0	0.8
2	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2
3	0.0	11.8	0.0	0.0	0.0	0.0	0.0	4.4	3.2
4	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.7
5	0.0	4.3	2.2	0.0	0.0	0.0	0.0	0.0	0.7
6	0.0	5.5	2.2	1.1	0.0	0.0	0.0	3.2	2.0
7	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.7
8	0.0	6.1	0.9	0.0	0.0	0.0	0.0	0.0	0.9
9	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4

Sources: Household Telephone Survey 2024.
Table 4 for expenditure weights.

Table: 34
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario: 1		Location: Peartree Road								
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:	200 % of survey indicated figures							
		Comparison Goods:	100 % of survey indicated figures							
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1	1	1	1	1	1	1	1	1	1	1
2	0	0	0	0	0	0	0	0	0	0
3	3	3	3	3	3	3	3	3	3	3
4	0	0	0	0	0	1	1	1	1	1
5	0	0	0	0	0	1	1	1	1	1
6	1	1	1	1	1	2	2	2	2	2
7	0	0	0	0	0	1	1	1	1	1
8	0	0	0	0	0	1	1	1	1	1
9	0	0	0	0	0	0	0	0	0	0

Sources: CPW Planning for market share corrections.

Table: 35
COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	Sales in Peartree Road							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcovgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	0	3,041	243	0	0	0	0	0
2	0	212	0	0	0	0	0	0
3	0	2,363	0	0	0	0	0	2,135
4	0	1,064	0	0	0	0	0	0
5	0	753	79	0	0	0	0	0
6	0	876	72	58	0	0	0	1,215
7	0	465	0	0	0	0	0	0
8	0	1,534	45	0	0	0	0	0
9	0	438	0	0	0	0	0	0
TOTALS	0	10,745	439	58	0	0	0	3,350
MARKET SHARES	0.0%	5.3%	1.0%	0.1%	0.0%	0.0%	0.0%	0.7%

Table: 36
FORECAST RETAIL SALES

Scenario:	1		Location: Peartree Road							
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)
1	3,455	3,492	3,590	3,696	3,796	4,054	4,284	5,027	5,778	6,719
2	0	0	0	0	0	0	0	0	0	0
3	3,633	3,664	3,753	3,857	3,944	4,164	4,390	5,131	5,888	6,817
4	0	0	0	0	0	1,620	1,706	1,992	2,284	2,644
5	0	0	0	0	0	1,223	1,289	1,510	1,741	2,034
6	934	933	941	954	965	2,204	2,303	2,649	3,000	3,435
7	0	0	0	0	0	668	694	793	896	1,027
8	0	0	0	0	0	1,732	1,808	2,071	2,349	2,709
9	0	0	0	0	0	0	0	0	0	0
TOTALS	8,021	8,089	8,284	8,508	8,705	15,665	16,473	19,171	21,937	25,385

Table: 37
**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Co-Op (Stanway Retail Park)	1,470	85	1,250	10,314	12,887
ALL STORES	1,470		1,250	10,314	12,887

Sources: Retail and Town Centre Study Update 2020. CPW Planning.

Table: 38
SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			2022
Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£per sqm net)	Sales (£000)
Comparison Goods Floorspace in stores & warehouses:				
Poundstretcher	1,110	999	2,270	2,268
Barnado's	390	351	n/a	120
Mattressman	360	324	2,040	661
Hatfields of Colchester	2,370	2,133	1,855	3,957
Hatfields Budget Clearance	2,110	1,899	1,440	2,735
Topps Tiles	600	540	1,281	692
Easy Bathrooms	630	567		-
Other comparison goods stores (The Stanway Centre and Angora Business Park)	4,020	3,618	2,000	7,236
Comparison Goods Floorspace in main foodstores:				
Co-Op (Stanway Retail Park)	n/a	221	7,500	1,654
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns		10,652	1,814	19,321

Sources: Retail and Town Centre Study Update 2020. CPW Planning.

Notes: Where no sales density is indicated (n/a), sales are based on average sales per outlet.

Table: 39
SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 40
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Peartree Road				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in					2024	Comparison Goods:	2.00 % pa		2024 to	2036	
	CONVENIENCE GOODS						COMPARISON GOODS				
	2024	2026	2031	2036	2041		2024	2026	2031	2036	2041
Residents' Spending £000	8,021	8,089	8,284	8,508	8,705		15,665	16,473	19,171	21,937	25,385
Plus visitors' spending (%)	-	-	-	-	-		-	-	-	-	-
Total spending (£000)	8,021	8,089	8,284	8,508	8,705		15,665	16,473	19,171	21,937	25,385
Existing shop floorspace (sq m net)	1,250	1,250	1,250	1,250	1,250		10,652	10,652	10,652	10,652	10,652
Sales per sq m net (£)	6,420	10,314	10,314	10,314	10,314		1,471	1,963	2,168	2,393	2,643
Sales from extg flrspace (£000)	8,021	12,887	12,887	12,887	12,887		15,665	20,914	23,091	25,494	28,148
Available spending to support new shops (£000)	0	-4,799	-4,604	-4,380	-4,182		0	-4,441	-3,920	-3,557	-2,763
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0		0	0	0	0	0
Net available spending for new shops (£000)	0	-4,799	-4,604	-4,380	-4,182		0	-4,441	-3,920	-3,557	-2,763
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000		4,800	4,994	5,514	6,088	6,721
Capacity for new shop flrspace (sq m net)	0	-400	-384	-365	-349		0	-889	-711	-584	-411
Market Share of Catchment Area Expenditure	0.6%	0.6%	0.7%	0.7%	0.7%		1.1%	1.1%	1.1%	1.1%	1.1%

Sources:

Notes:

Scenario	1
Highwoods	

[illegible]

Table: 43
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Highwoods							
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:				70 % of survey indicated figures				
		Comparison Goods:				100 % of survey indicated figures				
Catchment Zone										
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1	16	16	16	16	16	2	2	2	2	2
2	5	5	5	5	5	1	1	1	1	1
3	3	3	3	3	3	2	2	2	2	2
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	1	1	1	1	1
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0

Sources: CPW Planning for market share corrections.

Table: 44
COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	2024 Sales in Highwoods							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcovgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	0	1,521	271	0	0	0	2,416	2,892
2	599	0	0	113	256	0	456	0
3	761	0	43	0	0	0	428	1,956
4	0	0	0	0	0	0	0	767
5	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0
7	538	0	80	0	0	0	0	0
8	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0
TOTALS	1,899	1,521	394	113	256	0	3,300	5,615
MARKET SHARES	0.7%	0.7%	0.9%	0.2%	0.2%	0.0%	4.8%	1.1%

Table: 45
FORECAST RETAIL SALES

Scenario:	1					Location:	Highwoods				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Catchment zone	RETAIL SALES BY CATCHMENT ZONE										
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	
1	55,273	55,864	57,444	59,140	60,735	8,109	8,568	10,053	11,557	13,437	
2	4,918	4,954	5,068	5,205	5,336	1,147	1,208	1,410	1,617	1,877	
3	3,633	3,664	3,753	3,857	3,944	2,776	2,926	3,420	3,926	4,545	
4	0	0	0	0	0	0	0	0	0	0	
5	0	0	0	0	0	0	0	0	0	0	
6	0	0	0	0	0	0	0	0	0	0	
7	0	0	0	0	0	668	694	793	896	1,027	
8	0	0	0	0	0	0	0	0	0	0	
9	0	0	0	0	0	0	0	0	0	0	
TOTALS	63,824	64,482	66,265	68,202	70,016	12,699	13,396	15,677	17,996	20,885	

Table:

46

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco Extra (Highwoods Square)	6,241	70	4,369	12,981	56,710
ALL STORES	6,241		4,369	12,981	56,710

Sources:

Retail and Town Centre Study Update 2020. CPW Planning.

Table:

47

SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			2022
Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£ per sqm net)	Sales (£000)
Comparison Goods Floorspace in main foodstore:				
Tesco Extra (Highwoods Square)	n/a	1,872	7,500	14,042
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns		1,872	7,500	14,042

Sources:

Retail and Town Centre Study Update 2020. CPW Planning.

Notes:

Table:

48

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 49
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Highwoods				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in					2024	Comparison Goods:	2.00 % pa		2024 to	2036	
	CONVENIENCE GOODS						COMPARISON GOODS				
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
Residents' Spending £000	63,824	64,482	66,265	68,202	70,016	12,699	13,396	15,677	17,996	20,885	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	63,824	64,482	66,265	68,202	70,016	12,699	13,396	15,677	17,996	20,885	
Existing shop floorspace (sq m net)	4,369	4,369	4,369	4,369	4,369	1,872	1,872	1,872	1,872	1,872	
Sales per sq m net (£)	14,609	12,981	12,981	12,981	12,981	6,783	8,118	8,963	9,896	10,926	
Sales from extg flrspsc (£000)	63,824	56,710	56,710	56,710	56,710	12,699	15,200	16,782	18,528	20,457	
Available spending to support new shops (£000)	0	7,772	9,555	11,492	13,306	0	-1,804	-1,105	-532	428	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	7,772	9,555	11,492	13,306	0	-1,804	-1,105	-532	428	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,800	4,994	5,514	6,088	6,721	
Capacity for new shop flrspsc (sq m net)	0	648	796	958	1,109	0	-361	-200	-87	64	
Market Share of Catchment Area Expenditure	5.2%	5.2%	5.2%	5.2%	5.3%	0.9%	0.9%	0.9%	0.9%	0.9%	

Sources:

Notes:

Scenario	1
Tiptree	

Table: 50
CONVENIENCE GOODS MARKET SHARES IN

2024

2024			
Tiptree			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	0.0	0.0	0.0
2	1.3	1.3	1.3
3	0.7	0.0	0.5
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	26.3	37.4	29.6
7	0.0	0.0	0.0
8	0.0	0.0	0.0
9	0.0	0.0	0.0

Sources: Household Telephone Survey 2024.
Expenditure weighting by CPW Planning.

Table: 51
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2024

Zones	Allocations to								
	Tiptree								
	Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	552 (%)	398 (%)	83 (%)	127 (%)	269 (%)	236 (%)	135 (%)	960 (%)	2,760 (%)
1	0.0	0.0	2.9	1.9	1.4	1.4	0.0	0.0	0.4
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	3.6	6.8	0.0	0.0	12.0	8.8	20.8	9.8	8.0
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	2.4	3.3	0.0	0.0	0.0	0.0	0.2
9	2.1	0.0	0.0	0.0	0.0	0.9	0.0	1.7	1.1

Sources: Household Telephone Survey 2024.
Table 4 for expenditure weights.

Table: 52
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Tiptree							
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:					130% of survey indicated figures			
		Comparison Goods:					100% of survey indicated figures			
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1	0	0	0	0	0	0	0	0	0	0
2	2	2	2	2	2	0	0	0	0	0
3	1	1	1	1	1	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	38	38	38	38	38	8	8	8	8	8
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	1	1	1	1	1

Sources: CPW Planning for market share corrections.

Table:

53

COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	2024 Sales in Tiptree By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	0	0	350	349	556	471	0	0
2	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
6	787	1,079	0	0	1,291	826	1,119	3,757
7	0	0	0	0	0	0	0	0
8	0	0	125	264	0	0	0	0
9	476	0	0	0	0	88	0	676
TOTALS	1,263	1,079	476	612	1,848	1,385	1,119	4,433
MARKET SHARES	0.4%	0.5%	1.1%	0.9%	1.3%	1.2%	1.6%	0.9%

Table:

54

FORECAST RETAIL SALES

Scenario:	1	Location:	Tiptree							
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)
1	0	0	0	0	0	0	0	0	0	0
2	1,967	1,982	2,027	2,082	2,134	0	0	0	0	0
3	1,211	1,221	1,251	1,286	1,315	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	35,476	35,472	35,748	36,257	36,670	8,815	9,214	10,596	12,000	13,741
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	1,149	1,202	1,374	1,555	1,786
TOTALS	38,654	38,675	39,026	39,625	40,119	9,964	10,416	11,971	13,555	15,527

Table:

55

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco (Church Road)	2,080	90	1,872	12,981	24,300
Asda (Church Road)	1,386	90	1,247	13,047	16,275
Iceland (The Centre)	416	98	408	7,276	2,966
Other convenience goods shops and stores	378	85	321	5,000	1,606
ALL STORES	4,260		3,848	11,732	45,147

Sources: Retail and Town Centre Study Update 2020. Experian Goad. CPW Planning.

Table:

56

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 57
FORECAST RETAIL CAPACITY

Scenario:	1		Location:		Tiptree						
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2024 to 2036	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
Residents' Spending £000	38,654	38,675	39,026	39,625	40,119	9,964	10,416	11,971	13,555	15,527	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	38,654	38,675	39,026	39,625	40,119	9,964	10,416	11,971	13,555	15,527	
Existing shop floorspace (sq m net)	3,848	3,848	3,848	3,848	3,848	2,684	2,684	2,684	2,684	2,684	
Sales per sq m net (£)	10,045	11,732	11,732	11,732	11,732	3,713	3,863	4,265	4,709	5,199	
Sales from extg flrspace (£000)	38,654	45,147	45,147	45,147	45,147	9,964	10,366	11,445	12,636	13,952	
Available spending to support new shops (£000)	0	-6,472	-6,121	-5,522	-5,028	0	50	525	919	1,575	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	-6,472	-6,121	-5,522	-5,028	0	50	525	919	1,575	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,800	4,994	5,514	6,088	6,721	
Capacity for new shop flrspace (sq m net)	0	-539	-510	-460	-419	0	10	95	151	234	
Market Share of Catchment Area Expenditure	3.1%	3.1%	3.1%	3.0%	3.0%	0.7%	0.7%	0.7%	0.7%	0.7%	

Sources: Experian Goad for Comparison Goods (ground floor) floorspace.

Notes:

Scenario	1
Non-central stores in Colchester	

Table: 58
CONVENIENCE GOODS MARKET SHARES IN

2024

2024			
Non-central stores in Colchester			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	30.2	32.0	30.7
2	5.8	5.0	5.6
3	28.0	15.0	24.1
4	0.0	0.0	0.0
5	1.9	4.5	2.7
6	3.7	0.0	2.6
7	0.0	0.0	0.0
8	1.0	1.1	1.0
9	0.0	1.8	0.5

Sources: Household Telephone Survey 2024.
Expenditure weighting by CPW Planning.

Table: 59
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2024

Zones	2024 Allocations to Non-central stores in Colchester Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcovgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	552 (%)	398 (%)	83 (%)	127 (%)	269 (%)	236 (%)	135 (%)	960 (%)	2,760 (%)
1	6.1	9.5	4.4	4.7	0.0	11.5	0.7	9.0	7.1
2	0.0	4.5	2.0	0.0	0.0	2.0	1.9	1.8	1.6
3	4.6	7.4	3.4	0.0	0.0	5.2	0.7	0.0	2.6
4	0.0	4.6	1.1	0.0	3.3	0.0	0.0	0.0	1.0
5	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
6	5.0	6.8	7.9	0.0	0.0	0.8	0.9	0.0	2.3
7	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	2.3	2.2	3.0	3.1	0.0	0.0	0.0	0.8
9	1.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4

Sources: Household Telephone Survey 2024.
Table 4 for expenditure weights.

Table: 60
MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

Scenario:	1	Location:	Non-central stores in Colchester							
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Market shares correction factors:		Convenience Goods:				75 % of survey indicated figures				
		Comparison Goods:				130 % of survey indicated figures				
Catchment Zone	PROPORTION OF CATCHMENT AREA EXPENDITURE ATTRACTED									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)	2024 (%)	2026 (%)	2031 (%)	2036 (%)	2041 (%)
1	23	23	23	23	23	9	9	9	9	9
2	4	4	4	4	4	2	2	2	2	2
3	18	18	18	18	18	3	3	3	3	3
4	0	0	0	0	0	1	1	1	1	1
5	2	2	2	2	2	0	0	0	0	0
6	2	2	2	2	2	3	3	3	3	3
7	0	0	0	0	0	0	0	0	0	0
8	1	1	1	1	1	1	1	1	1	1
9	0	0	0	0	0	1	1	1	1	1

Sources: CPW Planning for market share corrections.

Table: 61
COMPARISON GOODS SALES BY GOODS TYPE IN 2024

Catchment Zones	2024 Sales in Non-central stores in Colchester							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcovgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1	6,392	7,223	688	1,135	0	5,167	175	16,414
2	0	970	89	0	0	257	136	934
3	1,675	1,916	185	0	0	801	63	0
4	0	1,383	68	0	673	0	0	0
5	0	0	52	0	0	0	0	0
6	1,419	1,403	340	0	0	103	59	0
7	0	0	32	0	0	0	0	0
8	0	741	149	315	680	0	0	0
9	338	284	0	0	0	0	0	0
TOTALS	9,824	13,919	1,602	1,449	1,352	6,328	433	17,348
MARKET SHARES	3.5%	6.9%	3.8%	2.2%	1.0%	5.3%	0.6%	3.5%

Table: 62
FORECAST RETAIL SALES

Scenario:	1	Location: Non-central stores in Colchester								
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)	2024 (£000)	2026 (£000)	2031 (£000)	2036 (£000)	2041 (£000)
1	79,454	80,305	82,576	85,013	87,307	36,489	38,554	45,240	52,006	60,467
2	3,934	3,963	4,055	4,164	4,269	2,294	2,416	2,820	3,234	3,754
3	21,800	21,982	22,516	23,143	23,665	4,164	4,390	5,131	5,888	6,817
4	0	0	0	0	0	1,620	1,706	1,992	2,284	2,644
5	2,295	2,313	2,374	2,453	2,531	0	0	0	0	0
6	1,867	1,867	1,881	1,908	1,930	3,306	3,455	3,974	4,500	5,153
7	0	0	0	0	0	0	0	0	0	0
8	1,477	1,474	1,480	1,504	1,532	1,732	1,808	2,071	2,349	2,709
9	0	0	0	0	0	1,149	1,202	1,374	1,555	1,786
TOTALS	110,828	111,905	114,882	118,185	121,234	50,754	53,530	62,601	71,817	83,330

Table:

63

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2024

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Waitrose (St Andrew's Avenue)	2,672	80	2,138	11,100	23,727
Aldi (Colne View Retail Park)	1,552	75	1,164	10,452	12,166
Aldi (Magdalen Street)	1,614	75	1,211	10,452	12,652
Lidl (St Andrew's Avenue)	1,700	80	1,360	10,151	13,805
Lidl (Gosbecks Road)	1,896	80	1,517	10,151	15,397
Lidl (Abbot's Road)	1,424	80	1,139	10,151	11,564
Co-op (Haven Road)	280	98	274	10,314	2,830
Sainsbury's Local (Layer Road)	260	98	255	13,700	3,491
Tesco Express (Bromley Road)	300	98	294	12,981	3,816
Tesco Express (Crouch Street)	280	98	274	12,981	3,562
Tesco Express (Magdalen Street)	300	98	294	12,981	3,816
ALL STORES	12,278		9,920	10,769	106,828

Sources: Retail and Town Centre Study Update 2020. CPW Planning.

Table:

64

SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			2022
Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£per sqm net)	Sales (£000)
Comparison Goods Floorspace in stores & warehouses:				
DFS (Colne View Retail Park)	1,940	1,746	5,109	8,920
Halfords (Colne View Retail Park) [1]	1,140	616	3,430	2,112
Pets At Home (Colne View Retail Park)	800	720	2,671	1,923
The Range (Cowdray Avenue)	2,630	2,367	n/a	7,248
Wickes (Clarendon Way Retail Park) [2]	2,590	1,632	n/a	3,130
Matalan (Colchester Retail Park, Sheepen Road)	2,940	2,646	2,136	5,652
Go Outdoors (Colchester Retail Park, Sheepen Road) [3]	980	882	2,500	2,205
Shoe Zone (Colchester Retail Park, Sheepen Road) [3]	390	351	2,700	948
Waitrose (St Andrew's Avenue) comparison goods [3]	n/a	534	7,500	4,008
Aldi (stores identified in Table 63) comparison goods [3]	n/a	792	6,000	4,749
Lidl (stores identified in Table 63) comparison goods [3]	n/a	1,004	5,500	5,522
Cowdray Carpet Centre (Mason Road) [3]	900	810	1,100	891
Fillpots Garden Centre (Boxted Cross) [3]	n/a	600	3,200	1,920
Stanway Garden Centre (London Road) [3]	n/a	600	3,200	1,920
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns		15,299	3,343	51,147

Sources: Retail and Town Centre Study Update 2020. CPW Planning.

Notes:

- (1) 1,026 sq m net sales but 40% excluded as non-retail (i.e. motor parts and accessories) sales.
 (2) 2,331 sq m net sales but 30% excluded for trade / non-retail sales.
 (3) Estimated sales density.
 Where no sales density is indicated (n/a), sales are based on average sales per outlet.

Table:

65

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2024

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Former B&Q warehouse, Lightship Way (planning application ref. 222681)			907	4,500	4,082
ALL STORES	-		907		4,082
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
Former B&Q warehouse, Lightship Way (planning application ref. 222681)			3,473	4,500	15,629
ALL STORES AND SCHEMES	-		3,473		15,629

Sources: Colchester City Council. CPW Planning.

Notes:

Table: 66
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Non-central stores in Colchester				
Baseline - Market shares indicated by the Household Interview Survey 2024 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in					2024	Comparison Goods:	2.00 % pa		2024 to	2036	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2024	2026	2031	2036	2041	2024	2026	2031	2036	2041	
Residents' Spending £000	110,828	111,905	114,882	118,185	121,234	50,754	53,530	62,601	71,817	83,330	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	110,828	111,905	114,882	118,185	121,234	50,754	53,530	62,601	71,817	83,330	
Existing shop floorspace (sq m net)	9,920	9,920	9,920	9,920	9,920	15,299	15,299	15,299	15,299	15,299	
Sales per sq m net (£)	11,172	10,769	10,769	10,769	10,769	3,317	3,619	3,995	4,411	4,411	
Sales from extg flrspsc (£000)	110,828	106,828	106,828	106,828	106,828	50,754	55,364	61,126	67,488	67,488	
Available spending to support new shops (£000)	0	5,077	8,055	11,357	14,406	0	-1,834	1,475	4,329	15,842	
Less sales capacity of committed new floorspace (£000)	0	4,082	4,082	4,082	4,082	0	16,260	17,952	19,821	21,884	
Net available spending for new shops (£000)	0	996	3,973	7,276	10,325	0	-18,094	-16,477	-15,492	-6,042	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	4,800	4,994	5,514	6,088	6,721	
Capacity for new shop flrspsc (sq m net)	0	83	331	606	860	0	-3,623	-2,988	-2,545	-899	
Market Share of Catchment Area Expenditure	8.9%	9.0%	9.1%	9.1%	9.1%	3.6%	3.6%	3.6%	3.6%	3.7%	

Sources:

Notes:

Appendix E

Results of the household telephone survey

Colchester Household Survey
for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q01 Where does your household do most of its main food and grocery shopping?																				
<i>Excl. Nulls & SFT</i>																				
Zone 1: Colchester																				
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester, CO1 1YN	1.2%	9	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Magdalen Street, Colchester, CO1 2FJ	1.9%	15	5.8%	12	1.8%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.6%	5	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda Express (Petrol Station), Shrub End, Colchester, CO3 4SA	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Turner Rise, Colchester, CO4 5TU	2.7%	21	9.7%	20	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0
Budgens, Drury Road, Colchester, CO2 7UU	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanway Retail Park, Peartree Road, Colchester, CO3 0LX	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tollgate Centre Shopping Park, Stanway, Colchester, CO3 8RG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Turner Rise Retail Park, Colchester, CO4 5TU	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Abbot's Road, Colchester, CO2 8BG	1.1%	9	2.9%	6	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gosbecks Road, Colchester, CO2 9JT	2.1%	17	3.6%	8	0.7%	0	10.9%	7	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, St Andrews Avenue, Colchester, CO4 3BG	1.7%	13	4.9%	10	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.4%	3	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Layer Road, Colchester, CO2 7HN	0.7%	6	1.5%	3	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Walk, Colchester, CO1 1LG	2.0%	16	6.4%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3	8.2%	65	17.1%	36	2.0%	1	7.2%	5	2.1%	2	0.0%	0	31.3%	18	4.8%	2	0.5%	1	0.7%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
8AA																				
Tesco Express, Bromley Road, Parsons Heath, Colchester, CO4 3JF	0.8%	6	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Crouch Street, Colchester, CO3 3HH	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colchester, CO1 1DH	0.8%	6	2.5%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Colchester, CO1 2LA	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	7.9%	62	25.2%	53	9.7%	6	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	3.6%	29	5.0%	11	2.3%	1	23.0%	16	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Andrews Gardens, Colchester, CO4 3EQ	1.2%	10	1.9%	4	2.0%	1	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Co-op, High Street, Dedham, CO7 6DE	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hadleigh, IP7 5EF	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Riverside Avenue East, Lawford, Manningtree, CO11 1US	0.6%	5	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Manningtree, CO11 1AJ	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Co-op, Barfield Road, West Mersea, CO5 8RA	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Samsons Road, Brightlingsea, CO7 0RN	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Avenue, Wivenhoe, CO7 9AH	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Griffon Garage, Barfield Road, West Mersea, CO5 8QT	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Plough Road, Great Bentley, CO7 8LA	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Victoria Place, Brightlingsea, CO7 0AB	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Aldi, Pier Avenue, Clacton-on-Sea, CO15 1NJ	2.0%	16	0.0%	0	1.3%	1	0.0%	0	13.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	1.2%	10	0.0%	0	0.0%	0	0.0%	0	8.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Road, Clacton-on-Sea, CO15 3AY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brook Park West Retail Park, Clacton-on-Sea, CO16 9FY	1.2%	10	0.0%	0	0.0%	0	3.3%	2	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Brook Park West Retail Park, Clacton-on-Sea, CO16 9FY	0.6%	5	0.0%	0	0.0%	0	2.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Centenary Way, Little Clacton, Clacton-on-Sea, CO16 9SB	2.2%	17	0.0%	0	0.0%	0	1.5%	1	10.2%	12	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	3.0%	24	0.0%	0	0.0%	0	0.7%	0	19.8%	23	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Osyth Road, Clacton-on-Sea, CO15 3DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	5.4%	42	0.0%	0	0.0%	0	9.9%	7	28.1%	32	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Aldi, Kirby Road, Walton on the Naze, CO14 8FR	1.9%	15	0.0%	0	0.0%	0	0.0%	0	2.2%	3	16.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Main Road, Harwich, CO12 3HJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Connaught Avenue, Frinton-on-Sea, CO13 9PT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Dovercourt, Harwich, CO12 3PA	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Triangle Shopping Centre, Rochford Way, Frinton-on-Sea, CO13 0AU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkeston Road,	1.5%	12	0.0%	0	5.9%	3	0.0%	0	0.0%	0	10.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Harwich, CO12 4NX																				
Local shops, Walton-on-the-Naze Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Arthur Ransome Way, Walton on the Naze, CO14 8FT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	3.4%	26	0.0%	0	7.0%	4	0.0%	0	0.0%	0	29.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Connaught Avenue, Frinton-on-Sea, CO13 9PT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Walton on the Naze, CO14 8BH	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Triangle Shopping Centre, Rochford Way, Frinton-on-Sea, CO13 0AU	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	0.8%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, East Street, Coggeshall, CO6 1SJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Kelvedon, CO5 9AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Centre, Tiptree, CO5 0HF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Tiptree, CO5 0SU	1.2%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.6%	9	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead																				
Co-op, Swan Street, Sible Hedingham, Halstead, CO9 3HP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Co-op, Weavers Court, High Street, Halstead, CO9 2JN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.5%	2	0.0%	0	0.0%	0
Lidl, Kings Road, Halstead, CO9 1HL	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	36.3%	13	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Halstead, CO9 2JB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0	0.0%	0
Zone 8: Braintree																				
Co-op, Challis Lane, Braintree, CM7 1AN	0.6%	5	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

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Weighted:

July 2024

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham		
Iceland, Bank Street, Braintree, CM7 1UG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Rayne Road, Springwood Industrial Estate, Braintree, CM7 2QS	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S Foodhall, Braintree Retail & Leisure Park, Braintree, CM77 8YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
M&S Simply Food (BP Garage), Notley Cross, Great Notley, Braintree, CM77 7AB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	
Morrisons Daily, Panfield Lane, Braintree, CM7 2TL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	11	
Tesco Express, Coggeshall Road, Braintree, CM7 9EL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	
Tesco Superstore, Market Place, Braintree, CM7 1ES	2.7%	22	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.5%	1	
Tesco Superstore, Marks Farm Roundabout, Coggeshall Road, Braintree, CM77 8AA	4.9%	39	0.0%	0	0.0%	0	0.0%	0	5.4%	3	5.4%	2	
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 9: Witham													
Aldi, Reid Road, Witham, CM8 1XU	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	
Asda Supermarket, Highfields Road, Witham, CM8 2HJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, The Broadway, Silver End, Witham, CM8 3RQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Pantile House, Newland Street, Witham, CM8 2AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Bridge Street, Witham, CM8 1BT	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Morrisons Daily, Newland Street, Witham, CM8 1AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons Superstore, Braintree Road, Witham,	1.9%	15	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	0	

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	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham	
CM8 2GD												
Tesco Superstore, The Grove Shopping Centre, Witham, CM8 2YT	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	15
Outside Catchment Area:												
Aldi, Blackwater Retail Park, The Causeway, Maldon, CM9 4DY	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Aldi, Donald Mackintosh Way, Pinewood, Ipswich, IP8 3LQ	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	0.8%	6	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Hines Road, Ipswich, IP3 9BG	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Bentalls Shopping Centre, Heybridge, Maldon, CM9 4GD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Asda Superstore, Chelmer Village Centre, Chelmsford, CM2 6RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Co-op, 80a High Street, Lavenham, CO10 9PX (opposite Solitaire Hair Design)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Local shops, Sudbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
M&S, Westgate Street, Ipswich, IP1 3EG	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Calais Street, Hadleigh, IP7 6LB	0.8%	6	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Limebrook Way, Maldon, CM9 6GG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Local, Centenary Way, Beaulieu Square, off White Hart Lane, Chelmsford, CM1 6AU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's Superstore, Cornard Road, Sudbury, CO10 2XB	1.0%	8	0.5%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	0.2%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0

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Hadleigh Road, Ipswich, IP2 0BX																				
Sainsbury's Superstore, White Hart Lane / Colchester Road, Springfield, Chelmsford, CM2 5PA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tesco Extra, Copdock Interchange, Ipswich, IP8 3TS	0.8%	7	0.0%	0	11.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fullbridge, Maldon, CM9 4LE	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	15.2%	10
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.7%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0	0.0%	0
Waitrose, Crane Boulevard, Ipswich, IP3 9SQ	0.3%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	1.0%	8	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	6.8%	3	0.5%	1	0.0%	0
Others:																				
Weighted base:		790		209		57		67		114		77		57		37		107		65
Sample:		799		86		87		83		93		92		83		91		96		88

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Q02 Which retailer do you normally purchase your main food internet / delivery shopping from?																				
<i>Those who said 'Internet / delivery' at Q01</i>																				
Aldi	5.1%	6	12.4%	5	0.0%	0	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	4.3%	5	13.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	14.0%	17	13.0%	5	32.7%	3	10.4%	2	0.0%	0	11.3%	1	0.0%	0	0.0%	0	10.1%	1	47.9%	5
Iceland	3.8%	5	0.0%	0	0.0%	0	9.3%	2	11.7%	1	20.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	7.3%	9	10.4%	4	3.9%	0	9.3%	2	6.4%	1	6.2%	1	0.0%	0	0.0%	0	10.1%	1	4.7%	0
Ocado	8.9%	11	2.8%	1	10.8%	1	8.0%	1	22.6%	3	12.4%	1	23.1%	2	5.4%	0	0.0%	0	9.4%	1
Sainsbury's	14.1%	17	17.2%	7	11.0%	1	10.0%	2	0.0%	0	0.0%	0	15.1%	2	10.8%	0	48.7%	5	4.7%	0
Tesco	41.0%	50	28.3%	11	37.7%	4	50.1%	9	47.5%	5	49.7%	4	61.9%	7	83.7%	4	31.0%	3	33.2%	3
Waitrose	1.7%	2	2.8%	1	3.9%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		122		40		10		17		11		9		11		4		10		10
Sample:		113		17		13		18		9		9		17		9		9		12

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Q03 What is the main reason your household does most of its main food shopping at (STORE MENTIONED AT Q01)?																				
Close to home	25.4%	232	22.3%	56	20.1%	13	24.3%	21	26.5%	33	29.8%	26	45.2%	30	11.6%	5	27.2%	32	22.1%	16
Low prices / value for money	17.5%	160	16.6%	41	21.3%	14	18.9%	16	26.4%	33	16.1%	14	8.4%	6	25.0%	10	11.9%	14	15.4%	11
Can get everything I need there	9.1%	83	14.5%	36	5.3%	4	3.3%	3	8.4%	10	3.8%	3	7.6%	5	5.5%	2	9.6%	11	10.7%	8
Range of food goods available	6.3%	57	4.5%	11	5.6%	4	13.8%	12	4.8%	6	12.5%	11	4.4%	3	11.2%	5	3.0%	3	3.4%	3
Online shopping is convenient	5.1%	46	4.9%	12	3.2%	2	9.4%	8	1.6%	2	6.5%	6	7.3%	5	6.6%	3	4.8%	6	4.7%	3
Quality of food goods available	4.3%	39	2.9%	7	6.6%	4	3.4%	3	4.0%	5	6.8%	6	7.2%	5	4.0%	2	6.1%	7	0.0%	0
Loyalty scheme / reward points	4.1%	38	7.0%	17	2.3%	2	1.9%	2	1.6%	2	1.1%	1	0.6%	0	0.6%	0	8.7%	10	4.7%	3
Delivery service	2.9%	26	2.8%	7	6.3%	4	5.8%	5	2.6%	3	0.6%	1	2.0%	1	2.2%	1	2.4%	3	1.9%	1
Familiar / know where everything is	2.5%	22	0.0%	0	2.9%	2	2.3%	2	2.7%	3	1.8%	2	3.4%	2	5.4%	2	5.6%	7	3.3%	2
Staff discount / work there	2.4%	21	2.4%	6	3.7%	2	0.6%	0	3.1%	4	1.7%	1	0.0%	0	2.7%	1	3.7%	4	2.2%	2
Good offers	2.0%	19	3.0%	8	0.6%	0	1.1%	1	1.0%	1	3.4%	3	2.0%	1	0.0%	0	0.9%	1	4.3%	3
Habit / always used it	1.9%	18	1.3%	3	1.8%	1	1.7%	1	2.6%	3	1.1%	1	0.6%	0	5.0%	2	0.0%	0	7.1%	5
Easy to get to by car	1.8%	16	2.6%	6	1.7%	1	0.6%	0	1.6%	2	0.6%	1	1.2%	1	1.9%	1	2.2%	3	2.2%	2
Parking provision is good / easy to park	1.6%	15	0.9%	2	2.0%	1	0.6%	0	5.0%	6	1.2%	1	0.0%	0	1.8%	1	0.9%	1	1.9%	1
Large store	1.2%	11	0.8%	2	0.0%	0	0.0%	0	1.1%	1	0.6%	1	1.1%	1	0.0%	0	2.6%	3	4.4%	3
Close to work	1.2%	11	2.1%	5	1.5%	1	1.1%	1	0.0%	0	2.2%	2	0.6%	0	1.7%	1	0.0%	0	0.6%	0
Started online shopping due to the pandemic and kept using it	1.1%	10	2.2%	5	2.3%	2	1.6%	1	0.0%	0	0.0%	0	2.4%	2	0.6%	0	0.0%	0	0.0%	0
Easy to get to by foot	0.8%	7	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.9%	1	1.7%	2	3.4%	3
Close to other shops / services / facilities	0.8%	7	0.8%	2	0.6%	0	2.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Friendly / helpful staff	0.7%	6	0.0%	0	0.6%	0	1.1%	1	0.0%	0	3.3%	3	0.0%	0	1.9%	1	0.9%	1	0.6%	0
General convenience	0.6%	6	1.3%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1	0.6%	0	0.0%	0	0.0%	0
Only one in the area	0.6%	5	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	0	1.6%	2	0.0%	0
Parking is free	0.6%	5	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Quality of non-food goods available	0.5%	4	1.3%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Good layout / easy to get around	0.4%	4	1.2%	3	0.6%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	0.4%	4	0.0%	0	1.2%	1	0.6%	0	0.0%	0	1.7%	1	0.6%	0	1.7%	1	0.0%	0	0.0%	0
Pleasant shopping environment	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.2%	3	0.0%	0
Preference for retailer	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.8%	2	0.0%	0	0.0%	0
Close to family / friends	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	1.3%	2	0.0%	0
Small / quiet store	0.3%	3	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0
Use store / location because	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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it has good covid safety measures																				
Clean store	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use online shopping due to the pandemic / because it's covid safe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Like to support local business	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disability access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
(No particular reason)	1.8%	17	1.5%	4	5.0%	3	1.2%	1	2.4%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3
(Don't know)	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	

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Meanscore: [£]																			
Q04 How much on average does your household spend on main food shopping in a week?																			
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£6 - £10	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
£11 - £15	0.5%	4	0.0%	0	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%
£16 - £20	1.0%	9	0.5%	1	3.5%	2	0.6%	0	0.0%	0	2.8%	2	3.1%	2	2.5%	1	0.0%	0	0.0%
£21 - £25	0.8%	7	0.0%	0	2.8%	2	1.7%	1	1.6%	2	1.1%	1	0.6%	0	0.6%	0	0.5%	1	0.0%
£26 - £30	2.0%	19	2.3%	6	0.6%	0	0.0%	0	0.6%	1	6.1%	5	0.6%	0	1.5%	1	2.9%	3	2.8%
£31 - £35	1.6%	15	1.6%	4	4.6%	3	0.0%	0	1.1%	1	2.5%	2	0.6%	0	2.4%	1	0.0%	0	3.9%
£36 - £40	3.3%	30	1.8%	4	3.5%	2	2.7%	2	8.9%	11	2.4%	2	1.2%	1	2.7%	1	2.7%	3	3.6%
£41 - £45	1.7%	15	1.5%	4	1.2%	1	0.0%	0	2.6%	3	3.3%	3	3.5%	2	2.3%	1	0.9%	1	0.6%
£46 - £50	7.5%	69	8.7%	22	7.1%	5	14.1%	12	6.0%	8	6.4%	5	8.4%	6	13.9%	6	1.4%	2	5.4%
£51 - £60	7.7%	71	10.1%	25	5.3%	4	5.3%	4	9.7%	12	7.8%	7	5.8%	4	4.9%	2	6.5%	8	6.9%
£61 - £70	8.4%	76	8.1%	20	4.0%	3	13.1%	11	8.0%	10	5.1%	4	11.3%	8	12.3%	5	6.1%	7	11.0%
£71 - £80	8.7%	79	7.0%	18	11.7%	8	11.0%	9	10.3%	13	6.4%	5	8.7%	6	10.4%	4	9.4%	11	6.7%
£81 - £90	5.3%	48	3.8%	9	1.2%	1	3.1%	3	3.0%	4	12.1%	10	1.2%	1	4.0%	2	14.2%	17	2.8%
£91 - £100	14.6%	133	18.9%	47	13.3%	9	13.8%	12	7.8%	10	9.2%	8	15.4%	10	9.7%	4	16.6%	19	19.1%
£101 - £110	0.9%	8	0.0%	0	3.3%	2	2.5%	2	0.0%	0	1.1%	1	2.3%	2	0.0%	0	0.9%	1	0.6%
£111 - £120	4.6%	42	2.1%	5	8.5%	6	6.0%	5	4.3%	5	4.1%	3	5.2%	3	6.4%	3	4.5%	5	7.7%
£121 - £130	1.6%	15	0.0%	0	3.6%	2	1.5%	1	1.4%	2	2.0%	2	0.6%	0	0.0%	0	4.5%	5	2.3%
£131 - £140	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
£141 - £150	6.3%	58	4.9%	12	8.2%	5	4.6%	4	6.2%	8	5.8%	5	10.6%	7	6.6%	3	7.9%	9	5.7%
£151 - £175	2.2%	20	1.7%	4	3.6%	2	0.6%	0	3.5%	4	2.9%	2	2.6%	2	1.1%	0	2.5%	3	1.6%
£176 - £200	5.5%	50	7.5%	19	0.6%	0	5.0%	4	6.8%	9	2.8%	2	1.5%	1	7.3%	3	6.5%	8	6.2%
£201 - £225	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£226 - £250	1.0%	9	1.3%	3	0.6%	0	0.0%	0	2.6%	3	1.1%	1	0.0%	0	0.6%	0	0.9%	1	0.0%
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£276 - £300	0.4%	3	0.0%	0	0.0%	0	1.5%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£301+	0.7%	7	2.1%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	11.1%	101	11.1%	28	11.0%	7	10.4%	9	10.9%	14	15.3%	13	15.0%	10	8.2%	3	6.6%	8	12.4%
(Refused)	1.6%	15	3.2%	8	0.6%	0	0.6%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	1	3.1%	4	0.0%
Mean:	96.37		103.16		88.03		90.07		103.01		85.60		89.80		88.03		100.45		93.41
Weighted base:	912		249		67		85		125		86		67		41		117		75
Sample:	912		103		100		101		102		101		100		100		105		100

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q05 Where does your household do most of its shopping for small scale ‘top-up’ food and convenience goods items?																				
<i>Excl. Nulls & SFT</i>																				
Zone 1: Colchester																				
Aldi, Colne View Retail Park, Cowdray Avenue, Colchester, CO1 1YN	0.7%	5	1.6%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Magdalen Street, Colchester, CO1 2FJ	1.6%	11	5.1%	10	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.7%	5	1.5%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Turner Rise, Colchester, CO4 5TU	2.3%	15	7.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Turner Rise Retail Park, Colchester, CO4 5TU	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Welcome Store), Haven Road, Colchester, CO2 8FU	0.7%	5	2.1%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chapel Road, West Bergholt, CO6 3TB	0.6%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mersea Road, Colchester, CO2 7QS	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nayland Road, Mile End, Colchester, CO4 5EQ	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stanway Retail Park, Peartree Road, Colchester, CO3 0LX	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Centre, Greenstead, Colchester, CO4 3PX	0.6%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Commons, Prettygate, Colchester, CO3 4NW	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wimpole Road, Colchester, CO1 2DB	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Turner Rise Retail Park, Colchester, CO4 5TU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Turner Rise Retail Park, Colchester, CO4 5TU	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Abbot's Road, Colchester, CO2 8BG	1.6%	11	4.0%	8	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Gosbecks Road,	1.3%	9	2.7%	5	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey for CPW Planning

Weighted:

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham	
Colchester, CO2 9JT												
Lidl, St Andrews Avenue, Colchester, CO4 3BG	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester City Centre (inc. Lion Walk and Culver Square)	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Turner Road, Colchester General Hospital, CO4 5JL	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.6%	4	0.6%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0
Polski Sklep Food Basket-Deli Shop, Priory Walk, Colchester, CO1 1LG	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Layer Road, Colchester, CO2 7HN	1.1%	7	2.2%	4	1.3%	1	2.2%	1	0.0%	0	1.6%	1
Sainsbury's Superstore, Priory Walk, Colchester, CO1 1LG	0.5%	4	1.6%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	4.2%	28	12.7%	25	0.0%	0	0.0%	0	0.0%	0	6.5%	3
Tesco Express, Bromley Road, Parsons Heath, Colchester, CO4 3JF	1.2%	8	3.7%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, Crouch Street, Colchester, CO3 3HH	2.4%	16	7.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colchester, CO1 1DH	0.6%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Street, Colchester, CO1 2LA	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Christophers Road, St Johns, Colchester, CO4 0NB	0.6%	4	1.6%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	5.1%	35	17.4%	34	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	2.2%	15	3.8%	8	2.3%	1	7.6%	5	0.0%	0	2.4%	1

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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Waitrose, St Andrews Gardens, Colchester, CO4 3EQ	0.4%	3	0.0%	0	1.4%	1	0.8%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Assington Farm Shop, Assington, Sudbury, CO10 5LW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Boxford Post Office, Swan Street, Boxford, Sudbury, CO10 5PA	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradfield Post Office, Heath Road, Manningtree, CO11 2XL	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Blenheim Close, Brantham, CO11 1TR	0.3%	2	0.0%	0	3.4%	2	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, Dedham, CO7 6DE	0.6%	4	0.0%	0	6.8%	4	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, Hadleigh, IP7 5EF	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Riverside Avenue East, Lawford, Manningtree, CO11 1US	1.6%	11	0.0%	0	18.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, East Bergholt, CO7 6TA	0.5%	4	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Farm, Stratford St Mary, Colchester, CO7 6LS	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hadleigh Town Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Street Store & Deli, Nayland, Colchester, CO6 4HU	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Street Stores, Stoke by Nayland, CO6 4SE	0.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polstead Community Shop, Polstead, Colchester, CO6 5AL	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Long Bessels, Hadleigh, Ipswich, IP7 5DB	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Manningtree, CO11 1AJ	0.5%	4	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrabness Community Shop, Wrabness, Manningtree, CO11 2TL	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Bonnars Barn, The Strood,	0.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Colchester, CO5 7QL																				
Co-op, Barfield Road, West Mersea, CO5 8RA	0.5%	3	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Street, Rowhedge, CO5 7EA	0.5%	4	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Samsons Road, Brightlingsea, CO7 0RN	0.9%	6	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Brightlingsea, CO7 0BT	0.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Avenue, Wivenhoe, CO7 9AH	0.7%	5	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kando Convenience Store, High Street, Wivenhoe, Colchester, CO7 9AZ	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Layer Village Store, Maltings Green Road, Layer De La Haye, Colchester, CO2 0JH	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Vine Drive, Wivenhoe, Colchester, CO7 9HA	0.7%	4	1.6%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Colchester Main Road, Alresford, CO7 8DQ	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Colchester Road, Alresford, CO7 8DJ	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kingsland Road. West Mersea, Colchester, CO5 8RA	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Griffon Garage, Barfield Road, West Mersea, CO5 8QT	0.5%	3	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Plough Road, Great Bentley, CO7 8LA	0.7%	5	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Victoria Place, Brightlingsea, CO7 0AB	0.7%	5	0.0%	0	1.3%	1	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorrington Post Office, Clacton Road, Thorrington, Colchester, CO7 8JP	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wine Well, The Cross, Wivenhoe, Colchester, CO7 9QL	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				
Aldi, Pier Avenue, Clacton-on-Sea, CO15	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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1NJ																				
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	1.1%	8	0.0%	0	0.0%	0	0.0%	0	9.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bockings Elm Post Office, St John's Road, Clacton-on-Sea, CO16 8DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burrsville Convenience Store, Burrs Road, Clacton-on-Sea, CO15 4LN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coopers Lane, Clacton-on-Sea, CO15 2BX	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Frinton Road, Holland-On-Sea, CO15 5UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Road, Clacton-on-Sea, CO15 3AY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Water Glade Park, Old Road, Clacton on Sea, CO15 1HX	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brook Park West Retail Park, Clacton-on-Sea, CO16 9FY	0.9%	6	0.0%	0	0.0%	0	2.6%	2	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Brook Park West Retail Park, Clacton-on-Sea, CO16 9FY	0.9%	6	0.0%	0	1.8%	1	2.1%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, North Road, Clacton-on-Sea, CO15 4DD	1.1%	8	0.0%	0	0.0%	0	0.0%	0	9.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Tudor Close, Jaywick, Clacton-on-Sea, CO15 2PL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Centenary Way, Little Clacton, Clacton-on-Sea, CO16 9SB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Waterglade Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey
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	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham									
Clacton-on-Sea, CO15 1HX																				
Nisa, Clacton Road, St. Osyth, Clacton-on-Sea, CO16 8PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Point Clear Road, Point Clear, Clacton-on-Sea, CO16 8JB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, The St, Weeley, Clacton-on-Sea, CO16 9JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St John's Road, Clacton-on-Sea, CO16 8DU	1.1%	7	0.0%	0	0.0%	0	0.0%	0	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Cliff Stores, Holland Road, Clacton-on-Sea, CO15 6EL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Golf Green Road, Jaywick, Clacton-on-Sea, CO15 2RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frinton Road, Holland-on-Sea, CO15 5UH	0.8%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Osyth Road, Clacton-on-Sea, CO15 3DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	1.7%	12	0.0%	0	0.0%	0	0.0%	0	14.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Aldi, Kirby Road, Walton on the Naze, CO14 8FR	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Main Road, Harwich, CO12 3HJ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Brookelynn Farm Shop, Chapel Road, Beaumont, CO16 0AR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cloverwood Stores, Oakley Road, Harwich, CO12 5DX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Connaught Avenue, Frinton-on-Sea, CO13 9PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dovercourt, Harwich, CO12 3PE	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Co-op, High Street, Walton On The Naze, CO14 8AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Fronks Road, Upper Dovercourt, Harwich, CO12 4HT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt Market, High Street, Dovercourt, CO12 3AP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garland Convenience Store, Garland Road, Parkeston, Harwich, CO12 4PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Harwich Gateway Retail Park, Harwich, CO12 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Dovercourt, Harwich, CO12 3PA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Triangle Shopping Centre, Rochford Way, Frinton-on-Sea, CO13 0AU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby-le-Soken Post Office, Walton Rd, Kirby le Soken, Frinton-on-Sea CO13 0DF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Parkeston Road, Harwich, CO12 4NX	1.0%	7	0.0%	0	1.9%	1	0.0%	0	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Arthur Ransome Way, Walton on the Naze, CO14 8FT	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	0.8%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Hall Lane, Walton On The Naze, CO14 8HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Connaught Avenue, Frinton-on-Sea, CO13 9PT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Walton on the Naze, CO14 8BH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ramsey Road, Harwich, CO12 4RJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Triangle Shopping Centre, Rochford Way,	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Frinton-on-Sea, CO13 0AU																				
Zone 6: Rural West																				
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	1.1%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	13.5%	7	0.0%	0	0.0%	0	0.0%	0
Blackwells Farm Shop, Coggeshall, CO6 1TQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Chappel/Wakes Colne Village Shop, Wakes Colne, Colchester, CO6 2DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Double Day Corner, Coggeshall, CO6 1NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, East Street, Coggeshall, CO6 1SJ	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	1.9%	2	0.0%	0
Co-op, High Street, Earls Colne, CO6 2PA	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	2.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Kelvedon, CO5 9AE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, The Centre, Tiptree, CO5 0HF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Marks Tey Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tiptree Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Rose's General Store, Bridge Street, Bures, CO8 5AD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Shell Co-Op, Maypole Road, Tiptree, CO5 0EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Tiptree, CO5 0SU	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	10	0.0%	0	0.0%	0	0.0%	0
Wakes Colne Post Office, Colchester Road, Wakes Colne, Colchester, CO6 2DF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead																				
Co-op, Abels Road, Parkfields, Halstead, CO9 1EW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Co-op, Colchester Road, Halstead, CO9 2DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Co-op, Swan Street, Sible Hedingham, Halstead, CO9 3HP	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	4	0.0%	0	0.0%	0
Co-op, Weavers Court, High Street, Halstead, CO9 2JN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Courtyard Stores, Cross End, Pebmarsh, Halstead, CO9 2NU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
D R Earey Butchers, Swan Street, Sible Hedingham, Halstead, CO9 3PP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Greenstead Farm Shop, Crocklands, Greenstead Green, Halstead, CO9 1QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Halstead, CO9 1HL	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	8	0.0%	0	0.0%	0
Local shops, Halstead Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Londis, Swan Street, Sible Hedingham, Halstead, CO9 3PP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Halstead, CO9 2JB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	19.7%	6	0.0%	0	0.0%	0
Wickham Fruit Farm, Wickham St Paul, Halstead, CO9 2PX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Zone 8: Braintree																				
B&M, Rayne Road, Braintree, CM7 2QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Co-op, Challis Lane, Braintree, CM7 1AN	1.1%	7	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Co-op, Church Street, Bocking, Braintree, CM7 5JY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.0%	0
Co-op, Masefield Road, Braintree, CM7 1AA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Co-op, Priory Lane, Great Notley, Braintree, CM77 7AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Rayne Road, Springwood Industrial Estate, Braintree, CM7 2QS	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.5%	7	0.0%	0
Local shops, Black Notley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Braintree Town Centre (inc. George Yard Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
M&S Foodhall, Braintree Retail & Leisure Park, Braintree, CM77 8YJ	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	2.7%	1
Nisa, Evelyn Wood Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

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Cressing, Braintree, CM77 8HF																				
One Stop, Coldnailhurst Ave, Braintree, CM7 5PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	11	0.0%	0
Tesco Express, Coggeshall Road, Braintree, CM7 9EL	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0
Tesco Superstore, Market Place, Braintree, CM7 1ES	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	18.5%	18	0.0%	0
Tesco Superstore, Marks Farm Roundabout, Coggeshall Road, Braintree, CM77 8AA	2.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.2%	1	18.5%	18	0.0%	0
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	12	1.0%	0
Zone 9: Witham																				
Aldi, Reid Road, Witham, CM8 1XU	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.5%	1	6.3%	3
Asda Supermarket, Highfields Road, Witham, CM8 2HJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5
Co-op, Spa Road, Witham, CM8 1NE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, The Broadway, Silver End, Witham, CM8 3RQ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5
Co-op, The Street, Hatfield Peveral, CM3 2EH	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4
Farm Shop, Farm, The Green, Hatfield Peverel, Chelmsford, CM3 2JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Iceland, Pantile House, Newland Street, Witham, CM8 2AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Lidl, Bridge Street, Witham, CM8 1BT	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6
Local shops, Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Morrisons Superstore, Braintree Road, Witham, CM8 2GD	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	16.4%	8
Nisa, Cross Road, Witham, CM8 2NA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
One Stop, Wickham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Bishops, Witham, CM8 3NN																				
Spar, Hatfield Road, Witham, CM8 1EE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, The Grove Shopping Centre, Witham, CM8 2YT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Outside Catchment Area:																				
Aldi, Blackwater Retail Park, The Causeway, Maldon, CM9 4DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	0.5%	3	1.1%	2	2.3%	1	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, CM2 6AP	0.5%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Bentalls Shopping Centre, Heybridge, Maldon, CM9 4GD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-op, 80a High Street, Lavenham, CO10 9PX (opposite Solitaire Hair Design)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Co-op, Canhams Road, Great Cornard, Sudbury, CO10 0ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Chesterwell Plaza, Leda Way, Colchester, CO6 6EE	0.3%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Capel St Mary, IP9 2EB	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sudbury Retail Park, Sudbury, CO10 2XQ	0.2%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hollow Trees Farm, Semer, Ipswich, IP7 6HX	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Lady Lane, Hadleigh, IP7 6AF	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Martlesham Heath Retail Park, Ipswich, IP5 3RX	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, Maidenhall Green, Ipswich, IP2 8PJ	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey
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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Morrisons Superstore, Calais Street, Hadleigh, IP7 6LB	0.2%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Centenary Way, Beaulieu Square, off White Hart Lane, Chelmsford, CM1 6AU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Via Urbis Romanae, Eden Drive, Colchester, CO4 6AY	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cornard Road, Sudbury, CO10 2XB	0.5%	3	0.6%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broomfield Road, Chelmsford, CM1 4DP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Fullbridge, Maldon, CM9 4LE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Waitrose, Station Road, Sudbury, CO10 2SS	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Others:																				
Weighted base:	678			196		57		63		78		61		49		30		97		47
Sample:	657			79		84		74		60		68		70		73		86		63

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Meanscore: [£]																				
Q06 How much on average does your household spend on ‘top-up’ food shopping in a week?																				
Those who do top-up food shopping at Q05																				
£1 - £5	5.5%	39	5.2%	10	5.9%	3	5.7%	4	3.4%	3	12.1%	8	9.6%	5	7.4%	2	2.4%	2	2.7%	1
£6 - £10	10.5%	74	7.5%	15	7.8%	4	12.3%	8	14.2%	12	11.0%	7	6.9%	3	16.0%	5	11.0%	11	15.3%	8
£11 - £15	6.3%	44	3.2%	6	5.5%	3	6.9%	4	4.9%	4	10.0%	6	10.5%	5	11.7%	4	7.1%	7	6.9%	4
£16 - £20	19.5%	137	18.1%	36	21.3%	12	19.5%	13	25.4%	21	11.8%	7	16.8%	8	26.7%	8	25.5%	26	9.9%	5
£21 - £25	10.0%	70	11.6%	23	12.3%	7	11.5%	8	9.7%	8	7.8%	5	10.0%	5	9.0%	3	6.8%	7	9.1%	5
£26 - £30	12.2%	85	15.7%	31	12.2%	7	15.1%	10	4.4%	4	11.4%	7	7.7%	4	6.3%	2	9.0%	9	22.2%	12
£31 - £35	4.5%	32	1.6%	3	0.7%	0	5.2%	3	12.0%	10	9.5%	6	2.9%	1	2.0%	1	3.0%	3	7.1%	4
£36 - £40	4.5%	31	1.6%	3	9.8%	6	7.8%	5	1.6%	1	2.4%	1	5.1%	3	4.3%	1	9.7%	10	1.6%	1
£41 - £45	1.1%	8	0.0%	0	4.3%	2	1.4%	1	0.0%	0	4.3%	3	2.0%	1	0.0%	0	0.0%	0	0.9%	0
£46 - £50	6.3%	44	8.7%	17	7.3%	4	3.9%	3	2.4%	2	2.5%	2	8.1%	4	0.8%	0	8.8%	9	6.6%	3
£51 - £60	1.9%	14	3.7%	7	0.0%	0	1.5%	1	1.6%	1	0.0%	0	1.5%	1	2.6%	1	1.0%	1	2.9%	2
£61 - £70	0.6%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1	0.0%	0
£71 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£81 - £90	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
£91 - £100	2.1%	15	3.1%	6	0.0%	0	0.0%	0	7.9%	7	2.3%	1	0.0%	0	0.8%	0	0.0%	0	0.9%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.5%	3	1.0%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.7%	89	15.5%	31	12.9%	7	9.3%	6	8.7%	7	14.9%	9	14.0%	7	9.9%	3	11.0%	11	13.1%	7
(Refused)	1.2%	8	2.0%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.0%	1	1.8%	2	0.0%	0
Mean:	29.71		34.59		25.62		24.25		35.10		23.89		31.44		21.06		28.66		27.23	
Weighted base:	703		200		57		65		83		63		50		31		100		52	
Sample:	683		81		84		77		64		70		73		76		89		69	

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Q07 Where does your household visit the most for shopping and services?																				
Excl. Nulls & SFT																				
Braintree Town Centre (inc. George Yard Shopping Centre)	7.4%	53	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	17.9%	6	37.5%	36	5.8%	3
Brightlingsea Town Centre	0.5%	3	0.0%	0	0.0%	0	3.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.6%	4	0.0%	0	0.8%	0	0.0%	0	2.0%	2	0.0%	0	2.9%	1	1.5%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.7%	2
Chelmsford City Centre	5.7%	40	2.0%	4	1.4%	1	0.0%	0	0.8%	1	0.8%	1	6.0%	3	4.6%	2	14.2%	14	28.6%	16
Clacton-on-Sea Town Centre	7.5%	53	0.0%	0	0.0%	0	7.5%	5	45.5%	41	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	27.2%	193	55.7%	107	26.6%	14	41.1%	28	17.6%	16	20.7%	14	15.1%	7	3.1%	1	4.3%	4	1.5%	1
Dovercourt Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	1.9%	14	0.0%	0	0.0%	0	2.0%	1	0.8%	1	16.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenstead Road, Colchester	1.3%	9	4.4%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.7%	5	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	18.8%	6	0.6%	1	0.0%	0
Harwich Town Centre	2.0%	14	0.0%	0	10.7%	6	0.0%	0	0.0%	0	12.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highwoods District Centre, Colchester	0.6%	4	1.6%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.1%	8	0.0%	0	9.9%	5	0.7%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	5.0%	3
Manningtree Town Centre	0.6%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.8%	20	0.6%	1	16.2%	9	0.0%	0	0.0%	0	0.0%	0	6.2%	3	19.0%	6	0.0%	0	0.8%	0
Tiptree Village Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	7	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	2.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	1.6%	2	29.5%	17
Anglia Retail Park, Anglia Parkway South, Ipswich, IP1 5QP (B&M, Dunelm, The Range, Go Outdoors, Smyths & more)	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	6.0%	6	2.3%	1
Braintree Village Outlet Shopping Centre, Chapel	4.6%	33	0.0%	0	0.0%	0	2.0%	1	2.0%	2	0.0%	0	3.3%	2	9.0%	3	20.0%	19	10.0%	6

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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)																				
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	2.3%	16	0.0%	0	1.9%	1	14.3%	10	5.2%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.1%	2
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	2.3%	16	0.0%	0	0.0%	0	2.5%	2	10.9%	10	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	1.4%	10	4.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park, Ransomes Way, Ipswich, IP3 9SP (John Lewis, DFS, Furniture Village & more)	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Orwell Retail Park, Ranelagh Road, Ipswich, IP2 0AQ (Glasswells, Wickes, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Riverside Retail Park, Victoria Road, Chelmsford, CM1 1NY (Homesense, Sports Direct, Smyths, Matalan & more)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1
Shawlands Retail Park, Northern Road, Sudbury, CO10 2BG (Carpet Right, Halfords, Pets at Home & more)	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
St Andrews Avenue Retail Park, Colchester, CO4 3HU (Subway, Costa, Lidl)	0.3%	2	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	7.5%	53	10.9%	21	7.8%	4	10.8%	7	2.6%	2	7.6%	5	18.9%	9	5.3%	2	0.6%	1	2.7%	2
Suffolk Retail Park, London Road, Ipswich, IP1 2EJ (Home Bargains, The Range, Food Warehouse & more)	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	2.8%	20	3.9%	7	0.0%	0	3.4%	2	2.2%	2	0.0%	0	9.6%	5	9.3%	3	0.0%	0	0.0%	0
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	2.6%	18	4.3%	8	0.0%	0	2.9%	2	0.0%	0	0.0%	0	7.6%	4	4.5%	1	2.9%	3	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	2.5%	17	7.2%	14	0.8%	0	0.7%	0	0.8%	1	0.0%	0	2.3%	1	2.6%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Dartford DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cambridge City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	1	0.0%	0
Felixstowe	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Chelmer	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Iconfield Park, Harwich CO12 4EN	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkeston Quay, Harwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton	Zone 5: Frinton / Harwich		Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham	
Weighted base:	708	192		53		68		90	68		50	33	97	56	
Sample:	709	79		79		77		73	82		76	81	87	75	

Meanscore: [Number of visits per week]

Q08 How often does your household visit (CENTRE MENTIONED AT Q07)?

Those who specified a centre / location at Q07

Daily	4.0%	28	7.7%	15	3.5%	2	0.0%	0	6.5%	6	2.1%	1	0.0%	0	0.7%	0	2.2%	2	4.0%	2
At least 2-3 times a week	14.9%	105	18.1%	35	17.6%	9	12.8%	9	11.1%	10	18.8%	13	18.9%	9	13.8%	5	11.0%	11	8.8%	5
Once a week	27.0%	191	31.2%	60	23.3%	12	18.4%	13	33.2%	30	23.3%	16	26.4%	13	19.5%	6	25.2%	24	29.3%	17
Once a fortnight	19.3%	137	16.4%	31	17.7%	9	26.4%	18	21.7%	20	16.6%	11	21.6%	11	18.7%	6	22.1%	21	15.0%	8
Once a month	20.0%	141	15.0%	29	17.8%	9	25.6%	17	14.9%	13	19.2%	13	13.0%	6	27.3%	9	27.3%	26	30.5%	17
Less often	13.8%	98	9.5%	18	20.1%	11	16.8%	12	12.5%	11	15.9%	11	20.2%	10	19.3%	6	12.3%	12	12.4%	7
(Don't know / varies)	0.9%	7	2.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Mean:		1.11		1.47		1.08		0.73		1.23		1.05		0.90		0.79		0.88		0.97
Weighted base:		708		192		53		68		90		68		50		33		97		56
Sample:		709		79		79		77		73		82		76		81		87		75

Meanscore: [More = 1, Less = -2, About the same = 0]

Q09 How often does your household visit (CENTRE MENTIONED AT Q07) now compared to before the Covid-19 pandemic?

Those who specified a centre / location at Q07

More often	15.8%	112	15.5%	30	11.7%	6	22.9%	16	14.2%	13	11.8%	8	20.4%	10	10.1%	3	17.9%	17	15.2%	9
Less often	25.8%	182	29.2%	56	28.2%	15	35.3%	24	25.8%	23	22.6%	15	13.0%	6	21.5%	7	19.2%	19	28.7%	16
About the same	53.8%	381	48.9%	94	54.8%	29	41.8%	29	51.2%	46	58.9%	40	65.1%	32	66.4%	22	60.3%	58	53.8%	30
(Don't know)	4.7%	33	6.4%	12	5.3%	3	0.0%	0	8.8%	8	6.7%	5	1.5%	1	2.1%	1	2.6%	3	2.3%	1
Mean:		-0.11		-0.15		-0.17		-0.12		-0.13		-0.12		0.08		-0.12		-0.01		-0.14
Weighted base:		708		192		53		68		90		68		50		33		97		56
Sample:		709		79		79		77		73		82		76		81		87		75

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Q10 How does your household normally travel to (CENTRE MENTIONED AT Q07)?																				
<i>Those who specified a centre / location at Q07</i>																				
Car / van – driver	60.9%	431	55.6%	107	74.8%	40	66.0%	45	57.4%	52	52.7%	36	75.7%	38	71.5%	24	60.3%	58	56.9%	32
Car / van - passenger	13.7%	97	7.5%	14	11.4%	6	15.4%	11	23.5%	21	20.0%	14	14.4%	7	13.3%	4	12.5%	12	13.7%	8
Bus, minibus or coach	11.4%	81	16.9%	32	8.6%	5	11.7%	8	10.2%	9	14.9%	10	4.1%	2	6.4%	2	5.7%	5	11.9%	7
Bicycle	1.2%	9	2.7%	5	1.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (e.g. mobility scooter)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Taxi	1.1%	8	2.0%	4	2.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	1
Train	1.8%	13	0.0%	0	0.0%	0	3.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	9.3%	5
Walk	8.7%	62	14.2%	27	0.8%	0	3.8%	3	5.9%	5	7.4%	5	5.8%	3	5.7%	2	14.5%	14	4.4%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.5%	1
Weighted base:		708		192		53		68		90		68		50		33		97		56
Sample:		709		79		79		77		73		82		76		81		87		75

Colchester Household Survey for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q11 When members of your household visit (CENTRE MENTIONED AT Q07), do they normally link this trip with another activity?																				
Those who specified a centre / location at Q07																				
Yes – NON-FOOD shopping	9.9%	70	9.3%	18	8.0%	4	7.2%	5	5.9%	5	1.5%	1	10.3%	5	11.9%	4	20.9%	20	13.4%	8
Yes – FOOD shopping	6.7%	47	14.4%	28	3.3%	2	5.3%	4	3.7%	3	4.5%	3	6.9%	3	1.5%	0	0.6%	1	6.0%	3
Yes – buying fuel (visiting petrol station)	1.1%	8	0.0%	0	0.0%	0	1.3%	1	3.6%	3	2.2%	1	1.5%	1	4.4%	1	0.0%	0	0.0%	0
Yes – using services such as banks or dry cleaners	2.9%	20	1.1%	2	10.2%	5	2.0%	1	0.8%	1	4.9%	3	2.1%	1	1.5%	0	4.8%	5	2.3%	1
Yes – visiting health service such as doctor, dentist, hospital	2.1%	15	0.0%	0	0.8%	0	0.0%	0	4.8%	4	2.6%	2	6.0%	3	2.1%	1	1.0%	1	6.3%	4
Yes – visiting parks	0.9%	6	1.6%	3	0.0%	0	1.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Yes – visiting library	0.5%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes – leisure activity	5.7%	40	5.8%	11	6.9%	4	6.2%	4	7.9%	7	5.1%	3	7.2%	4	5.7%	2	3.2%	3	3.1%	2
Yes – visit friends / relatives	8.0%	57	6.3%	12	12.5%	7	11.6%	8	8.7%	8	11.5%	8	7.0%	3	5.2%	2	7.1%	7	3.8%	2
Yes – travelling to / from school / college / university (includes school-run)	1.2%	8	1.7%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Yes – travelling to / from work	4.2%	30	10.4%	20	7.3%	4	2.0%	1	1.4%	1	0.8%	1	0.8%	0	3.7%	1	0.6%	1	1.5%	1
Yes – visiting place of worship	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0
Yes – window shopping / browsing	1.9%	13	2.7%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	1	0.0%	0	5.2%	5	0.8%	0
Yes – going for a walk / walk the dog	2.0%	15	0.0%	0	2.5%	1	1.8%	1	0.8%	1	6.2%	4	1.6%	1	5.0%	2	1.9%	2	4.7%	3
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting restaurant or café	3.2%	22	3.9%	7	4.3%	2	2.0%	1	2.6%	2	3.3%	2	6.2%	3	1.5%	0	3.2%	3	0.0%	0
No activity)	46.4%	329	38.9%	75	40.7%	22	56.8%	39	49.8%	45	49.4%	34	43.6%	22	56.9%	19	45.0%	43	54.8%	31
Don't know / varies)	3.2%	23	2.7%	5	2.8%	2	2.4%	2	9.8%	9	0.8%	1	3.7%	2	0.0%	0	1.9%	2	2.3%	1
Weighted base:		708		192		53		68		90		68		50		33		97		56
Sample:		709		79		79		77		73		82		76		81		87		75

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Q12 Where does your household do this linked trip?																				
<i>Those who specified a centre / location at Q07; and do a linked trip at Q11 AND Excl. Nulls & SFT</i>																				
Braintree Town Centre (inc. George Yard Shopping Centre)	7.5%	21	3.6%	3	0.0%	0	7.8%	2	0.0%	0	0.0%	0	3.5%	1	10.0%	1	46.3%	13	6.8%	1
Bury St Edmunds Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Chelmsford City Centre	3.1%	9	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	2	4.6%	1	10.6%	3	12.9%	3
Clacton-on-Sea Town Centre	6.8%	19	0.0%	0	0.0%	0	14.7%	3	39.3%	11	13.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	37.0%	105	67.9%	59	37.2%	10	42.4%	10	35.2%	10	20.6%	7	27.8%	6	9.6%	1	0.0%	0	6.4%	1
Dovercourt Town Centre	0.8%	2	0.0%	0	4.2%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	2.3%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	1	17.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenstead Road, Colchester	1.8%	5	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.9%	3	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	17.9%	2	2.0%	1	0.0%	0
Harwich Town Centre	1.7%	5	0.0%	0	10.4%	3	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highwoods District Centre, Colchester	1.3%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.1%	3	0.0%	0	9.7%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	9.8%	2
Manningtree Town Centre	0.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.0%	6	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	0	21.4%	3	0.0%	0	2.3%	0
Tiptree Village Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	3	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	0.4%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	30.1%	6
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	3.1%	9	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	10.1%	1	16.5%	5	2.3%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	3.2%	9	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	17.3%	5	0.0%	0
Brook Retail Park, London Road, Clacton-on-Sea,	1.3%	4	0.0%	0	3.7%	1	5.7%	1	2.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham									
CO15 3TP (B&Q, Currys)																				
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	5						
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	2.2%	6	0.0%	0	0.0%	0	2.1%	0	13.6%	4	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	1.8%	5	2.4%	2	0.0%	0	3.8%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Orwell Retail Park, Ranelagh Road, Ipswich, IP2 0AQ (Glasswells, Wickes, Pets at Home)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Riverside Retail Park, Victoria Road, Chelmsford, CM1 1NY (Homesense, Sports Direct, Smyths, Matalan & more)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
St Andrews Avenue Retail Park, Colchester, CO4 3HU (Subway, Costa, Lidl)	0.7%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	4.0%	11	4.8%	4	1.5%	0	3.8%	1	0.0%	0	9.4%	3	8.3%	2	7.8%	1	0.0%	0	0.0%	0
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland,	2.4%	7	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	14.2%	3	5.1%	1	0.0%	0	0.0%	0

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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Smyths, ScS, Next, Dreams & more)																				
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Cambridge City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0
Castle Hedingham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Christchurch	0.6%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iconfield Park, Harwich CO12 4EN	0.7%	2	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham	0.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	284			87		27		24		29		33		23		13		28		20
Sample:	274			35		38		23		24		35		35		34		25		25

Colchester Household Survey for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Q13 What do you like most about (CENTRE MENTIONED AT Q07) for shopping and services?																				
<i>Those who specified a centre / location at Q07</i>																				
Close to home	11.2%	79	11.7%	22	14.3%	8	12.6%	9	7.4%	7	14.4%	10	14.2%	7	9.5%	3	11.0%	11	6.3%	4
Shops - good range of non-food shops generally	5.5%	39	5.8%	11	1.5%	1	1.4%	1	5.3%	5	5.7%	4	11.0%	5	8.8%	3	5.8%	6	6.1%	3
Good cafés / restaurants	5.0%	36	8.2%	16	0.0%	0	4.7%	3	5.5%	5	2.9%	2	0.8%	0	0.0%	0	3.7%	4	10.3%	6
Shops - good range of affordable shops	4.5%	32	7.1%	14	3.9%	2	3.1%	2	5.1%	5	0.8%	1	6.0%	3	0.7%	0	4.2%	4	3.0%	2
You can get everything you need there	4.3%	30	1.8%	3	5.1%	3	1.4%	1	9.0%	8	5.7%	4	4.5%	2	6.7%	2	2.6%	3	7.6%	4
Shops - good range of 'high street' retailers	4.2%	30	2.2%	4	4.6%	2	5.8%	4	4.5%	4	4.1%	3	8.1%	4	0.7%	0	5.1%	5	5.6%	3
Parking - it's easy to find a space	3.4%	24	1.6%	3	4.0%	2	2.7%	2	9.7%	9	0.8%	1	5.4%	3	6.5%	2	0.6%	1	3.7%	2
Shops - good range of clothes shops	3.1%	22	1.1%	2	0.0%	0	0.0%	0	1.6%	1	6.1%	4	1.6%	1	7.7%	3	11.6%	11	0.0%	0
Familiar / know where everything is	3.1%	22	1.1%	2	5.6%	3	3.3%	2	2.2%	2	5.9%	4	7.3%	4	3.1%	1	3.2%	3	1.6%	1
Good layout / shops close together	2.8%	20	2.6%	5	2.1%	1	2.7%	2	3.4%	3	4.3%	3	1.6%	1	3.5%	1	3.6%	4	0.8%	0
Shops - good range of quality shops	2.7%	19	3.1%	6	0.0%	0	3.8%	3	6.0%	5	0.8%	1	3.7%	2	0.7%	0	1.0%	1	2.3%	1
Parking - it's free	2.5%	18	3.2%	6	6.1%	3	2.0%	1	0.0%	0	3.3%	2	4.3%	2	2.6%	1	1.9%	2	0.0%	0
Easy to get there by car	2.3%	16	0.0%	0	4.7%	3	7.8%	5	4.2%	4	0.8%	1	1.6%	1	6.2%	2	1.5%	1	0.0%	0
Nice atmosphere / friendly people	2.2%	15	1.6%	3	7.1%	4	0.0%	0	1.4%	1	4.5%	3	4.1%	2	5.0%	2	0.0%	0	0.8%	0
Attractive environment / nice place	2.0%	14	0.6%	1	3.6%	2	0.0%	0	2.2%	2	4.3%	3	3.1%	2	4.4%	1	2.1%	2	2.5%	1
Good for financial services (e.g. banks / building societies)	1.8%	13	4.8%	9	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	0	1.5%	0	0.6%	1	1.6%	1
Shops - good opening hours / open on Sundays	1.5%	11	0.0%	0	0.0%	0	1.3%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	4	5.0%	3
Pedestrianised areas	1.4%	10	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.1%	5	3.1%	2
Shops - good range of supermarkets	1.3%	9	1.2%	2	0.8%	0	1.3%	1	1.4%	1	3.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Shops - good range of independent shops	1.3%	9	0.0%	0	1.9%	1	3.1%	2	0.0%	0	1.5%	1	1.6%	1	4.0%	1	0.6%	1	3.5%	2
Shops - good range of charity shops	1.2%	9	0.0%	0	0.0%	0	3.8%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Open / green spaces / parks	1.2%	8	3.2%	6	1.4%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	1.1%	8	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.3%	1
Good market	1.1%	8	1.6%	3	0.8%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Clean streets / well maintained	1.1%	8	2.7%	5	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.0%	7	2.0%	4	0.0%	0	1.8%	1	0.0%	0	2.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0

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Quiet / not too busy	1.0%	7	0.0%	0	3.4%	2	0.0%	0	0.0%	0	3.7%	3	0.0%	0	1.9%	1	1.0%	1	1.5%	1
Specific store - M&S	0.8%	6	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.7%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.7%	5	2.0%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Historic	0.7%	5	1.6%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Like to support local businesses	0.7%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0
Easy to get there on foot	0.6%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.6%	4	1.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional / quaint	0.5%	3	0.0%	0	0.8%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.7%	0	0.6%	1	0.8%	0
Specific store - B&M	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Online / delivery shopping has low prices / good offers	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Generally most convenient	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Good train service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Specific store - Fenwick	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good bus service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Specific store - B&Q	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Asda	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Parking - it's cheap	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - TK Maxx	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Specific store - Boots	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	15.7%	111	11.8%	23	16.9%	9	27.0%	18	15.1%	14	14.7%	10	5.1%	3	13.3%	4	17.5%	17	24.0%	14
(Don't know)	2.7%	19	3.3%	6	2.1%	1	2.0%	1	5.1%	5	4.3%	3	0.0%	0	0.7%	0	0.0%	0	4.4%	2
Weighted base:		708		192		53		68		90		68		50		33		97		56
Sample:		709		79		79		77		73		82		76		81		87		75

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Q14 Is there anything about (CENTRE MENTIONED AT Q07) that could be improved? [MR]																				
<i>Those who specified a centre / location at Q07</i>																				
Shops - more / better clothes shops	13.6%	97	14.7%	28	10.1%	5	14.2%	10	12.0%	11	14.4%	10	9.0%	4	9.9%	3	21.1%	20	8.1%	5
Shops - more 'high street' retailers	11.4%	81	12.9%	25	13.7%	7	15.6%	11	9.4%	8	14.4%	10	7.8%	4	5.2%	2	11.7%	11	4.9%	3
Less empty shops	9.9%	70	13.3%	26	14.2%	8	11.3%	8	7.3%	7	10.2%	7	6.0%	3	7.7%	3	4.5%	4	10.2%	6
Less traffic congestion / improved access	9.4%	66	16.0%	31	5.5%	3	10.6%	7	5.7%	5	5.1%	3	19.7%	10	8.2%	3	4.5%	4	0.0%	0
Shops - more / better range of non-food shops generally	8.1%	58	10.5%	20	4.2%	2	2.7%	2	14.9%	13	3.1%	2	0.0%	0	13.3%	4	5.1%	5	15.0%	8
Parking - make more spaces available	6.7%	48	9.0%	17	11.1%	6	8.4%	6	3.0%	3	6.0%	4	9.2%	5	5.6%	2	1.7%	2	7.1%	4
Shops - more independent shops	6.5%	46	8.0%	15	9.0%	5	7.6%	5	2.9%	3	1.4%	1	2.4%	1	1.9%	1	10.6%	10	8.5%	5
Parking - make it cheaper	6.4%	45	9.7%	19	4.1%	2	5.5%	4	6.6%	6	0.0%	0	5.0%	2	0.7%	0	10.0%	10	4.6%	3
Cleaner streets / better maintained	5.2%	37	8.3%	16	5.5%	3	3.8%	3	6.0%	5	9.6%	7	1.5%	1	0.0%	0	2.6%	3	0.0%	0
Shops - more bakers / butchers / greengrocers	3.9%	28	2.7%	5	5.4%	3	3.7%	3	9.8%	9	2.3%	2	0.8%	0	3.4%	1	4.2%	4	2.1%	1
Shops - more high quality shops	3.8%	27	2.7%	5	0.8%	0	4.9%	3	5.1%	5	8.2%	6	2.1%	1	0.0%	0	3.7%	4	6.1%	3
Parking - make it free	3.7%	26	4.8%	9	5.1%	3	1.8%	1	3.6%	3	3.0%	2	2.4%	1	8.4%	3	3.7%	4	0.0%	0
Better market	3.5%	25	7.6%	15	0.0%	0	2.4%	2	1.4%	1	2.1%	1	0.8%	0	2.4%	1	2.1%	2	4.2%	2
More / better cafés / restaurants	3.4%	24	4.4%	8	0.0%	0	0.0%	0	5.1%	5	4.1%	3	5.8%	3	4.5%	1	3.2%	3	1.5%	1
Better security / safety	3.4%	24	4.4%	8	3.5%	2	0.7%	0	3.0%	3	2.1%	1	2.3%	1	1.9%	1	6.4%	6	1.5%	1
Less charity shops	3.3%	24	2.7%	5	1.9%	1	1.8%	1	0.0%	0	6.4%	4	0.8%	0	3.9%	1	3.6%	4	11.7%	7
Shops - more affordable shops	3.2%	23	4.7%	9	0.0%	0	0.0%	0	1.4%	1	5.7%	4	0.0%	0	2.4%	1	6.3%	6	3.1%	2
Improve the nightlife	3.0%	21	7.6%	15	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	2.6%	3	3.8%	2
Shops - more / better range of supermarkets	2.8%	20	5.8%	11	0.8%	0	1.3%	1	1.4%	1	2.3%	2	0.0%	0	1.5%	0	4.0%	4	0.8%	0
Make it more attractive / nicer environment	2.5%	17	4.4%	8	0.8%	0	1.3%	1	2.2%	2	4.4%	3	1.5%	1	0.0%	0	2.1%	2	0.0%	0
Shops - longer opening hours / more open on Sundays	2.3%	16	4.9%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.4%	1	3.7%	4	2.1%	1
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.3%	16	2.7%	5	0.8%	0	2.6%	2	0.8%	1	2.9%	2	5.8%	3	4.3%	1	2.0%	2	0.0%	0
Easier to get to by bus	2.1%	15	2.2%	4	2.9%	2	4.5%	3	0.0%	0	0.8%	1	2.3%	1	1.5%	0	3.2%	3	1.6%	1
More / better financial services (e.g. banks / building societies)	1.7%	12	1.6%	3	0.8%	0	0.0%	0	3.6%	3	2.9%	2	0.0%	0	0.7%	0	1.5%	1	2.7%	2

Colchester Household Survey for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Nicer atmosphere / friendlier people	1.4%	10	3.3%	6	0.0%	0	2.0%	1	0.0%	0	2.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	1.4%	10	3.1%	6	0.8%	0	0.7%	0	2.0%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	1.3%	9	2.2%	4	0.0%	0	0.0%	0	2.2%	2	1.4%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	1.2%	9	1.6%	3	0.0%	0	1.8%	1	2.0%	2	0.8%	1	1.5%	1	0.0%	0	0.0%	0	2.3%	1
More / better seating areas	1.2%	8	1.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	0	0.0%	0	4.7%	5	0.0%	0
Better disabled access	1.2%	8	2.2%	4	2.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Less takeaways	1.1%	8	2.2%	4	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.8%	0
More pedestrianised areas	1.1%	7	1.1%	2	0.0%	0	0.7%	0	1.4%	1	2.2%	1	1.6%	1	0.7%	0	1.0%	1	0.0%	0
More / better public toilets	1.0%	7	1.1%	2	0.0%	0	0.0%	0	2.2%	2	1.4%	1	1.5%	1	1.3%	0	1.0%	1	0.0%	0
Update / refurbish the shopping area	1.0%	7	1.1%	2	0.8%	0	0.0%	0	2.2%	2	1.4%	1	1.5%	1	0.7%	0	0.6%	1	0.0%	0
Too many restaurants / cafés	1.0%	7	1.5%	3	1.5%	1	0.0%	0	0.0%	0	2.9%	2	0.8%	0	1.3%	0	0.0%	0	0.8%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.9%	7	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	1.6%	2	0.0%	0
Less cheap shops	0.9%	7	1.1%	2	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	2	2.3%	1
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.9%	6	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.0%	2
Too many pubs / bars	0.9%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More rubbish bins	0.8%	6	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1	0.0%	0
Less betting shops	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Too many hairdressers / barbers	0.5%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.5%	4	1.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.5%	3	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1
Easier to get to on foot	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.3%	2	0.0%	0	0.8%	0	0.7%	0	0.0%	0	1.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.1%	1	0.0%	0	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / no improvements)	22.4%	158	5.9%	11	28.0%	15	26.6%	18	30.1%	27	27.6%	19	33.0%	16	32.6%	11	26.7%	26	26.4%	15
(Don't know)	4.9%	35	4.5%	9	6.2%	3	2.7%	2	10.8%	10	2.2%	1	0.0%	0	2.8%	1	5.7%	5	5.6%	3
Weighted base:		708		192		53		68		90		68		50		33		97		56
Sample:		709		79		79		77		73		82		76		81		87		75

Colchester Household Survey
for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q15 Where does your household do most of its shopping for clothing and footwear?																				
Excl. Nulls & SFT																				
Zone 1: Colchester																				
Asda Superstore, Turner Rise, Colchester, CO4 5TU	1.7%	8	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	22.8%	113	41.8%	58	35.1%	10	31.0%	14	12.5%	8	23.6%	12	19.6%	6	2.4%	0	0.0%	0	10.9%	4
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	1.3%	6	1.5%	2	0.0%	0	4.6%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	1.1%	0
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	1.3%	6	4.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Stane Retail Park, Stanway, Colchester, CO3 8DW	1.3%	6	0.0%	0	1.4%	0	6.6%	3	0.0%	0	1.1%	1	3.9%	1	0.0%	0	1.4%	1	0.0%	0
Primark, Lion Walk, Colchester City Centre, CO1 1LF	7.1%	35	17.8%	25	0.0%	0	4.0%	2	5.7%	4	1.9%	1	0.0%	0	0.0%	0	2.0%	2	5.8%	2
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	1.1%	6	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	1.3%	1	1.1%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	4.1%	20	3.7%	5	1.4%	0	2.2%	1	5.0%	3	5.6%	3	14.9%	5	4.7%	1	2.4%	2	1.1%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.6%	3	0.0%	0	2.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	0.7%	3	0.0%	0	6.1%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	3.5%	17	6.0%	8	1.4%	0	6.8%	3	3.1%	2	0.0%	0	4.3%	1	2.4%	0	0.0%	0	3.7%	2
Tollgate West Retail Park, Colchester, CO3 8RH	1.4%	7	2.7%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.6%	2	1.2%	0	0.0%	0	0.0%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
(Currys, Hughes, B&M)																			
Zone 2: Rural North																			
Manningtree Town Centre	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3: Rural South																			
West Mersea Town Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4: Clacton																			
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	0.5%	3	0.0%	0	0.0%	0	1.1%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	6.9%	34	0.8%	1	1.4%	0	5.1%	2	35.8%	23	14.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Clacton-on-Sea Town Centre	5.7%	28	0.0%	0	0.0%	0	9.8%	4	24.6%	16	15.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Centenary Way, Little Clacton, Clacton-on-Sea, CO16 9SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5: Frinton / Harwich																			
Asda Supermarket, Main Road, Harwich, CO12 3HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dovercourt Town Centre	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Frinton-on-Sea Town Centre	2.5%	12	0.0%	0	0.0%	0	3.1%	1	3.6%	2	17.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Harwich Town Centre	0.5%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iconfield Park, Garland Road, Parkeston, Harwich CO12 4EN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6: Rural West																			
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Coggeshall Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead																				
Halstead Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	15.2%	3	0.0%	0	0.0%	0
Zone 8: Braintree																				
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	3.7%	18	4.6%	6	1.4%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	7.7%	2	6.2%	5	8.4%	3
Braintree Town Centre (inc. George Yard Shopping Centre)	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	6.8%	1	13.6%	10	2.3%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	8.5%	42	2.3%	3	4.0%	1	5.5%	2	0.0%	0	1.1%	1	8.4%	3	20.7%	4	30.3%	23	11.9%	5
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Superstore, Market Place, Braintree, CM7 1ES	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.0%	3	0.0%	0
Zone 9: Witham																				
Witham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	5.6%	2
Outside Catchment Area:																				
Blackwater Retail Park, The Causeway, Maldon, CM9 4DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.4%	2	0.0%	0	1.4%	0	1.1%	0	0.0%	0	0.0%	0	1.3%	0	3.7%	1	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	1.3%	1	0.0%	0
Central London / West End	2.1%	11	2.1%	3	6.5%	2	3.6%	2	0.0%	0	3.5%	2	0.0%	0	3.1%	1	2.4%	2	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.3%	1
Chelmsford City Centre	8.9%	44	4.2%	6	0.0%	0	1.1%	0	0.0%	0	0.0%	0	9.7%	3	11.8%	2	27.5%	21	27.5%	11
Euro Retail Park, The	0.3%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)																				
Felixstowe Town Centre, IP11 7AX	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.1%	5	0.0%	0	12.6%	4	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2
M&S, High Street, Chelmsford, CM1 1DH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
M&S, Westgate Street, Ipswich, IP1 3EG	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre, M1 1AB	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martlesham Retail Park, Martlesham, Ipswich, IP5 3RX	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre, NR1 3DD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford, CM1 1NY (Homesense, Sports Direct, Smyths, Matalan & more)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.1%	0
Sainsbury's Superstore, Cornard Road, Sudbury, CO10 2XB	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	0	0.0%	0	0.0%	0
Southend Town Centre, SS1 1AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Sudbury Town Centre	0.7%	3	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0
Tesco Extra, Fullbridge, Maldon, CM9 4LE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Others:																				
Weighted base:	495			138		28		45		64		50		31		20		76		41

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham
Sample:	512	56	44	53	58	62	54	51	71	63

Colchester Household Survey
for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham			
Q16 Where does your household do most of its shopping for furniture, carpets and other floor coverings?																					
<i>Excl. Nulls & SFT</i>																					
Zone 1: Colchester																					
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	5.9%	26	6.6%	8	2.6%	1	14.0%	6	1.3%	1	15.8%	6	1.2%	0	8.7%	2	0.0%	0	7.0%	2	
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	1.4%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	2.3%	1	0.0%	0	
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	3.2%	14	6.9%	8	1.3%	0	3.4%	1	4.6%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.3%	0	
Cowdray Carpet Centre, Mason Road, Colchester, CO1 1BX	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greenstead Road, Colchester	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hatfields Furniture & Interiors, Peartree Road, Colchester, CO3 0LA	4.0%	17	1.9%	2	1.3%	0	11.8%	5	1.3%	1	4.3%	2	5.5%	2	4.8%	1	6.1%	4	2.6%	1	
Highwoods District Centre, Colchester	0.7%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
M&S, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Peartree Road, Colchester	1.3%	6	3.3%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	11.3%	49	20.4%	25	8.4%	3	10.7%	4	12.7%	7	6.5%	2	17.2%	6	4.5%	1	2.3%	1	0.0%	0	
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	13.5%	59	21.6%	26	6.1%	2	21.8%	9	8.1%	4	1.4%	1	27.3%	9	24.8%	5	0.0%	0	8.6%	3	
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	7.1%	31	13.8%	17	5.8%	2	7.0%	3	1.3%	1	9.0%	3	10.1%	3	5.7%	1	0.9%	1	1.3%	0	
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	3.3%	15	5.0%	6	1.3%	0	4.6%	2	2.6%	1	1.4%	1	3.1%	1	7.0%	1	3.0%	2	0.0%	0	
Wickes, Clarendon Way,	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Colchester, CO1 1XF																				
Zone 2: Rural North																				
Hadleigh Town Centre	0.5%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Brightlingsea Town Centre	0.8%	4	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	2.5%	11	0.0%	0	0.0%	0	0.0%	0	16.3%	9	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Clacton-on-Sea Town Centre	4.6%	20	0.0%	0	0.0%	0	0.0%	0	25.4%	14	15.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	1.3%	6	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Asda Supermarket, Main Road, Harwich, CO12 3HJ	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt Town Centre	0.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	1.0%	4	0.0%	0	3.5%	1	0.0%	0	0.0%	0	9.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tendring Village Centre, CO16 0BG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Bures Village Centre, CO8 5EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Marks Tey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead																				

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Halstead Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	3	0.0%	0	0.0%	0
Zone 8: Braintree																				
B&Q, Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YJ	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	7.2%	4	4.7%	2
Braintree Town Centre (inc. George Yard Shopping Centre)	4.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	31.9%	20	2.6%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	8.9%	5	5.7%	2
Zone 9: Witham																				
Ramsden Mills, Chipping Hill Industrial Estate, Witham, CM8 2TR	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	4.4%	2
Witham Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	11.3%	4
Outside Catchment Area:																				
Anglia Retail Park, Anglia Parkway South, Ipswich, IP1 5QP (B&M, Dunelm, The Range, Go Outdoors, Smyths & more)	0.5%	2	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Eastern Bypass, Woodhall Business Park, Sudbury, CO10 1WH	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	0.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre, CM12 9AX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Bluewater Shopping Centre, Dartford, DA9 9ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Bury St Edmunds Town	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0

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By Zone Filt Nulls & SFT [F]

Weighted:

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham
Centre											
Cambridge City Centre, CB2 3DS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.7%	3	0.0%	0	3.2%	1	1.2%	0	0.0%	0	0.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford City Centre	2.8%	12	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)	0.4%	2	0.0%	0	3.5%	1	1.2%	0	0.0%	0	0.0%
Futura Park, Ransomes Way, Ipswich, IP3 9SP (John Lewis, DFS, Furniture Village & more)	2.0%	9	0.9%	1	12.6%	4	4.0%	2	1.3%	1	2.8%
Gallows Corner Retail Park, Colchester Road, Romford, RM3 0AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gateway Retail Park, Sudbury, CO10 2BG	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%
Great Dunmow Town Centre, CM6 1AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
IKEA Lakeside, Lakeside Retail Park, Grays, RM20 3WJ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich Town Centre	1.6%	7	0.9%	1	5.1%	2	0.0%	0	0.0%	0	0.0%
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	1.0%	4	0.0%	0	4.2%	1	0.0%	0	2.4%	1	0.0%
Maldon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Martlesham Retail Park, Martlesham, Ipswich, IP5 3RX	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%
Orwell Retail Park, Ranelagh Road, Ipswich, IP2 0AQ (Glasswells, Wickes, Pets at Home)	0.5%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%
Riverside Retail Park, Victoria Road, Chelmsford, CM1 1NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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(Homesense, Sports Direct, Smyths, Matalan & more)																				
Shawlands Retail Park, Northern Road, Sudbury, CO10 2BG (Carpet Right, Halfords, Pets at Home & more)	0.3%	1	0.0%	0	3.5%	1	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 Saint Edmunds, IP32 7BY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.2%	5	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.6%	1	0.9%	1	0.0%	0
Suffolk Retail Park, London Road, Ipswich, IP1 2EJ (Home Bargains, The Range, Food Warehouse & more)	0.3%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ (Dunelm, Furniture Village, DFS, Tapi Carpets & more)	4.8%	21	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	13.6%	8	3.3%	1
Wickham Flooring, The Old Iron Works, Fullbridge, Maldon CM9 4LE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Others:																				
Weighted base:	435			121		32		41		55		37		33		19		62		35
Sample:	444			49		50		47		46		48		50		49		56		49

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Q17 Where does your household do most of its shopping for household textiles and soft furnishings, including bedding?																				
<i>Excl. Nulls & SFT</i>																				
Zone 1: Colchester																				
Asda Superstore, Turner Rise, Colchester, CO4 5TU	0.6%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	7.0%	35	7.1%	10	3.8%	1	6.6%	3	8.4%	6	17.0%	8	8.0%	3	13.7%	3	0.0%	0	1.3%	0
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	2.1%	10	2.2%	3	2.0%	1	3.4%	2	1.1%	1	0.0%	0	6.8%	3	1.2%	0	2.2%	1	0.0%	0
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	0.8%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Greenstead Road, Colchester	0.4%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfields Furniture & Interiors, Peartree Road, Colchester, CO3 0LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
M&S, Stane Retail Park, Stanway, Colchester, CO3 8DW	1.2%	6	0.8%	1	1.1%	0	1.0%	0	0.0%	0	1.1%	1	9.6%	4	0.0%	0	0.0%	0	0.0%	0
Peartree Road, Colchester	0.8%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Primark, Lion Walk, Colchester City Centre, CO1 1LF	1.1%	5	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Priory Walk, Colchester, CO1 1LG	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	4.7%	24	8.2%	12	7.2%	3	6.6%	3	2.7%	2	2.2%	1	5.8%	2	2.4%	0	0.0%	0	1.3%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.9%	5	2.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe,	0.7%	3	1.4%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Colchester, CO1 2TE																				
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	5.2%	26	7.1%	10	3.1%	1	8.7%	4	5.7%	4	1.1%	1	10.5%	4	10.4%	2	0.0%	0	1.3%	0
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	2.0%	10	2.6%	4	3.0%	1	3.1%	1	0.0%	0	1.1%	1	8.4%	3	1.2%	0	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	26.2%	131	40.0%	58	26.8%	10	49.7%	24	21.1%	14	15.9%	8	22.2%	8	18.0%	4	8.4%	5	2.7%	1
Zone 2: Rural North																				
Hadleigh Town Centre	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Zone 4: Clacton																				
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	4.2%	21	0.0%	0	1.1%	0	2.6%	1	21.1%	14	10.1%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	2.5%	12	0.0%	0	0.0%	0	1.0%	0	13.2%	9	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Centenary Way, Little Clacton, Clacton-on-Sea, CO16 9SB	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.6%	3	0.0%	0	0.0%	0	1.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea, CO15	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton	Zone 5: Frinton / Harwich		Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham	
1HX															
Zone 5: Frinton / Harwich															
Asda Supermarket, Main Road, Harwich, CO12 3HJ	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dovercourt Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%
Frinton-on-Sea Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	10.3%	5	0.0%	0	0.0%
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	0.6%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%
Harwich Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%
Iconfield Park, Garland Road, Parkeston, Harwich CO12 4EN	0.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Parkeston Road, Harwich, CO12 4NX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Walton-on-the-Naze Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Zone 6: Rural West															
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	1.1%	6	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Zone 7: Halstead															
Halstead Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%
Lidl, Kings Road, Halstead, CO9 1HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%
Sainsbury's Superstore, High Street, Halstead, CO9 2JB	0.6%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8: Braintree															
B&Q, Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	1.3%	6	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.2%	0	5.3%
Braintree Town Centre (inc. George Yard Shopping Centre)	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	17.0%

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Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	1.8%	9	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.1%	1	3.8%	1	7.4%	1	4.8%	3	4.0%	1
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lidl, Rayne Road, Springwood Industrial Estate, Braintree, CM7 2QS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Tesco Superstore, Market Place, Braintree, CM7 1ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.9%	1	0.0%	0
Tesco Superstore, Marks Farm Roundabout, Coggeshall Road, Braintree, CM77 8AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Zone 9: Witham																				
Asda Supermarket, Highfields Road, Witham, CM8 2HJ	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Outside Catchment Area:																				
Aldi, Girling Street, Sudbury, CO10 1NB	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglia Retail Park, Anglia Parkway South, Ipswich, IP1 5QP (B&M, Dunelm, The Range, Go Outdoors, Smyths & more)	2.8%	14	4.0%	6	9.1%	3	1.9%	1	0.0%	0	3.0%	1	3.6%	1	0.0%	0	1.6%	1	0.0%	0
Asda Supermarket, Bentalls Shopping Centre, Heybridge, Maldon, CM9 4GD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Asda Superstore, Chelmer Village Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1

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Chelmsford, CM2 6RE B&Q, Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	1.2%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.9%	1	0.0%	0
Central London / West End	0.4%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	1.9%	9	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	11.7%	4
Chelmsford City Centre	3.9%	20	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.2%	0	12.8%	8	19.6%	7
Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)	0.3%	2	0.0%	0	3.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park, Ransomes Way, Ipswich, IP3 9SP (John Lewis, DFS, Furniture Village & more)	1.4%	7	0.0%	0	11.0%	4	0.0%	0	1.1%	1	3.0%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Ipswich Town Centre	0.5%	2	0.0%	0	4.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
M&S, High Street, Chelmsford, CM1 1DH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
M&S, Westgate Street, Ipswich, IP1 3EG	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Limebrook Way, Maldon, CM9 6GG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Norwich City Centre, NR1 3DD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orwell Retail Park, Ranelagh Road, Ipswich, IP2 0AQ (Glasswells, Wickes, Pets at Home)	0.3%	1	0.0%	0	2.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	3.7%	1

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Chelmsford, CM1 1NY (Homesense, Sports Direct, Smyths, Matalan & more)																				
Sainsbury's Superstore, Cornard Road, Sudbury, CO10 2XB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
St Edmundsbury Retail Park, 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	1.2%	0	0.0%	0	0.0%	0
Stow-on-the-Wold Town Centre, GL54 1AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.5%	3	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.3%	0
Suffolk Retail Park, London Road, Ipswich, IP1 2EJ (Home Bargains, The Range, Food Warehouse & more)	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fullbridge, Maldon, CM9 4LE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	4.7%	2
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ (Dunelm, Furniture Village, DFS, Tapi Carpets & more)	5.8%	29	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	25.4%	16	25.2%	9
Wickes, Chelmsford CM1 2QX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wickham Flooring, The Old Iron Works, Fullbridge, Maldon CM9 4LE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Woodbridge Town Centre, IP12 1AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:																				
Weighted base:	500			145		37		47		66		49		37		20		64		35
Sample:	514			58		56		60		55		65		60		53		55		52

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Q18 Where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?																				
<i>Excl. Nulls & SFT</i>																				
Zone 1: Colchester																				
Aldi, Magdalen Street, Colchester, CO1 2FJ	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Turner Rise, Colchester, CO4 5TU	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	4.2%	18	5.6%	6	10.7%	4	9.8%	3	1.2%	1	3.0%	2	0.0%	0	6.4%	1	0.0%	0	1.5%	0
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	0.7%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tollgate Road, Stanway, Colchester, CO3 8RH	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peartree Road, Colchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	0.6%	2	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	4.8%	20	9.2%	10	10.9%	4	3.8%	1	0.0%	0	2.6%	1	5.4%	2	0.0%	0	3.0%	1	0.0%	0
Stellisons Electrical, Harwich Road, Colchester, CO4 3HP	1.9%	8	4.1%	5	2.0%	1	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	0.9%	4	2.8%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Centre Shopping	3.2%	14	7.1%	8	2.0%	1	5.3%	2	0.0%	0	1.0%	1	2.1%	1	7.7%	1	0.0%	0	1.5%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)																				
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	27.0%	116	41.8%	47	16.1%	6	46.4%	16	0.0%	0	11.2%	6	57.5%	20	36.9%	7	18.5%	9	15.0%	5
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	3.3%	14	11.3%	13	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Hadleigh Town Centre	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
West Mersea Town Centre	0.8%	4	0.0%	0	0.0%	0	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	9.4%	40	0.0%	0	6.6%	2	6.7%	2	47.3%	28	14.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	3.3%	14	0.0%	0	0.0%	0	1.4%	0	22.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea Village Centre, CO15 5NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	0.8%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton /																				

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Harwich																				
Dovercourt Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	2.5%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	1	19.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	2.4%	10	0.0%	0	5.7%	2	0.0%	0	0.0%	0	15.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Triangle Shopping Centre, Rochford Way, Walton-on-the-Naze, Frinton-on-Sea, CO13 0AU	1.6%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	2	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	0.8%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tiptree Village Centre	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	9	0.0%	0	0.0%	0	1.5%	0
Zone 7: Halstead																				
Euronics, Westmead Trading Estate, Gosfield, CO9 1UP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Gosfield Village Centre, CO9 1UP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	8.5%	2	0.0%	0	0.0%	0
Sible Hedingham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%	0
Zone 8: Braintree																				
Braintree Garden Centre, (British Garden Centres), Cressing Road, Cressing, Braintree, CM77 8DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	3.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	29.2%	13	4.6%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	4.2%	1
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.8%	1

Colchester Household Survey
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	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham
Zone 9: Witham											
Aldi, Reid Road, Witham, CM8 1XU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supermarket, Highfields Road, Witham, CM8 2HJ	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%
Morrisons Superstore, Braintree Road, Witham, CM8 2GD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Tesco Superstore, The Grove Shopping Centre, Witham, CM8 2YT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Witham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Outside Catchment Area:											
Cambridge City Centre, CB2 3DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%
Central London / West End	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	7.2%	31	7.5%	8	2.0%	1	0.0%	0	2.2%	1	0.0%
Chelmsford City Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%
Copdock Interchange Retail Park, Pinewood, Ipswich, IP8 3TS	1.5%	7	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%
Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Futura Park, Ransomes Way, Ipswich, IP3 9SP (John Lewis, DFS, Furniture Village & more)	0.7%	3	1.0%	1	3.8%	1	0.0%	0	0.0%	0	1.5%
Homebase, Waterhouse Lane, Chelmsford CM1 2QX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Ipswich Town Centre	0.8%	3	0.0%	0	5.2%	2	3.8%	1	0.0%	0	0.0%
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Maldon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%

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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Rayleigh Town Centre, SS6 7UY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Sainsbury's Superstore, Cornard Road, Sudbury, CO10 2XB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, White Hart Lane / Colchester Road, Springfield, Chelmsford, CM2 5PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Sudbury Town Centre	0.8%	3	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.9%	2	0.0%	0	0.0%	0
Suffolk Retail Park, London Road, Ipswich, IP1 2EJ (Home Bargains, The Range, Food Warehouse & more)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ (Dunelm, Furniture Village, DFS, Tapi Carpets & more)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Woodhall Business Park, Sudbury, CO10 1WH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Others:																				
Weighted base:	427			112		37		35		59		52		35		19		46		30
Sample:	466			47		60		44		53		64		56		48		46		48

Colchester Household Survey
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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q19 Where does your household do most of its shopping for audio-visual equipment, such as TVs, radios, phones, cameras, speakers, and computer products?																				
<i>Excl. Nulls & SFT</i>																				
Zone 1: Colchester																				
Asda Superstore, Turner Rise, Colchester, CO4 5TU	0.8%	3	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	5.0%	20	16.8%	14	2.3%	1	5.5%	3	0.0%	0	1.1%	1	2.1%	1	8.6%	1	0.0%	0	1.4%	0
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Sainsbury's Superstore, Priory Walk, Colchester, CO1 1LG	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	1.1%	5	1.4%	1	1.1%	0	1.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	3.1%	1	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	4.6%	19	7.6%	6	7.3%	3	5.4%	3	0.0%	0	3.1%	1	10.5%	4	1.4%	0	2.4%	1	1.4%	0
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	3.8%	15	8.7%	7	0.0%	0	8.7%	4	0.0%	0	0.0%	0	4.0%	2	3.6%	1	0.0%	0	6.6%	2
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	29.3%	118	46.1%	37	25.8%	9	46.7%	22	0.0%	0	13.5%	6	57.2%	22	52.5%	9	18.5%	8	12.8%	4
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Zone 3: Rural South																				

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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
West Mersea Town Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				
B&Q, Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	16.9%	68	2.6%	2	4.4%	2	22.9%	11	71.2%	43	22.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	3.0%	12	0.0%	0	0.0%	0	1.0%	0	15.2%	9	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea Village Centre, CO15 5NF	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Dovercourt Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	1.4%	6	0.0%	0	3.8%	1	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	1.5%	6	0.0%	0	3.2%	1	0.0%	0	0.0%	0	10.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iconfield Park, Garland Road, Parkeston, Harwich CO12 4EN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Triangle Shopping Centre, Rochford Way, Walton-on-the-Naze, Frinton-on-Sea, CO13 0AU	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Tiptree Village Centre	1.4%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead																				
Euronics, Westmead Trading Estate, Gosfield, CO9 1UP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Gosfield Village Centre, CO9 1UP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	8.9%	2	0.0%	0	0.0%	0
Sible Hedingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Zone 8: Braintree																				
Braintree Garden Centre, (British Garden Centres), Cressing Road, Cressing, Braintree, CM77 8DH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Braintree Retail & Leisure Park, Charter Way,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham	
Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)												
Braintree Town Centre (inc. George Yard Shopping Centre)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5
Tesco Superstore, Marks Farm Roundabout, Coggeshall Road, Braintree, CM77 8AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Zone 9: Witham												
Asda Supermarket, Highfields Road, Witham, CM8 2HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Peverel Village Centre, CM3 2EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Outside Catchment Area:												
Bury St Edmunds Town Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	7.9%	32	6.5%	5	2.1%	1	0.0%	0	2.2%	1	0.0%	0
Chelmsford City Centre	3.7%	15	3.6%	3	0.0%	0	0.0%	0	0.0%	0	11.7%	5

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Copdock Interchange Retail Park, Pinewood, Ipswich, IP8 3TS	1.6%	7	0.0%	0	18.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco Thurrock, Grays, RM20 3WY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park, Ransomes Way, Ipswich, IP3 9SP (John Lewis, DFS, Furniture Village & more)	1.8%	7	1.4%	1	11.3%	4	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Great Baddow Village Centre, CM2 9RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Ipswich Town Centre	0.9%	3	0.0%	0	7.3%	3	0.0%	0	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Ladymead Retail Park, Guildford, GU1 1AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.2%	1	4.8%	2
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Rayleigh Town Centre, SS6 7UY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Sainsbury's Superstore, White Hart Lane / Colchester Road, Springfield, Chelmsford, CM2 5PA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sudbury Town Centre	0.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Others:																				
Weighted base:	403			81		35		48		60		47		38		17		45		32
Sample:	456			33		56		57		56		59		61		43		43		48

Colchester Household Survey
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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q20 Where does your household do most of its shopping for hardware, DIY goods, decorating supplies and garden products?																				
<i>Excl. Nulls & SFT</i>																				
Zone 1: Colchester																				
B&Q, Stane Retail Park, Stanway, Colchester, CO3 8DW	14.4%	92	31.8%	49	11.8%	6	22.8%	16	0.8%	1	8.6%	5	21.3%	10	9.7%	3	2.1%	2	0.9%	0
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	3.4%	21	7.3%	11	0.8%	0	9.4%	7	0.0%	0	3.0%	2	2.4%	1	0.8%	0	0.0%	0	0.0%	0
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	0.5%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fillpots Garden Centre, Boxted Cross, CO4 5RB	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenstead Road, Colchester Homebase, Tollgate Road, Stanway, Colchester, CO3 8RH	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	3.6%	23	8.2%	12	0.0%	0	5.7%	4	0.0%	0	0.0%	0	11.6%	6	2.2%	1	0.0%	0	0.0%	0
Lidl, Abbot's Road, Colchester, CO2 8BG	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gosbecks Road, Colchester, CO2 9JT	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Davey Close Trade Park, Greenstead Road, Colchester, CO1 2XL	0.9%	6	2.5%	4	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silverton Builders Merchants, Haven Road, Colchester, CO2 8HT	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews Avenue Retail Park, Colchester, CO4 3HU (Subway, Costa, Lidl)	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	5.0%	32	9.4%	14	8.5%	4	6.3%	4	0.0%	0	2.5%	2	11.9%	6	4.7%	1	0.0%	0	0.9%	0
Stanway Garden Centre, London Road, Stanway, CO3 8LT	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Centre Shopping	0.7%	4	0.0%	0	0.8%	0	2.0%	1	0.0%	0	0.0%	0	4.3%	2	2.0%	1	0.0%	0	0.0%	0

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)																				
Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	3.2%	21	8.4%	13	2.2%	1	2.1%	1	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.6%	1	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	2.4%	15	8.2%	13	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Wickes, Clarendon Way, Colchester, CO1 1XF	1.1%	7	4.1%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Collier & Catchpole Builders Merchants, Riverside Avenue West, Manningtree, CO11 1UN	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craft Nurseries, Ardleigh, Manningtree, CO11 2LS	0.3%	2	0.0%	0	1.6%	1	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dedham Village Centre, CO7 6HA	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Bergholt Village Centre, CO7 6RA	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.6%	4	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Hearts Delight Home & Garden Centre, Long Road, Lawford, CO11 2EF	0.4%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewsons, South Street, Manningtree, CO11 1AZ	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.4%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Station Road, Lawford, Manningtree, CO11 2LH	0.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Blenheim Garden Centre, Ardleigh, Colchester, CO7 7SF	0.5%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley Village Centre, CO7 8LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	0.5%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				
B&Q, Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP	12.5%	80	3.4%	5	2.3%	1	22.5%	16	56.6%	47	16.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, London	2.8%	18	0.0%	0	4.7%	2	0.7%	0	13.8%	12	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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By Zone Filt Nulls & SFT [F]

Weighted:

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Road, Clacton-on-Sea, CO15 3TP (B&Q, Curry's)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Garden Centre, St John's Road, Clacton-on-Sea, CO16 8DY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	2.3%	15	0.0%	0	0.0%	0	4.5%	3	10.9%	9	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre Hilltop Garden Centre, Weeley Heath, Clacton-on-Sea, CO16 9DN	0.4%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Plant Centre, Earls Hall Drive, Clacton-on-Sea, CO16 8BP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	0.3%	2	0.0%	0	0.8%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Dovercourt Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	1.7%	11	0.0%	0	0.8%	0	0.0%	0	0.0%	0	16.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iconfield Park, Garland Road, Parkeston, Harwich CO12 4EN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parker's Garden Company, Kirby Cross,	1.3%	8	0.0%	0	0.0%	0	0.7%	0	2.5%	2	8.4%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0

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Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Frinton-on-Sea, CO13 0PD																				
Walton-on-the-Naze Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.3%	1	0.0%	0	0.0%	0
Feering Village Centre, CO5 9QB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Marks Tey Village Centre, CO6 1EB	1.3%	8	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.2%	1	3.2%	3	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, Inworth, CO5 9SX	2.2%	14	0.0%	0	4.4%	2	4.7%	3	0.0%	0	0.0%	0	10.8%	5	0.0%	0	0.0%	0	6.6%	3
Tiptree Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.9%	0
Zone 7: Halstead																				
Bluebridge Industrial Estate, Halstead, CO9 2SZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.2%	2	0.0%	0	0.0%	0
Screwfix, Bluebridge Industrial Estate, Halstead, CO9 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sible Hedingham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Zone 8: Braintree																				
B&Q, Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YJ	12.1%	78	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	4	61.0%	54	30.9%	16
Braintree Garden Centre, (British Garden Centres), Cressing Road, Cressing, Braintree, CM77 8DH	0.7%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.6%	1	2.7%	1
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	9.2%	8	1.7%	1
Braintree Town Centre (inc. George Yard Shopping Centre)	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	8.1%	7	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	2.8%	3	1.8%	1

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)																				
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	0	8.6%	8	0.0%	0
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wickes, Century Drive, Braintree, CM77 8YL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.9%	0
Zone 9: Witham																				
Hatfield Peverel Village Centre, CM3 2EH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Olivers Nurseries, Maldon Road, Witham, CM8 3HY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Screwfix, Colemans Bridge, Witham, CM8 3HP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Toolstation, Colemans Bridge, Witham, CM8 3HP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Witham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Outside Catchment Area:																				
Aldi, Girling Street, Sudbury, CO10 1NB	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglia Retail Park, Anglia Parkway South, Ipswich, IP1 5QP (B&M, Dunelm, The Range, Go Outdoors, Smyths & more)	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Parkway, Chelmsford, CM2 7PX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
B&Q, Eastern Bypass, Woodhall Business Park, Sudbury, CO10 1WH	1.1%	7	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	9.4%	3	0.0%	0	0.0%	0
B&Q, Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN	0.9%	6	0.0%	0	11.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Homelands Retail Park, Cuton Hall Lane, Springfield, Chelmsford, CM2 5PX	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	1	23.5%	12

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Capel St Mary Village Centre, IP9 2EG	0.2%	2	0.0%	0	3.1%	2	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, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Chelmsford City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waldingfield Road, Sudbury, CO10 2YH	0.5%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.3%	1	0.0%	0	0.0%	0
IKEA Lakeside, Lakeside Retail Park, Grays, RM20 3WJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Ipswich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orwell Retail Park, Ranelagh Road, Ipswich, IP2 0AQ (Glasswells, Wickes, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Newton Road, Sudbury, CO10 0PZ	0.6%	4	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre, SS6 7UY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Screwfix, Addison Road, Sudbury, CO10 2YW	0.3%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Shawlands Retail Park, Northern Road, Sudbury, CO10 2BG (Carpet Right, Halfords, Pets at Home & more)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Travis Perkins, Heybridge Industrial Estate, Maldon, CM9 4XD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wycke Hill, Maldon, CM9 6UZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	3.9%	2
Others:																				
Weighted base:	639			153		50		69		84		63		48		31		89		51
Sample:	669			64		75		84		71		75		74		75		80		71

Colchester Household Survey
for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham
Q21 Where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?											
<i>Excl. Nulls & SFT</i>											
Zone 1: Colchester											
Aldi, Magdalen Street, Colchester, CO1 2FJ	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Aldi, Stane Retail Park, Stanway, Colchester, CO3 8DW	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Turner Rise, Colchester, CO4 5TU	0.8%	5	1.9%	3	0.0%	0	2.4%	2	0.0%	0	0.0%
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	12.7%	86	39.9%	67	8.9%	5	10.9%	7	0.0%	0	2.8%
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Highwoods District Centre, Colchester	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gosbecks Road, Colchester, CO2 9JT	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Priory Walk, Colchester, CO1 1LG	0.5%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	3.2%	22	7.4%	12	0.0%	0	2.5%	2	0.0%	0	0.0%
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	4.3%	29	9.7%	16	2.0%	1	4.4%	3	2.4%	2	1.9%
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	3.9%	26	10.5%	18	8.1%	4	6.3%	4	0.0%	0	0.0%
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	1.2%	8	2.6%	4	0.0%	0	6.0%	4	0.0%	0	0.0%
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	5.9%	40	7.3%	12	0.0%	0	13.2%	9	1.8%	2	2.0%

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Tollgate West Retail Park, Colchester, CO3 8RH (Currys, Hughes, B&M)	0.8%	6	1.2%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.7%	1	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	0.7%	5	1.9%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Andrews Gardens, Colchester, CO4 3EQ	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bergholt Village Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Dedham Village Centre, CO7 6HA	0.5%	3	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Bergholt Village Centre, CO7 6RA	0.5%	3	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.6%	4	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	1.2%	8	0.0%	0	14.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Brightlingsea Town Centre	1.1%	7	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley Village Centre, CO7 8LA	0.5%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rowhedge Village Centre, CO5 7EA	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	1.0%	7	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe Town Centre	1.4%	10	0.0%	0	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Zone 4: Clacton																				
Aldi, Pier Avenue, Clacton-on-Sea, CO15 1NJ	1.0%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	1.1%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	7.6%	52	0.0%	0	0.0%	0	2.1%	1	44.6%	44	8.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea Village Centre, CO15 5NF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brook Park West Retail	1.2%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South			Zone 4: Clacton			Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Park, Clacton-on-Sea, CO16 9FY																				
Lidl, St Osyth Road, Clacton-on-Sea, CO15 3BN (town centre store)	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Centenary Way, Little Clacton, Clacton-on-Sea, CO16 9SB	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	0.9%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	1.8%	12	0.0%	0	0.0%	0	4.2%	3	7.5%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Asda Supermarket, Main Road, Harwich, CO12 3HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt Town Centre	1.5%	10	0.0%	0	0.7%	0	0.0%	0	0.0%	0	13.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	3.8%	26	1.9%	3	0.0%	0	0.7%	0	0.7%	1	29.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	2.0%	14	0.0%	0	4.6%	3	0.0%	0	0.0%	0	15.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	0.6%	4	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Triangle Shopping Centre, Rochford Way, Frinton-on-Sea, CO13 0AU	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe-le-Soken Village Centre, CO16 0NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Asda Supermarket, Church Road, Tiptree, Colchester, CO5 0LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Kelvedon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Marks Tey Village Centre	0.7%	5	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks Tey Village Centre, CO6 1EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Tiptree, CO5 0SU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	7	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead																				
Castle Hedingham Village Centre, CO9 3EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Halstead Town Centre	2.9%	20	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	62.2%	19	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Halstead, CO9 2JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sible Hedingham Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0
Zone 8: Braintree																				
B&Q, Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.3%	1
Braintree Town Centre (inc. George Yard Shopping Centre)	8.6%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	2.8%	1	63.8%	53	4.4%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Cherry Lane Garden Centre, Coggeshall Road, Braintree, CM77 8AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Rayne Road, Springwood Industrial Estate, Braintree, CM7 2QS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Tesco Superstore, Market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0

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Place, Braintree, CM7 1ES																				
Tesco Superstore, Marks Farm Roundabout, Coggeshall Road, Braintree, CM77 8AA	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0	4.2%	3	0.8%	0
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.8%	0
Zone 9: Witham																				
Hatfield Peverel Village Centre, CM3 2EH	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Lidl, Bridge Street, Witham, CM8 1BT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons Superstore, Braintree Road, Witham, CM8 2GD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3
Silver End Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Superstore, The Grove Shopping Centre, Witham, CM8 2YT	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6
Witham Town Centre	3.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	0.0%	0	28.5%	16
Outside Catchment Area:																				
Aldi, Europa Way, Ipswich, IP1 5DL	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglia Retail Park, Anglia Parkway South, Ipswich, IP1 5QP (B&M, Dunelm, The Range, Go Outdoors, Smyths & more)	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supermarket, Bentalls Shopping Centre, Heybridge, Maldon, CM9 4GD	0.6%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda Superstore, Chelmer Village Centre, Chelmsford, CM2 6RE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Asda Superstore, Stoke Park Drive, Ipswich, IP2 9EG	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boreham Village Centre, CM3 3JD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Cambridge City Centre, CB2 3DS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Chelmer Village Retail Park, Chelmer Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1

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Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home & more)																				
Chelmsford City Centre	0.8%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	2.2%	2	3.2%	2
Cressing Village Centre, CM7 8JE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ipswich Town Centre	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Morrisons Superstore, Calais Street, Hadleigh, IP7 6LB	0.2%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Limebrook Way, Maldon, CM9 6GG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's Superstore, Cornard Road, Sudbury, CO10 2XB	0.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.8%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.6%	18	2.9%	5	16.3%	9	0.0%	0	0.0%	0	0.0%	0	4.6%	2	5.5%	2	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Ipswich, IP8 3TS	0.3%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Fullbridge, Maldon, CM9 4LE	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	9.1%	5
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.4%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Waitrose, Crane Boulevard, Ipswich, IP3 9SQ	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:																				
Weighted base:	678			168		55		69		99		72		48		30		83		55
Sample:	722			70		85		82		83		89		77		79		78		79

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Q22 Where does your household do most of its shopping for books, jewellery, watches, china, glassware, kitchen utensils, recreational and luxury goods?											
<i>Excl. Nulls & SFT</i>											
Zone 1: Colchester											
Asda Superstore, Turner Rise, Colchester, CO4 5TU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Stane Retail Park, Stanway, Colchester, CO3 8DW	1.1%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Colchester City Centre (inc. Lion Walk and Culver Square) (Excludes Primark, Lion Walk)	21.4%	63	49.9%	28	18.7%	4	36.6%	11	9.6%	5	13.8%
Colchester Retail Park, Sheepen Road, Colchester, CO3 3LE (Matalan, Go Outdoors, Shoezone & more)	1.7%	5	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Colne View Retail Park, Colchester, CO1 1YN (DFS, Pets at Home, Halfords, Aldi)	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%
Peartree Road, Colchester	0.7%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%
Sainsbury's Superstore, Priory Walk, Colchester, CO1 1LG	0.2%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Western Approach, Stanway, Colchester, CO3 8AA	2.2%	6	5.2%	3	0.0%	0	1.6%	0	0.0%	0	0.0%
Stane Retail Park, Stanway, Colchester, CO3 8DW (B&Q, Superdrug, M&S, Furniture Village & more)	1.7%	5	7.7%	4	0.0%	0	2.9%	1	0.0%	0	0.0%
Tesco Extra, Highwoods Square, Colchester, CO4 9ED	1.0%	3	2.0%	1	0.0%	0	4.1%	1	1.4%	1	0.0%
Tesco Superstore, Greenstead Road, Hythe, Colchester, CO1 2TE	0.6%	2	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%
Tollgate Centre Shopping Park, Colchester (Boots, Oak Furnitureland, Smyths, ScS, Next, Dreams & more)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tollgate West Retail Park,	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%

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Colchester, CO3 8RH (Currys, Hughes, B&M)																				
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU (Dunelm, B&M, Home Bargains & more)	1.7%	5	7.5%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North																				
Hadleigh Town Centre	1.0%	3	0.0%	0	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.7%	2	0.0%	0	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South																				
Brightlingsea Town Centre	1.1%	3	0.0%	0	0.0%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	0.6%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe Town Centre	1.2%	4	0.0%	0	0.0%	0	12.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton																				
Asda Superstore, Bull Hill Road, Clacton-on-Sea, CO15 4AU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, London Road, Clacton-on-Sea, CO15 3TP (B&Q, Currys)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Common Factory Outlet Village, Clacton-on-Sea, CO15 4TL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Shopping Village, Stephenson Road West, Clacton-on-Sea, CO15 4TL (M&S Outlet, Home Bargains, JD Sports & more)	1.4%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	9.0%	27	0.0%	0	0.0%	0	4.8%	1	43.6%	23	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea Village Centre, CO15 5NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton-on-Sea, CO15 3TP	1.9%	6	0.0%	0	0.0%	0	1.6%	0	8.7%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Valleybridge Road, Clacton-on-Sea, CO15 4AD	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton-on-Sea, CO15 1HX	1.0%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich																				
Dovercourt Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	3.8%	11	0.0%	0	0.0%	0	1.6%	0	1.4%	1	34.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Harwich Gateway Retail Park, Parkeston Bypass, Harwich, CO12 4EN	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iconfield Park, Garland Road, Parkeston, Harwich CO12 4EN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Iconfield Park, Garland Road, Harwich, CO12 4EN	0.8%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West																				
Coggeshall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Copford Village Centre, CO6 1BX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks Tey Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Church Road, Tiptree, CO5 0SU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	1.7%	0
Zone 7: Halstead																				
Halstead Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	4	0.0%	0	1.7%	0
Sainsbury's Superstore, High Street, Halstead, CO9 2JB	1.1%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8: Braintree																				
B&Q, Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	2.5%	1	0.0%	0
Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH (B&Q, Next, Pets at Home, TK Maxx, Halfords, Dreams, American Golf & more)	1.8%	5	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	1.7%	0	4.4%	2	0.0%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	7.4%	22	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	1.7%	0	20.0%	3	38.2%	16	3.4%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH (Clarks, Tommy Hilfiger, Barbour, Ted Baker, The Body Shop & more)	1.7%	5	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	6.1%	3	1.7%	0

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Sainsbury's Superstore, Tofts Walk, Braintree, CM7 1XH	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Tesco Superstore, Marks Farm Roundabout, Coggeshall Road, Braintree, CM77 8AA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Tesco Superstore, The Square, Notley Green, Great Notley, Braintree, CM77 7WW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Zone 9: Witham																				
Asda Supermarket, Highfields Road, Witham, CM8 2HJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Hatfield Peverel Village Centre, CM3 2EH	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Morrisons Superstore, Braintree Road, Witham, CM8 2GD	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Silver End Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Tesco Superstore, The Grove Shopping Centre, Witham, CM8 2YT	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Witham Town Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	16.9%	5
Outside Catchment Area:																				
Aldi, Blackwater Retail Park, The Causeway, Maldon, CM9 4DY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Aldi, Girling Street, Sudbury, CO10 1NB	0.3%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Chelmer Village Centre, Chelmsford, CM2 6RE	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3
B&M, Parkway, Chelmsford, CM2 7PX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Bury St Edmunds Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Cambridge City Centre, CB2 3DS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Central London / West End	2.0%	6	0.0%	0	4.6%	1	0.0%	0	3.8%	2	0.0%	0	3.2%	1	4.2%	1	1.3%	1	4.3%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford, CM2 6XE (Currys, Next Home, Hobbycraft, Pets at Home	1.0%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2

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& more)																				
Chelmsford City Centre	6.0%	18	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	5.8%	1	17.7%	7	28.4%	8
Ely Town Centre, CB7 4LJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park, The Sandlings, Ransomes Industrial Estate, Ipswich, IP3 9SN (Wren, Bensons for Beds, SCS, B&Q & more)	0.4%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Futura Park, Ransomes Way, Ipswich, IP3 9SP (John Lewis, DFS, Furniture Village & more)	1.6%	5	2.0%	1	11.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Lakeside Shopping Centre & Retail Parks, West Thurrock, Grays, RM20 2ZG	1.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Lavenham Village Centre, CO10 9PZ	0.3%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	1.8%	5	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	8.4%	2	11.5%	2	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Tesco Superstore, Woodhall Business Park, Springlands Way, Sudbury, CO10 1GY	0.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ (Dunelm, Furniture Village, DFS, Tapi Carpets & more)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Others: (Don't know / varies)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		296		56		22		31		52		29		23		15		41		27
Sample:		335		24		35		40		43		34		39		41		38		41

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Meanscore: [Number of visits per year]																				
Q23 How often do you do the following leisure activities? [PR]																				
Drinking out (i.e. pub / bar)																				
More than once a week	16.4%	150	16.4%	41	14.7%	10	13.5%	11	19.9%	25	16.0%	14	19.7%	13	10.1%	4	18.6%	22	13.2%	10
Once a week	8.6%	79	7.7%	19	12.4%	8	10.8%	9	5.6%	7	10.8%	9	6.2%	4	12.1%	5	8.3%	10	9.5%	7
Once a fortnight	16.3%	149	17.5%	44	19.3%	13	10.3%	9	8.8%	11	11.7%	10	27.0%	18	14.6%	6	20.2%	24	20.0%	15
Once a month	8.0%	73	9.3%	23	6.3%	4	17.4%	15	3.8%	5	2.5%	2	4.4%	3	8.6%	4	11.9%	14	4.7%	3
Once every 2 months	4.5%	41	3.7%	9	0.6%	0	6.4%	5	4.8%	6	4.9%	4	0.0%	0	4.9%	2	8.2%	10	5.3%	4
Once every 6 months	2.2%	20	3.7%	9	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.6%	0	1.8%	1	3.7%	4	3.0%	2
Once a year	3.5%	32	6.8%	17	2.8%	2	0.6%	0	0.0%	0	0.0%	0	4.0%	3	5.5%	2	4.4%	5	3.8%	3
Less often	35.5%	323	28.1%	70	37.9%	25	40.5%	34	48.8%	61	46.3%	40	32.8%	22	42.4%	17	23.2%	27	35.1%	26
Never	5.0%	45	6.8%	17	6.1%	4	0.6%	0	5.7%	7	7.9%	7	5.3%	4	0.0%	0	1.6%	2	5.5%	4
Mean:	27.29		27.19		27.76		24.98		26.91		26.07		31.49		22.27		31.01		25.02	
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	
Eating out (i.e. restaurant / café)																				
More than once a week	19.9%	181	21.7%	54	17.8%	12	18.6%	16	16.2%	20	27.1%	23	19.2%	13	21.1%	9	20.8%	24	13.9%	10
Once a week	12.8%	117	11.3%	28	9.8%	7	20.9%	18	9.6%	12	11.5%	10	17.8%	12	18.3%	8	8.9%	10	17.4%	13
Once a fortnight	26.1%	238	23.0%	57	31.4%	21	24.0%	20	23.7%	30	25.9%	22	32.5%	22	20.1%	8	28.8%	34	31.6%	24
Once a month	14.7%	134	21.3%	53	15.5%	10	14.8%	12	10.6%	13	8.0%	7	9.4%	6	8.4%	3	19.6%	23	6.5%	5
Once every 2 months	5.9%	53	3.2%	8	3.8%	3	7.9%	7	9.1%	11	2.5%	2	5.9%	4	8.8%	4	7.3%	8	9.0%	7
Once every 6 months	1.8%	16	2.5%	6	1.8%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	2.4%	1	2.2%	3	3.6%	3
Once a year	1.7%	15	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	1	3.1%	1	6.1%	7	0.0%	0
Less often	13.1%	119	10.1%	25	17.9%	12	13.8%	12	23.0%	29	16.4%	14	10.7%	7	17.9%	7	3.9%	5	11.1%	8
Never	4.1%	37	4.8%	12	2.0%	1	0.0%	0	5.7%	7	7.9%	7	2.6%	2	0.0%	0	2.4%	3	7.0%	5
Mean:	36.39		37.23		34.03		38.81		29.93		42.13		39.17		38.40		36.63		33.15	
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	
Cinema																				
More than once a week	0.6%	5	0.8%	2	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Once a week	2.0%	18	4.0%	10	2.8%	2	3.5%	3	0.0%	0	0.0%	0	1.7%	1	2.1%	1	1.2%	1	0.0%	0
Once a fortnight	6.9%	63	9.9%	25	4.6%	3	5.9%	5	7.2%	9	2.9%	3	0.6%	0	8.5%	3	10.7%	13	3.4%	3
Once a month	10.9%	99	12.0%	30	8.2%	6	12.4%	10	5.6%	7	9.8%	8	16.6%	11	10.6%	4	12.7%	15	10.0%	7
Once every 2 months	15.7%	143	21.8%	54	9.9%	7	15.2%	13	9.4%	12	11.6%	10	13.3%	9	20.1%	8	16.3%	19	15.0%	11
Once every 6 months	6.0%	55	7.7%	19	5.8%	4	5.2%	4	4.7%	6	3.5%	3	6.4%	4	4.9%	2	5.6%	7	7.0%	5
Once a year	7.0%	64	10.1%	25	8.2%	6	5.7%	5	1.6%	2	4.5%	4	5.2%	3	7.5%	3	9.4%	11	6.8%	5
Less often	45.9%	419	30.3%	76	52.7%	35	52.0%	44	63.8%	80	58.0%	50	47.2%	32	46.4%	19	39.5%	46	50.0%	37
Never	5.0%	46	3.3%	8	7.1%	5	0.0%	0	7.8%	10	8.6%	7	9.1%	6	0.0%	0	3.7%	4	6.6%	5
Mean:	6.11		8.67		5.30		6.20		3.52		4.21		4.22		6.17		7.22		4.64	
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	

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<i>Theatre / concert / music venue</i>																				
More than once a week	1.1%	10	1.3%	3	1.7%	1	0.0%	0	1.0%	1	1.6%	1	2.0%	1	0.6%	0	1.3%	2	0.0%	0
Once a week	1.6%	14	2.8%	7	0.6%	0	0.0%	0	1.4%	2	1.7%	1	0.6%	0	1.1%	0	1.7%	2	1.1%	1
Once a fortnight	3.3%	30	5.0%	12	2.3%	2	4.6%	4	2.6%	3	2.9%	2	3.9%	3	6.1%	3	0.0%	0	2.2%	2
Once a month	9.8%	90	10.5%	26	12.1%	8	12.9%	11	8.9%	11	10.1%	9	11.7%	8	10.2%	4	6.2%	7	7.1%	5
Once every 2 months	17.0%	155	20.3%	51	13.7%	9	23.9%	20	6.5%	8	12.9%	11	17.5%	12	19.0%	8	20.6%	24	16.0%	12
Once every 6 months	11.8%	108	11.7%	29	12.9%	9	9.5%	8	10.6%	13	9.8%	8	9.4%	6	19.7%	8	12.4%	15	15.1%	11
Once a year	9.3%	85	13.4%	33	4.0%	3	6.2%	5	2.6%	3	2.9%	2	11.4%	8	8.3%	3	16.7%	19	9.5%	7
Less often	42.0%	383	31.7%	79	45.7%	31	42.9%	36	58.1%	73	54.0%	46	41.1%	28	34.4%	14	38.2%	45	42.4%	32
Never	4.1%	37	3.3%	8	7.1%	5	0.0%	0	8.2%	10	4.2%	4	2.4%	2	0.6%	0	2.9%	3	6.6%	5
Mean:		5.58		7.09		5.43		4.65		4.48		5.76		6.36		5.77		4.88		3.59
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100
<i>Bingo / casino</i>																				
More than once a week	0.9%	8	0.8%	2	0.6%	0	0.6%	0	1.6%	2	1.2%	1	2.0%	1	1.5%	1	0.0%	0	0.0%	0
Once a week	0.4%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Once a fortnight	1.3%	12	0.8%	2	1.1%	1	1.6%	1	1.6%	2	3.2%	3	0.0%	0	0.0%	0	2.2%	3	1.1%	1
Once a month	1.4%	13	2.5%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Once every 2 months	3.9%	35	9.0%	22	0.0%	0	1.1%	1	4.2%	5	1.1%	1	1.1%	1	1.1%	0	1.7%	2	3.4%	3
Once every 6 months	2.3%	21	2.8%	7	2.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	3.9%	2	3.7%	4	6.3%	5
Once a year	2.6%	24	4.0%	10	0.0%	0	3.2%	3	0.0%	0	2.8%	2	0.0%	0	1.6%	1	4.3%	5	3.8%	3
Less often	82.2%	749	74.5%	186	85.0%	57	92.5%	78	85.9%	108	82.5%	71	91.9%	62	91.9%	38	79.2%	93	77.6%	58
Never	5.1%	46	4.8%	12	11.3%	8	0.0%	0	5.7%	7	6.9%	6	5.0%	3	0.0%	0	4.6%	5	6.6%	5
Mean:		2.34		2.83		1.38		1.60		2.78		3.13		2.59		2.17		1.69		1.64
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100
<i>Gym / health club / sports facility</i>																				
More than once a week	19.9%	182	28.4%	71	15.6%	10	22.0%	19	12.1%	15	14.4%	12	21.5%	14	23.7%	10	18.0%	21	11.9%	9
Once a week	2.3%	21	2.5%	6	1.1%	1	4.4%	4	2.1%	3	0.0%	0	2.8%	2	0.6%	0	3.3%	4	2.3%	2
Once a fortnight	1.7%	16	0.8%	2	1.1%	1	0.0%	0	2.4%	3	1.7%	1	3.1%	2	0.0%	0	1.7%	2	6.0%	5
Once a month	1.4%	13	3.8%	9	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.1%	1	0.0%	0	0.9%	1	0.0%	0
Once every 2 months	1.2%	11	0.8%	2	1.1%	1	1.1%	1	1.0%	1	0.0%	0	3.1%	2	0.0%	0	1.7%	2	2.3%	2
Once every 6 months	0.9%	8	0.0%	0	2.8%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.0%	4	0.0%	0
Once a year	5.0%	46	10.2%	25	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.9%	1	10.3%	12	7.5%	6
Less often	62.7%	572	47.8%	119	71.2%	48	66.6%	56	77.7%	97	72.0%	62	64.1%	43	72.6%	30	58.1%	68	65.0%	48
Never	4.8%	44	5.6%	14	7.1%	5	2.1%	2	4.7%	6	8.6%	7	4.4%	3	0.6%	0	2.9%	3	4.9%	4
Mean:		23.00		31.95		17.57		25.68		14.73		16.06		25.19		25.33		21.56		15.72
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

Weighted:

Colchester Household Survey
for CPW Planning

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Gallery / museum / place of historical or cultural interest																				
More than once a week	1.2%	11	3.4%	8	0.0%	0	0.6%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Once a week	0.3%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Once a fortnight	3.9%	35	5.8%	14	6.7%	4	6.6%	6	0.0%	0	2.2%	2	2.1%	1	3.4%	1	4.0%	5	2.3%	2
Once a month	9.3%	85	15.5%	39	4.9%	3	10.0%	8	4.0%	5	6.9%	6	11.1%	7	8.0%	3	8.2%	10	4.0%	3
Once every 2 months	11.9%	108	12.9%	32	18.4%	12	18.5%	16	3.4%	4	7.0%	6	11.5%	8	17.5%	7	10.2%	12	14.8%	11
Once every 6 months	10.3%	94	10.9%	27	7.7%	5	10.2%	9	4.4%	6	10.7%	9	8.8%	6	5.1%	2	19.6%	23	10.2%	8
Once a year	6.6%	60	8.9%	22	1.2%	1	6.7%	6	2.6%	3	2.7%	2	5.2%	4	3.6%	1	7.0%	8	17.0%	13
Less often	52.2%	476	38.9%	97	52.2%	35	47.4%	40	78.7%	99	57.4%	49	59.5%	40	61.8%	25	48.2%	56	45.6%	34
Never	4.3%	40	3.7%	9	7.1%	5	0.0%	0	6.8%	8	9.7%	8	1.8%	1	0.0%	0	2.9%	3	5.5%	4
Mean:	4.77		8.16		4.75		5.14		1.19		5.04		3.10		3.97		3.33		2.88	
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	
Family entertainment or day out (e.g. ten-pin bowling, indoor golf, trampolining, axe throwing)																				
More than once a week	1.8%	16	3.7%	9	0.0%	0	0.0%	0	1.0%	1	0.6%	1	1.1%	1	0.6%	0	3.5%	4	0.0%	0
Once a week	3.2%	29	7.5%	19	0.0%	0	4.2%	4	0.6%	1	1.7%	1	1.7%	1	2.1%	1	1.7%	2	1.1%	1
Once a fortnight	6.8%	62	11.1%	28	3.4%	2	1.1%	1	8.9%	11	2.8%	2	2.3%	2	2.6%	1	5.6%	7	11.4%	9
Once a month	9.3%	85	13.3%	33	8.7%	6	3.0%	3	3.0%	4	6.9%	6	10.1%	7	7.7%	3	14.8%	17	8.4%	6
Once every 2 months	11.6%	106	17.9%	45	8.1%	5	4.7%	4	8.9%	11	3.0%	3	12.5%	8	7.7%	3	15.2%	18	12.2%	9
Once every 6 months	5.4%	50	3.4%	8	4.9%	3	9.4%	8	9.0%	11	4.6%	4	2.0%	1	3.9%	2	7.1%	8	4.9%	4
Once a year	4.9%	45	7.6%	19	2.6%	2	5.1%	4	1.0%	1	2.4%	2	1.7%	1	4.0%	2	9.0%	10	4.4%	3
Less often	53.0%	484	33.1%	83	63.7%	43	72.6%	61	62.9%	79	70.0%	60	64.3%	43	70.3%	29	40.7%	47	51.5%	38
Never	3.9%	35	2.4%	6	8.7%	6	0.0%	0	4.7%	6	8.0%	7	4.4%	3	1.1%	0	2.4%	3	6.0%	5
Mean:	7.51		13.60		2.85		3.72		5.08		3.73		4.95		4.22		9.10		5.69	
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	
Events (e.g. music festivals, fayres)																				
More than once a week	0.9%	8	2.1%	5	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Once a week	1.2%	11	2.9%	7	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0	1.8%	1
Once a fortnight	1.6%	14	0.8%	2	5.4%	4	2.9%	2	0.6%	1	0.6%	1	1.1%	1	0.6%	0	1.7%	2	2.3%	2
Once a month	6.9%	63	11.5%	29	3.1%	2	3.7%	3	2.6%	3	9.8%	8	6.4%	4	7.6%	3	4.3%	5	6.3%	5
Once every 2 months	11.6%	106	12.6%	31	12.9%	9	14.2%	12	9.7%	12	4.1%	3	17.4%	12	6.9%	3	13.9%	16	10.0%	7
Once every 6 months	12.7%	116	16.5%	41	11.2%	8	13.1%	11	4.9%	6	9.6%	8	8.2%	6	10.6%	4	21.2%	25	9.5%	7
Once a year	7.5%	69	10.1%	25	2.8%	2	7.6%	6	3.1%	4	4.6%	4	3.9%	3	10.5%	4	12.0%	14	8.3%	6
Less often	53.5%	488	41.1%	102	54.1%	36	58.6%	50	70.1%	88	63.4%	55	60.0%	40	61.7%	25	44.5%	52	53.6%	40
Never	4.1%	38	2.4%	6	8.8%	6	0.0%	0	7.7%	10	6.9%	6	3.0%	2	0.6%	0	1.6%	2	8.2%	6
Mean:	4.08		6.69		3.96		2.69		3.01		2.72		2.60		2.88		3.47		3.41	
Weighted base:	912		249		67		85		125		86		67		41		117		75	
Sample:	912		103		100		101		102		101		100		100		105		100	

Colchester Household Survey
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Weighted:

July 2024

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South			Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q24 Where do you visit most often for drinking out (i.e. pub / bar)?																				
<i>Those who said "Once every 6 months" or more often for drinking out AND Excl. Nulls & SFT</i>																				
Braintree Town Centre (inc. George Yard Shopping Centre)	11.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	8.8%	2	71.2%	40	3.3%	1
Brightlingsea Town Centre	2.1%	8	0.0%	0	0.0%	0	20.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.8%	7	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.4%	13	4.7%	5	4.8%	1	3.2%	1	0.0%	0	0.0%	0	6.6%	2	0.0%	0	3.3%	2	5.5%	2
Chelmsford City Centre	3.9%	15	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	3.4%	1	9.4%	5	10.6%	3
Clacton-on-Sea Town Centre	7.7%	30	0.0%	0	3.4%	1	0.0%	0	58.9%	28	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	1.0%	1	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	25.0%	96	68.1%	71	8.3%	2	18.7%	7	2.8%	1	16.1%	5	17.5%	5	1.3%	0	5.6%	3	0.0%	0
Dovercourt Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre	2.3%	9	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	6	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.6%	2	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Halstead Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	6	0.0%	0	0.0%	0
Harwich Town Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	3.3%	13	0.0%	0	3.7%	1	0.0%	0	23.5%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kelvedon Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	1.7%	0
Maldon Town Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	1.3%	0	3.4%	1	0.0%	0	17.4%	5
Manningtree Town Centre	2.2%	8	0.0%	0	28.0%	8	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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0
Sudbury Town Centre	1.2%	5	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	8.5%	2	0.0%	0	0.0%	0
Tiptree Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	1.2%	5	0.0%	0	0.0%	0	1.3%	0	1.5%	1	10.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	2.3%	9	0.0%	0	0.0%	0	23.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	4.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	55.3%	15
Wivenhoe Town Centre	2.7%	10	1.1%	1	0.0%	0	23.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boxford	1.0%	4	3.0%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brantham	0.3%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bures	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0
Capel St Mary	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	11.6%	2	0.0%	0	0.0%	0
Castle Hedingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	2	0.0%	0	0.0%	0
Copford Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Cressing	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Dedham	0.4%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Bergholt	0.4%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley	0.6%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Great Leights	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Great Notley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Great Tey	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Hatfield Peverel	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
Holland-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby le Soken	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Oakley	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Nayland Village	0.9%	3	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Pebmarsh	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	10.9%	2	0.0%	0	0.0%	0
Poole	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke by Nayland	0.5%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tendring Village Centre, CO16 0BG	1.4%	5	0.0%	0	5.8%	2	0.0%	0	6.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate West Retail Park, Colchester, CO3 8RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
West Bergholt	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	386			105		30		38		47		33		31		18		56		28
Sample:	368			43		41		42		36		36		44		43		47		36

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Q25 Where do you visit most often for eating out (i. restaurant / café)?																				
<i>Those who said "Once every 6 months" or more often for eating out AND Excl. Nulls & SFT</i>																				
Braintree Town Centre (inc. George Yard Shopping Centre)	9.6%	55	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	7.9%	3	21.5%	6	57.5%	39	4.1%	2
Brightlingsea Town Centre	2.0%	12	0.0%	0	0.0%	0	19.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.7%	4	1.3%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.8%	22	4.6%	7	6.5%	3	6.5%	4	0.9%	1	0.0%	0	7.8%	3	5.0%	1	2.7%	2	2.6%	1
Chelmsford City Centre	5.0%	29	3.3%	5	0.9%	0	0.0%	0	0.0%	0	1.9%	1	7.8%	3	0.0%	0	12.5%	8	23.6%	11
Clacton-on-Sea Town Centre	10.8%	62	0.0%	0	0.0%	0	6.8%	4	67.7%	54	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.8%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.6%	1	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	25.9%	150	59.8%	95	12.9%	6	33.9%	20	9.6%	8	12.3%	7	19.2%	8	7.9%	2	6.1%	4	2.0%	1
Dovercourt Town Centre	0.8%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre	0.7%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	2.2%	13	0.0%	0	0.0%	0	0.8%	0	1.8%	1	18.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.4%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	17.5%	5	0.0%	0	0.0%	0
Harwich Town Centre	2.2%	13	0.0%	0	1.6%	1	0.0%	0	0.0%	0	21.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.8%	11	2.0%	3	8.4%	4	2.8%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	10.1%	5
Manningtree Town Centre	1.6%	9	0.0%	0	19.7%	9	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks Tey Village Centre	1.0%	6	1.8%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	0
Sible Hedingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Silver End Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sudbury Town Centre	1.6%	9	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	19.5%	5	0.0%	0	0.0%	0
Tiptree Village Centre	1.7%	10	0.0%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	14.5%	6	0.0%	0	2.9%	2	2.0%	1
Walton-on-the-Naze Town Centre	1.8%	11	0.0%	0	0.0%	0	2.1%	1	0.0%	0	16.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	0.8%	5	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	3.8%	22	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.3%	2	1.7%	0	1.5%	1	38.6%	18
Wivenhoe Town Centre	0.9%	5	0.7%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Boxford	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.2%	4	1.0%	0
Brantham	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.3%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capel St Mary	0.6%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.3%	2	0.0%	0	0.0%	0
Castle Hedingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0

Colchester Household Survey
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July 2024

	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham									
Copdock Interchange Retail Park, Pinewood, Ipswich, IP8 3TS	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Village	0.4%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Cressing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	0
Dedham	1.1%	6	0.7%	1	5.3%	2	0.8%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0
East Bergholt	0.3%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Mersea	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bromley	0.5%	3	0.7%	1	0.0%	0	0.8%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Great Leights	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Great Notley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.8%	1
Great Tey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Peverel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Holland-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby le Soken	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Bromley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Nayland Village	0.5%	3	0.7%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pebmarsh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.4%	1	0.0%	0	0.0%	0
Poole	0.5%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.5%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stane Retail Park, Stanway, Colchester, CO3 8DW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Stanway	2.0%	12	5.1%	8	2.3%	1	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0
Stoke by Nayland	0.9%	5	0.0%	0	7.2%	3	0.0%	0	0.9%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Tendring Village Centre, CO16 0BG	1.4%	8	0.0%	0	4.6%	2	1.5%	1	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Centre Shopping Park, Colchester	1.2%	7	2.0%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.0%	0	0.0%	0	2.1%	1	0.0%	0
Tollgate West Retail Park, Colchester, CO3 8RH	0.9%	5	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.3%	1	0.0%	0	0.0%	0
Turner Rise Retail Park, Petrolea Close, Colchester, CO4 5TU	0.6%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Weighted base:		579		159		45		58		80		57		41		26		68		46
Sample:		581		69		68		64		66		66		64		58		60		66

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July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q26 Which cinema do you visit most often?																				
<i>Those who said "Once a year" or more often for cinema AND Excl. Nulls & SFT</i>																				
Abbeygate Cinema, Hatter Street, Bury St Edmunds, IP33 1LZ	0.3%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Cinema, Pier Avenue, Clacton-on-Sea, CO15 1NJ	12.6%	44	1.7%	2	0.0%	0	23.6%	8	79.2%	27	32.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Cardinal Park, Grafton Way, Ipswich, IP1 1AX	3.4%	12	3.0%	4	23.5%	5	1.5%	0	5.8%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Ehringshausen Way, Haverhill, CB9 0ER	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Cineworld, Braintree Retail & Leisure Park, Braintree, CM77 8YH	29.1%	102	7.6%	10	0.0%	0	10.9%	3	5.4%	2	0.0%	0	61.3%	14	81.6%	15	81.9%	42	71.3%	17
Curzon, Roman House, Queen Street, Colchester, CO1 2PH	12.3%	43	18.2%	23	24.6%	5	23.9%	8	0.0%	0	16.8%	4	15.7%	3	1.4%	0	0.0%	0	0.0%	0
Electric Palace, King's Quay Street, Harwich, CO12 3ER	1.0%	4	0.0%	0	7.5%	2	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Theatre, Butler Road, Halstead, CO9 1LL	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0	0.0%	0
Everyman, Bond Street, Chelmsford, CM1 1GD	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	1.1%	1	8.3%	2
King Street Cinema, Corn Exchange, Ipswich, IP1 1DH	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Head Street, Colchester, CO1 1NH	27.0%	95	56.9%	71	6.6%	1	37.4%	12	9.6%	3	11.8%	3	14.7%	3	0.0%	0	0.0%	0	3.5%	1
Odeon, Meadows Shopping Centre, Chelmsford, CM2 6FH	4.4%	15	5.0%	6	3.7%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	8.5%	4	10.1%	2
Omniplex Cinema, Buttermarket Centre, Ipswich, IP1 1DT	2.3%	8	3.0%	4	20.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Central London / West End	0.7%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	4.8%	1
Frinton-on-Sea Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Century Cinema, Clackton on Sea	2.0%	7	3.0%	4	0.0%	0	2.8%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
East Bergholt	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.9%	0
Weighted base:		351		125		20		32		34		25		22		18		51		24
Sample:		296		50		27		33		25		27		28		36		43		27

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Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q27 Where do you visit most often for theatre / concert / music venue?																					
<i>Those who said "Once a year" or more often for theatre / concert / music venue AND Excl. Nulls & SFT</i>																					
Brightlingsea Museum, Dove House, Station Road, Brightlingsea, Colchester, CO7 0DT	0.6%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	
Colchester Arts Centre, Church Street, Colchester, CO1 1NF	4.0%	13	9.5%	9	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.6%	1	5.6%	1	
Colchester Castle & Park (includes Hollytrees Museum), High Street, Colchester, CO1 1UG	2.1%	7	4.4%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	5.4%	1	3.4%	1	0.0%	0	0.0%	0	
Headgate Theatre, Chapel Street North, Colchester, CO2 7AT	1.5%	5	3.3%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	
Ipswich Regent Theatre, St Helen's Street, Ipswich, IP4 1HE	2.5%	8	0.0%	0	11.1%	3	0.0%	0	5.2%	2	9.0%	3	0.0%	0	5.8%	1	0.0%	0	0.0%	0	
Mercury Theatre, Balkerne Gate, Colchester, CO1 1PT	17.9%	59	24.9%	24	16.5%	4	32.1%	12	12.3%	4	15.3%	5	21.1%	5	11.2%	2	4.3%	2	2.0%	0	
Princes Theatre, Town Hall, Station Road, Clacton-on-Sea, CO15 1SE	3.1%	10	0.0%	0	0.0%	0	10.2%	4	12.2%	4	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sudbury Quay Theatre, Quay Lane, Sudbury, CO10 2AN	0.6%	2	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.3%	0	0.0%	0	0.0%	0	
The Public Hall Witham, Collingwood Road, Witham, CM8 2DY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	
Theatre Royal Bury St Edmunds, Westgate Street, Bury St Edmunds, IP33 1QR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.3%	0	0.0%	0	0.0%	0	
West Cliff Theatre, Tower Road, Clacton-on-Sea, CO15 1LE	6.1%	20	6.9%	7	0.0%	0	3.5%	1	18.5%	6	15.0%	5	1.6%	0	0.0%	0	1.4%	1	0.0%	0	
Braintree Town Centre (inc. George Yard Shopping Centre)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	3.4%	1	6.7%	3	0.0%	0	
Bury St Edmunds Town	0.5%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Centre																				
Central London / West End	41.5%	136	32.4%	31	34.1%	8	35.9%	14	30.7%	11	27.4%	8	40.0%	10	60.5%	11	70.6%	27	69.9%	16
Chelmsford City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Clacton-on-Sea Town Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	13.3%	5	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	4.8%	16	5.5%	5	7.9%	2	5.9%	2	5.8%	2	0.0%	0	8.7%	2	2.7%	0	4.0%	2	0.0%	0
Frinton-on-Sea Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Harwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.8%	6	0.0%	0	9.0%	2	2.3%	1	0.0%	0	1.8%	1	7.2%	2	2.5%	0	0.0%	0	0.0%	0
Manningtree Town Centre	0.3%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Wivenhoe Town Centre	0.4%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Canterbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.6%	2	0.0%	0	0.0%	0	3.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich Theatre Royal, Theatre St, Norwich NR2 1RL	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	5.1%	2	0.0%	0
Mercury Theatre public square, Colchester City Centre	3.5%	12	10.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		328		96		25		39		35		30		25		18		38		23
Sample:		322		41		37		42		31		34		34		41		35		27

Colchester Household Survey
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Weighted:

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q28 Where do you visit most often for bingo / casino?																				
<i>Those who said "Once a year" or more often for bingo / casino AND Excl. Nulls & SFT</i>																				
Buzz Bingo, Pier Avenue, Clacton-on-Sea, CO15 1NJ	12.6%	7	0.0%	0	0.0%	0	100.1%	0	66.2%	5	30.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Osborne Street, Colchester, CO2 7DP	40.7%	23	58.7%	14	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	5	55.6%	2
Buzz Bingo, Orwell Retail Park, Ranelagh Rd, Ipswich IP2 0AQ	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.6%	4	0.0%	0
Central London / West End	9.8%	6	15.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	2	0.0%	0
Clacton-on-Sea Town Centre	8.3%	5	8.6%	2	0.0%	0	0.0%	0	33.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	5.1%	3	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	1
Frinton-on-Sea Town Centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Harwich Town Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bing, Dearsley Rd, Enfield EN1 3FB	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	1
Genting Casino Westcliff-on-Sea, Southend-on-Sea	3.7%	2	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		57		24		2		0		8		5		1		1		11		4
Sample:		38		9		2		1		5		5		1		2		9		4

Colchester Household Survey
for CPW Planning

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q29 Where do you visit most often for gym / health club / sports facility?																				
<i>Those who said "Once a month" or more often for gym / health club / sports facility AND Excl. Nulls & SFT</i>																				
Ab Salute Gym Braintree, Cooper Drive, Springwood Industrial Estate, Braintree, CM7 2RF	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Anytime Fitness Clacton, North Road, Great Clacton, Clacton-on-Sea, CO15 4DD	3.1%	6	0.0%	0	0.0%	0	0.0%	0	29.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness Colchester, Stanway, Peartree Leisure Park, Colchester, CO3 0LE	6.1%	12	14.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness Witham, Newland Street, Witham, CM8 1BE	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	9.7%	1
Atlantis Gym & Spa, Chapel Road, Tiptree, CO5 0RA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health Club & Spa, Kingsford Park, Layr Road, Colchester, CO2 0HS	2.3%	4	1.6%	1	0.0%	0	8.3%	2	0.0%	0	13.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health Club, Springwood Drive, Braintree, CM7 2YN	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	3	0.0%	0
Bannatyne Health Club, Whitehall Industrial Estate, Colchester, CO2 8GU	3.8%	7	0.0%	0	18.0%	2	22.0%	5	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Sport and Health Club, Panfield Lane, Braintree, CM7 1FF	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	3	0.0%	0
Brightlingsea Lido, Promenade Way, Brightlingsea, Colchester, CO7 0HH	0.9%	2	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-On-Sea Leisure Centre, Vista Road, Clacton-on-Sea, CO15 6DB	1.7%	3	0.0%	0	0.0%	0	0.0%	0	16.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Fitness Centre, Queensway Warehouse, Peartree Road, Colchester, CO3 0LQ	1.5%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Sports Park,	0.5%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Cuckoo Farm Way, Colchester, CO4 5YX																				
Complete Health & Fitness Braintree, Benfield Way, Braintree, CM7 3YS	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	4	0.0%	0
David Lloyd Colchester, United Way, Colchester, CO4 6AT	3.3%	6	4.1%	3	0.0%	0	2.3%	0	0.0%	0	16.1%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd Ipswich, The Havens, Ransomes Industrial Estate, Ipswich, IP3 9SJ	0.4%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Fitness Chelmsford, Waterhouse Street, Victoria Road South, Chelmsford, CM1 1LN	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0
Everlast Gyms Colchester, Clarendon Way, Colchester, CO1 1XF	4.5%	8	9.0%	6	7.5%	1	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness4Less, Wyncolls Road, Highwoods, Colchester, CO4 9AS	2.3%	4	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
FTC Gym, White House Road, Ipswich, IP1 5LU	0.2%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Leisure Centre, Colne Road, Halstead, CO9 2HR	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	49.9%	4	0.0%	0	0.0%	0
Jetts 24HR Gym Stanway, Tollgate West, Colchester, CO3 8RH	1.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingfisher Leisure Centre, Station Road, Sudbury, CO10 2SU	0.6%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Leisure World Colchester, Cowdray Avenue, Colchester, CO1 1YH	4.4%	8	10.9%	8	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pump Gyms Colchester, Grange Way, Colchester, CO2 8HG	9.1%	17	21.4%	15	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym Colchester Retail Park, Colchester, CO3 3GT	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Rare Fitness, Skitts Hill, Braintree, CM7 1AS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
The Gym Group Colchester, Queen Street, Colchester, CO1 2P	2.2%	4	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
The Ironworks Gym, Old Road, Clacton-on-Sea, CO15 3RJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Leisure Centre, Spinks Lane, Witham, CM8 1EP	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	5.3%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	8.0%	2	5.3%	0
Central London / West End	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0
Clacton-on-Sea Town Centre	4.1%	8	0.0%	0	0.0%	0	0.0%	0	35.6%	7	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	4.8%	9	7.4%	5	10.4%	1	9.8%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Dovercourt Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Colne Village Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	3	9.1%	1	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.8%	1	0.0%	0	14.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Village Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	3	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Marks Tey Village Centre	0.3%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	2.8%	0	0.0%	0	0.0%	0
Tiptree Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Mersea Town Centre	1.1%	2	0.0%	0	0.0%	0	9.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	37.8%	3
Wivenhoe Town Centre	0.7%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Country Park, Colchester CO7 8RF	0.7%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benton Hall, Witham	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	3
Birch village	2.4%	5	4.1%	3	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Hedingham	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0
Dedham	0.4%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	0.2%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bentley	0.3%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Maplestead	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Lavenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Long Melford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
PureGym Colchester Retail Park, Colchester	4.7%	9	8.8%	6	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1
Romford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0
Stoke by Nayland	1.0%	2	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	188			71		10		22		20		11		18		9		20		9
Sample:	159			30		14		21		15		11		24		17		17		10

Colchester Household Survey
for CPW Planning

Weighted:

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	Total		Zone 1: Colchester	Zone 2: Rural North	Zone 3: Rural South	Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham
Q30 Where do you visit most often for gallery / museum / place of historical or cultural interest?											
<i>Those who said "Once a year" or more often for gallery / museum / place of historical or cultural interest AND Excl. Nulls & SFT</i>											
Bocking Arts Theatre, Bocking End, Braintree, CM7 9AE	1.9%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Brightlingsea Museum, Dove House, Station Road, Brightlingsea, Colchester, CO7 0DT	1.9%	5	0.0%	0	0.0%	0	8.7%	3	0.0%	0	5.6%
Colchester Arts Centre, Church Street, Colchester, CO1 1NF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Colchester Castle & Park (includes Hollytrees Museum), High Street, Colchester, CO1 1UG	10.9%	26	22.4%	19	5.5%	1	8.9%	3	0.0%	0	8.4%
Combined Military Services Museum, Station Road, Heybridge, Maldon, CM9 4LQ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	20.2%	2	0.0%
East Anglian Railway Museum, Station Road, Wakes Colne, Colchester, CO6 2DS	0.2%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%
Firstsite, Lewis Gardens, High Street, Colchester, CO1 1JH	3.2%	8	4.9%	4	0.0%	0	3.3%	1	15.5%	2	0.0%
Sudbury Arts Centre, Market Hill, Sudbury, CO10 2EA	0.4%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%
Sutton Hoo, Tranmer House, Woodbridge, IP12 3DJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
The Munnings Art Museum, Castle Hill, Dedham, Colchester, CO7 6AZ	0.2%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%
Braintree Town Centre (inc. George Yard Shopping Centre)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury St Edmunds Town Centre	2.2%	5	2.5%	2	0.0%	0	5.4%	2	0.0%	0	7.8%
Central London / West End Chelmsford City Centre	56.0%	136	51.3%	43	69.3%	14	40.7%	12	36.6%	4	42.5%
Colchester City Centre (inc. Lion Walk and Culver Square)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dovercourt Town Centre	11.5%	28	11.3%	9	9.9%	2	22.9%	7	12.2%	1	13.2%
Harwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Ipswich Town Centre	0.9%	2	0.0%	0	1.9%	0	0.0%	0	15.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Sudbury Town Centre	0.9%	2	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Witham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	2.1%	0	1.6%	1	0.0%	0
Bath	0.4%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Dundee	0.7%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Castle, Benfleet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Leeds	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.2%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Lowestoft	0.2%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	1.3%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		242		83		21		30		12		17		14		11		35		19
Sample:		226		35		31		36		11		17		20		25		30		21

Colchester Household Survey
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Weighted:

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham			
Q31 Where do you visit most often for family entertainment or day out (e.g. ten-pin bowling, indoor golf, trampolining, axe throwing)?																					
<i>Those who said "Once a year" or more often for family entertainment or day out AND Excl. Nulls & SFT</i>																					
AirHop Adventure Park Chelmsford, (aka Jump Street), Dukes Park Industrial Estate, Chelmsford, CM2 6UA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	
AirHop Adventure Park Colchester, (aka Jump Street), Mason Road, Colchester, CO1 1BX	2.9%	8	1.8%	2	0.0%	0	0.0%	0	0.0%	0	20.5%	2	0.0%	0	0.0%	0	4.4%	2	7.1%	1	
Bounceability, Colchester Road, West Bergholt, Colchester CO6 3JX	2.3%	6	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chelmsford City Bowl & Snooker Club, Bishop Hall Lane, Chelmsford, CM1 1RB	0.9%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	2	
Clacton Pier, Clacton-on-Sea, CO15 1QX (includes The Lanes Bowling Centre, Discovery Bay Adventure Play & more)	15.5%	42	2.8%	3	14.7%	2	13.4%	2	81.8%	28	46.5%	6	4.3%	0	0.0%	0	0.0%	0	0.0%	0	
Colchester Castle & Park (includes Hollytrees Museum), High Street, Colchester, CO1 1UG	0.9%	2	1.0%	1	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Colchester Zoo, Stanway, Heckfordbridge, Colchester, CO3 0SL	4.5%	12	8.3%	9	0.0%	0	0.0%	0	0.0%	0	8.2%	1	19.8%	2	0.0%	0	0.0%	0	0.0%	0	
Go Ape Chelmsford, Greenbury Way, Writtle, Chelmsford CM2 8FS	2.0%	5	2.8%	3	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	
Go Bananas, Cowdray Centre, Mason Road, Colchester, CO1 1BX	1.6%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	
Great Notley Country Park, Great Notley, Braintree, CM77 7FS	1.2%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hollywood Bowl Colchester, Northern Gateway Leisure Park, Colchester, CO4 5UP	7.6%	20	16.8%	19	2.6%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Madison Heights Entertainment Centre,	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	0.0%	0	8.4%	2	

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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Park Drive, Maldon, CM9 5JQ																				
Namco Funscape, Braintree Retail & Leisure Park, Charter Way, Braintree, CM77 8YH	15.1%	41	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	64.1%	4	50.2%	23	46.8%	8
Partyman World of Play, Charter Way, Braintree, CM77 8YL	0.8%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainbow Fun, Addison Road, Sudbury, CO10 2YW	0.4%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin Colchester, Cowdray Avenue, Colchester CO1 1YH	13.8%	37	20.3%	23	14.1%	2	37.9%	5	3.7%	1	12.3%	1	14.3%	1	0.0%	0	5.5%	3	0.0%	0
Walton Pier, Walton on the Naze, CO14 8ES	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	3.2%	9	1.8%	2	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	9.2%	4	7.1%	1
Central London / West End	2.8%	7	3.3%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	9.4%	2
Chelmsford City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	2.2%	1	0.0%	0
Clacton-on-Sea Town Centre	5.2%	14	4.6%	5	8.7%	1	21.8%	3	12.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (inc. Lion Walk and Culver Square)	10.3%	28	15.4%	17	8.7%	1	6.4%	1	0.0%	0	0.0%	0	26.5%	2	11.4%	1	7.7%	4	7.1%	1
Earls Colne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenstead Road, Colchester	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.5%	1	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.4%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Maldon Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	4.7%	1
Walton-on-the-Naze Town Centre	0.6%	2	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Country Park, Colchester CO7 8RF	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Bishop's Stortford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Chessington World of Adventures Resort, Chessington KT9 2NE	1.4%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	0.1%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmingham Hall, Stowmarket IP14 6EF	0.1%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitstable	0.1%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		269		113		15		14		35		12		9		7		46		18
Sample:		193		44		21		15		23		13		11		13		36		17

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	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham		
Q32 Where do you visit most often for Events (e.g. music festivals, fayres)?																				
<i>Those who said "Once a year" or more often for events AND Excl. Nulls & SFT</i>																				
Castle Park, Colchester City Centre	11.8%	21	24.6%	14	0.0%	0	18.5%	4	0.0%	0	6.9%	1	0.0%	0	15.0%	1	4.8%	1	0.0%	0
Culver Square Shopping Centre, Colchester City Centre	1.0%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	2.6%	0	0.0%	0	0.0%	0
Braintree Town Centre (inc. George Yard Shopping Centre)	5.8%	11	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	7	17.5%	2
Brightlingsea Town Centre	7.0%	13	5.7%	3	3.0%	0	25.9%	6	9.3%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Bury St Edmunds Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Central London / West End	25.2%	46	33.4%	18	30.6%	4	16.2%	4	10.4%	2	31.9%	4	39.9%	5	11.2%	1	21.8%	5	16.6%	2
Chelmsford City Centre	3.6%	7	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	0	7.8%	1	0.0%	0	2.6%	1	24.8%	3
Clacton-on-Sea Town Centre	5.5%	10	0.0%	0	0.0%	0	5.1%	1	35.1%	7	14.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coggeshall Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0
Greenstead Road, Colchester	1.9%	3	3.8%	2	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.1%	2	0.0%	0	14.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Harwich Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highwoods District Centre, Colchester	3.7%	7	9.5%	5	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich Town Centre	1.5%	3	0.0%	0	3.0%	0	6.7%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	3.3%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	7.8%	1	9.1%	1	7.2%	2	7.1%	1
Manningtree Town Centre	0.5%	1	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Peartree Road, Colchester	3.3%	6	7.6%	4	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Sudbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
West Mersea Town Centre	1.7%	3	0.0%	0	3.0%	0	4.0%	1	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	7.7%	1
Wivenhoe Town Centre	0.7%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester City Centre (excl. Lion Walk and Culver Square)	8.9%	16	11.3%	6	11.4%	2	7.6%	2	0.0%	0	3.8%	1	32.6%	4	6.5%	1	5.2%	1	0.0%	0
Beccles	0.6%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Brandon, Suffolk	1.0%	2	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bures	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	16.9%	2	0.0%	0	0.0%	0
Cambridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Castle Hedingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Cirencester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Cressing	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1
Dedham	0.2%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Bergholt	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Colchester Household Survey
for CPW Planning

July 2024

	Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton	Zone 5: Frinton / Harwich	Zone 6: Rural West	Zone 7: Halstead	Zone 8: Braintree	Zone 9: Witham							
Kirby le Soken	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Langenhoe	0.3%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Sevenoaks	0.7%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	1.1%	2	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	2		
Tendring	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Weighted base:	182			55		13		24		19		14		13		9		21		12
Sample:	163			21		19		26		14		15		16		19		19		14

Colchester Household Survey for CPW Planning

By Zone Filt Nulls & SFT [F]

Weighted:

	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
Q33 What improvements could be made to Colchester's leisure offer that would make you visit / partake in leisure activities more often in the Colchester area? [MR]																				
Cheaper prices to access leisure facilities	9.5%	87	19.2%	48	2.2%	1	7.2%	6	3.7%	5	3.4%	3	10.8%	7	4.9%	2	7.9%	9	6.8%	5
Improved car parking facilities	8.4%	76	9.7%	24	13.2%	9	7.0%	6	5.2%	6	2.4%	2	10.6%	7	11.7%	5	10.5%	12	6.0%	5
More / better car parking at leisure venues	6.5%	59	10.6%	27	3.8%	3	5.6%	5	1.0%	1	2.3%	2	6.6%	4	8.5%	3	9.1%	11	4.4%	3
Improved public transport	6.3%	58	10.4%	26	6.6%	4	11.6%	10	1.0%	1	1.7%	1	10.0%	7	5.2%	2	0.5%	1	7.0%	5
More / better public toilets	5.2%	48	11.9%	30	0.0%	0	6.1%	5	1.6%	2	0.0%	0	7.3%	5	5.5%	2	1.3%	2	2.9%	2
More / better leisure facilities / activities for young children	5.0%	46	9.7%	24	2.0%	1	2.1%	2	0.6%	1	4.5%	4	1.1%	1	4.2%	2	5.6%	6	6.9%	5
Better shopping facilities	5.0%	46	6.5%	16	8.9%	6	3.5%	3	1.0%	1	3.4%	3	6.4%	4	3.1%	1	5.5%	6	5.5%	4
Food / farmers markets	4.2%	38	4.4%	11	1.7%	1	5.1%	4	4.7%	6	0.0%	0	7.5%	5	6.8%	3	3.0%	4	6.0%	5
Swimming pool - outdoor	4.0%	36	8.2%	20	1.5%	1	6.5%	6	1.6%	2	1.7%	1	2.2%	1	5.2%	2	1.7%	2	0.0%	0
Ice rink	3.6%	33	7.7%	19	0.0%	0	2.5%	2	1.0%	1	1.7%	1	0.0%	0	1.6%	1	5.2%	6	2.9%	2
Improved safety and security	3.6%	33	7.8%	19	0.0%	0	3.0%	3	0.0%	0	5.0%	4	1.5%	1	1.5%	1	0.9%	1	5.1%	4
More outdoor entertainment / events (includes festivals)	3.5%	32	9.6%	24	0.0%	0	1.1%	1	1.0%	1	1.7%	1	1.7%	1	1.6%	1	0.9%	1	2.3%	2
Swimming pool - indoor	3.5%	31	4.5%	11	4.1%	3	9.6%	8	1.4%	2	1.7%	1	0.0%	0	1.9%	1	1.7%	2	4.4%	3
Live music venues	3.4%	31	6.7%	17	2.6%	2	3.2%	3	1.6%	2	1.6%	1	4.1%	3	1.6%	1	1.7%	2	1.1%	1
More / better parks / green spaces	3.4%	31	7.1%	18	0.6%	0	5.1%	4	0.0%	0	1.1%	1	2.0%	1	3.6%	1	3.0%	4	1.1%	1
Better disabled access	3.2%	29	7.4%	18	2.0%	1	3.5%	3	2.5%	3	0.0%	0	0.0%	0	1.6%	1	1.3%	2	1.1%	1
More / better leisure facilities / activities for teenagers	3.1%	29	8.2%	21	0.0%	0	1.5%	1	2.1%	3	2.3%	2	0.0%	0	1.9%	1	1.2%	1	0.0%	0
Better / easier access by car / improved road access	3.1%	28	1.2%	3	7.7%	5	4.4%	4	2.0%	3	1.6%	1	1.2%	1	2.2%	1	7.6%	9	2.2%	2
More / better leisure facilities / activities for families	3.0%	27	6.5%	16	1.1%	1	1.1%	1	0.0%	0	1.7%	1	3.3%	2	0.0%	0	3.9%	5	1.1%	1
Cleaner streets	2.9%	26	2.5%	6	0.0%	0	2.7%	2	0.0%	0	1.7%	1	5.7%	4	4.9%	2	7.0%	8	2.9%	2
Climbing centres	2.4%	22	5.7%	14	3.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5
More / better restaurants / cafes	2.3%	21	4.5%	11	3.5%	2	0.0%	0	0.6%	1	0.0%	0	2.8%	2	1.9%	1	3.4%	4	0.0%	0
Ski / snow centre	2.2%	20	6.4%	16	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Leisure / sports centre	2.2%	20	4.9%	12	0.0%	0	3.0%	3	1.0%	1	2.8%	2	1.1%	1	0.0%	0	0.9%	1	0.0%	0
Improved access by foot and cycle	2.2%	20	3.2%	8	1.1%	1	1.5%	1	1.6%	2	1.1%	1	1.1%	1	1.5%	1	2.6%	3	3.8%	3
More / better pubs / bars	2.1%	19	3.8%	9	0.0%	0	1.1%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	5.0%	6	0.0%	0
Earlier / later opening hours at leisure venues	2.0%	19	2.5%	6	2.0%	1	5.3%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.5%	4	2.3%	2
Comedy clubs	1.9%	17	2.3%	6	3.1%	2	1.1%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	4.6%	5	1.1%	1
Cinema - multi-screen	1.8%	16	2.1%	5	0.6%	0	1.1%	1	0.0%	0	2.3%	2	0.6%	0	0.0%	0	4.2%	5	3.4%	3
More / better cultural facilities (e.g. museums / art galleries)	1.7%	15	4.0%	10	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0

Colchester Household Survey
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	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
More / better leisure facilities / activities for the elderly	1.6%	14	2.5%	6	2.6%	2	1.6%	1	0.0%	0	0.0%	0	3.6%	2	2.5%	1	0.0%	0	1.7%	1
Outdoor gyms	1.5%	14	4.2%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0
Soft play areas	1.4%	13	2.5%	6	0.0%	0	1.1%	1	1.6%	2	0.0%	0	2.0%	1	1.6%	1	0.9%	1	1.1%	1
Casinos	1.4%	12	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.6%	3	0.0%	0
More / better health clubs / gyms (indoor)	1.3%	12	3.8%	9	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better publicity of what's on	1.2%	11	0.0%	0	2.8%	2	3.4%	3	0.0%	0	4.1%	3	2.0%	1	2.5%	1	0.0%	0	0.0%	0
Theatre	1.0%	9	2.1%	5	1.5%	1	0.0%	0	0.0%	0	0.6%	1	2.0%	1	1.9%	1	0.5%	1	0.0%	0
Cinema - art house	1.0%	9	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	2	2.3%	2
More nightclubs	0.9%	8	2.5%	6	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More sports facilities (football pitches, tennis courts)	0.9%	8	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.7%	1
Cheaper parking	0.8%	8	0.0%	0	0.6%	0	3.1%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.9%	3	0.0%	0
Ten-pin bowling	0.6%	6	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.7%	1
Bingo venues	0.4%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Skateboarding	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.9%	1	0.0%	0
Roller-skating	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	1	1.5%	1	0.0%	0	0.0%	0
Trampoline parks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
More affordable activities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / no improvements)	33.3%	304	18.9%	47	44.1%	30	37.6%	32	40.4%	51	47.0%	40	38.4%	26	50.9%	21	26.8%	31	35.1%	26
(Don't know)	14.2%	130	14.4%	36	6.4%	4	9.7%	8	23.3%	29	12.0%	10	9.4%	6	8.5%	3	15.0%	18	19.4%	14
(Don't do leisure activities)	6.4%	59	3.5%	9	3.6%	2	3.4%	3	11.0%	14	16.1%	14	8.9%	6	5.9%	2	2.5%	3	7.8%	6
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

GEN Gender of respondent:

Male	33.3%	303	30.7%	77	30.3%	20	33.1%	28	39.2%	49	33.5%	29	36.4%	25	29.4%	12	39.0%	46	24.6%	18
Female	66.7%	609	69.3%	173	69.7%	47	66.9%	57	60.8%	76	66.5%	57	63.6%	43	70.6%	29	61.0%	71	75.4%	56
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

AGE Could I ask how old you are please?

18 to 24	8.7%	79	10.0%	25	8.8%	6	9.5%	8	9.3%	12	5.6%	5	6.6%	4	6.5%	3	9.5%	11	6.8%	5
25 to 34	13.0%	118	16.7%	42	9.9%	7	10.6%	9	11.4%	14	9.0%	8	6.6%	4	2.2%	1	20.8%	24	12.5%	9
35 to 44	19.6%	179	31.5%	79	13.3%	9	11.2%	9	17.2%	22	11.9%	10	13.3%	9	13.0%	5	19.6%	23	17.2%	13
45 to 54	17.3%	157	16.6%	41	11.9%	8	17.2%	15	15.0%	19	20.3%	17	21.8%	15	19.4%	8	21.9%	26	12.3%	9
55 to 64	17.5%	160	15.1%	38	24.4%	16	22.0%	19	18.7%	23	15.6%	13	16.8%	11	25.4%	10	14.4%	17	15.8%	12
65 +	24.0%	219	10.0%	25	31.8%	21	29.5%	25	28.3%	35	37.5%	32	34.9%	23	33.5%	14	13.7%	16	35.4%	26
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

Colchester Household Survey
for CPW Planning

Weighted:

July 2024

		Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
CHI	How many people are there in your household aged up to 15?																			
One	10.7%	98	15.2%	38	3.9%	3	6.2%	5	6.2%	8	4.5%	4	3.1%	2	5.2%	2	22.7%	26	12.9%	10
Two	11.1%	101	16.3%	41	1.7%	1	6.9%	6	7.8%	10	8.0%	7	8.5%	6	12.7%	5	14.6%	17	11.8%	9
Three	3.0%	27	5.0%	13	6.2%	4	1.1%	1	1.0%	1	1.1%	1	2.0%	1	0.0%	0	1.7%	2	5.7%	4
Four	2.0%	18	3.4%	8	0.0%	0	1.1%	1	3.1%	4	0.0%	0	2.8%	2	0.0%	0	2.6%	3	0.0%	0
Five or more	0.9%	8	2.1%	5	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
None	66.9%	610	51.5%	129	77.6%	52	77.0%	65	80.2%	100	82.1%	71	83.6%	56	78.3%	32	51.9%	61	59.8%	45
(Refused)	5.4%	49	6.5%	16	10.7%	7	7.8%	7	0.0%	0	4.3%	4	0.0%	0	3.8%	2	6.5%	8	8.7%	6
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

PEO1 Including yourself - how many people are there in your household aged 16 years or over?

One	22.7%	207	20.9%	52	20.9%	14	15.1%	13	27.1%	34	29.8%	26	22.0%	15	31.3%	13	16.9%	20	28.3%	21
Two	52.7%	480	53.7%	134	55.5%	37	58.5%	50	40.9%	51	48.9%	42	52.7%	35	43.9%	18	60.3%	70	56.6%	42
Three	14.4%	132	13.2%	33	16.0%	11	19.0%	16	22.4%	28	12.7%	11	12.8%	9	13.7%	6	12.0%	14	6.2%	5
Four	4.4%	40	4.0%	10	3.7%	2	2.1%	2	3.7%	5	4.3%	4	9.4%	6	6.0%	2	5.7%	7	2.4%	2
Five or more	2.0%	18	1.7%	4	1.7%	1	0.0%	0	5.9%	7	0.0%	0	2.0%	1	3.4%	1	2.2%	3	0.0%	0
(Refused)	3.9%	35	6.5%	16	2.2%	1	5.2%	4	0.0%	0	4.3%	4	1.1%	1	1.7%	1	2.9%	3	6.4%	5
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

CAR How many cars do you have in your household which can be used for shopping and/or leisure trips?

None	12.7%	116	15.6%	39	10.6%	7	9.1%	8	11.1%	14	18.7%	16	3.5%	2	10.8%	4	13.9%	16	13.0%	10
One	43.8%	400	47.1%	117	33.9%	23	39.7%	34	50.9%	64	47.9%	41	42.7%	29	39.4%	16	35.2%	41	47.0%	35
Two	29.5%	269	25.7%	64	40.5%	27	34.0%	29	25.3%	32	20.6%	18	35.0%	24	30.4%	12	36.4%	43	28.1%	21
Three or more	10.6%	97	6.5%	16	10.1%	7	13.1%	11	12.7%	16	10.2%	9	16.8%	11	17.2%	7	12.9%	15	6.6%	5
(Refused)	3.3%	30	5.1%	13	5.0%	3	4.2%	4	0.0%	0	2.6%	2	2.0%	1	2.3%	1	1.6%	2	5.3%	4
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

Weighted:

Colchester Household Survey
for CPW Planning

July 2024

		Total	Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
PC	Could you please provide your post code?																			
CM3 2	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	17
CM7 1	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	17	0.0%	0
CM7 2	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	11	0.0%	0
CM7 3	2.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	21	0.0%	0
CM7 5	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	19	0.0%	0
CM7 9	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	17	0.0%	0
CM77 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
CM77 7	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	12	0.0%	0
CM77 8	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	15	0.0%	0
CM8 1	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	20
CM8 2	2.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	22
CM8 3	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	15
CO1 1	1.7%	16	6.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO1 2	3.6%	32	13.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO10 5	0.5%	5	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO11 1	0.9%	8	0.0%	0	12.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO11 2	2.2%	20	0.0%	0	30.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO12 3	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO12 4	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO12 5	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO13 0	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO13 9	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO14 8	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO15 1	1.6%	14	0.0%	0	0.0%	0	0.0%	0	11.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO15 2	1.0%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO15 3	1.3%	11	0.0%	0	0.0%	0	0.0%	0	9.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO15 4	2.1%	19	0.0%	0	0.0%	0	0.0%	0	15.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO15 5	1.3%	12	0.0%	0	0.0%	0	0.0%	0	9.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO15 6	1.6%	15	0.0%	0	0.0%	0	0.0%	0	11.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO16 0	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO16 7	1.2%	11	0.0%	0	0.0%	0	0.0%	0	8.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO16 8	2.8%	25	0.0%	0	0.0%	0	0.0%	0	20.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO16 9	0.9%	8	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO2 0	1.3%	12	0.0%	0	0.0%	0	14.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO2 7	2.0%	18	7.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO2 8	2.5%	23	9.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO2 9	1.2%	11	4.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO3 0	1.6%	14	5.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO3 3	2.0%	18	7.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO3 4	0.6%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO3 8	0.9%	8	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO3 9	1.0%	9	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO4 0	1.2%	11	4.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO4 3	2.7%	24	9.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO4 5	2.3%	21	8.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Colchester Household Survey
for CPW Planning

July 2024

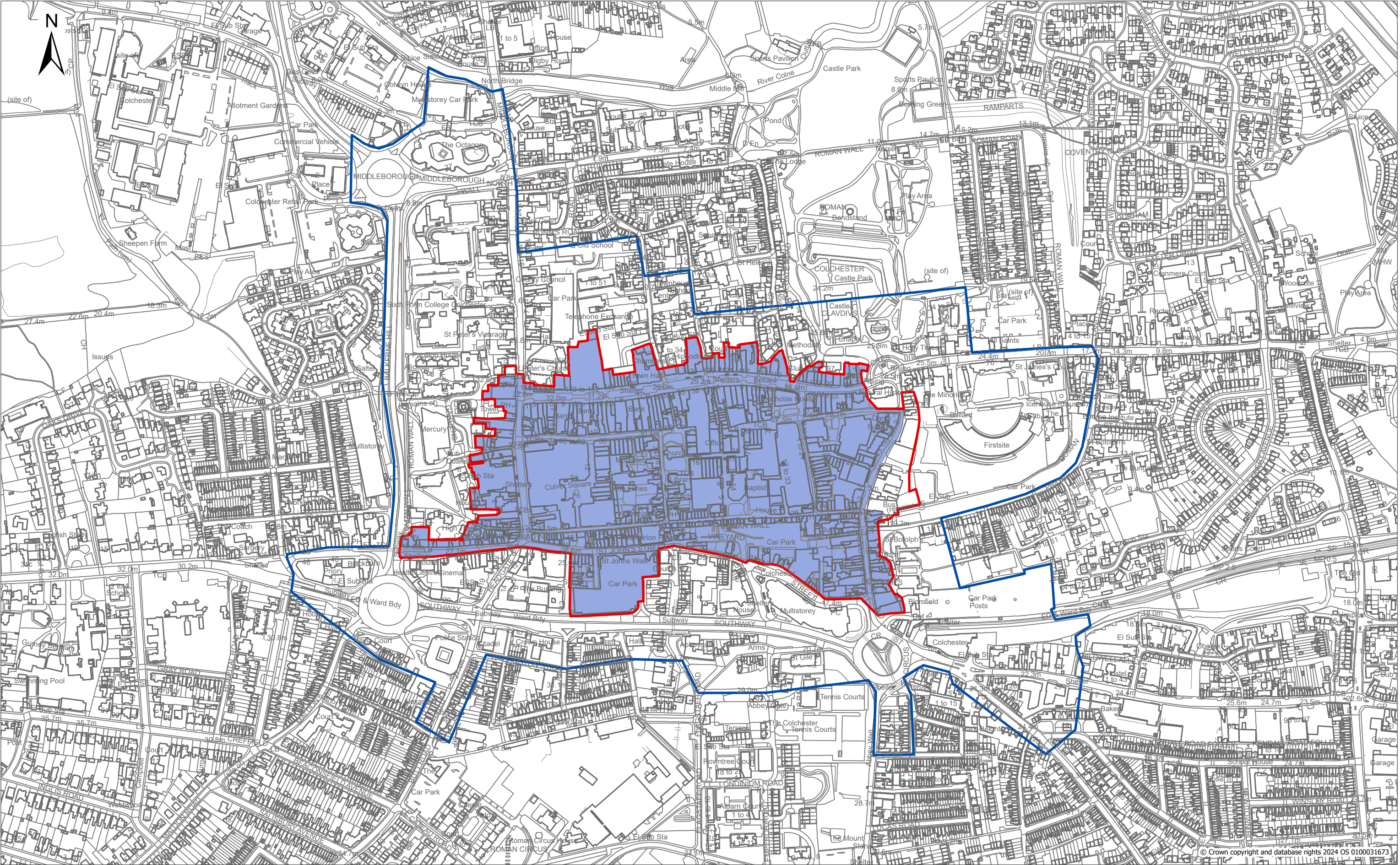
	Total		Zone 1: Colchester		Zone 2: Rural North		Zone 3: Rural South		Zone 4: Clacton		Zone 5: Frinton / Harwich		Zone 6: Rural West		Zone 7: Halstead		Zone 8: Braintree		Zone 9: Witham	
CO4 9	2.7%	25	9.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO5 0	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	24	0.0%	0	0.0%	0	0.0%	0
CO5 7	1.1%	10	0.0%	0	0.0%	0	11.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO5 8	1.2%	11	0.0%	0	0.0%	0	12.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO5 9	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.0%	0	0.0%	0	0.0%	0
CO6 1	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	16	0.0%	0	0.0%	0	0.0%	0
CO6 2	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	15	0.0%	0	0.0%	0	0.0%	0
CO6 3	1.3%	12	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO6 4	1.4%	12	0.0%	0	18.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO6 5	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO7 0	1.3%	12	0.0%	0	0.0%	0	13.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO7 6	1.4%	13	0.0%	0	19.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO7 7	0.6%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO7 8	1.7%	16	0.0%	0	0.0%	0	18.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO7 9	2.1%	19	0.0%	0	0.0%	0	22.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO8 5	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0
CO9 1	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	14	0.0%	0	0.0%	0
CO9 2	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	16	0.0%	0	0.0%	0
CO9 3	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	11	0.0%	0	0.0%	0
IP7 5	0.8%	8	0.0%	0	11.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		912		249		67		85		125		86		67		41		117		75
Sample:		912		103		100		101		102		101		100		100		105		100

QUOTA Zone:




Zone 1: Colchester	27.4%	249	100.0%	249	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2: Rural North	7.3%	67	0.0%	0	100.0%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3: Rural South	9.3%	85	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4: Clacton	13.7%	125	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5: Frinton / Harwich	9.4%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	86	0.0%	0	0.0%	0	0.0%	0
Zone 6: Rural West	7.4%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	67	0.0%	0	0.0%	0	0.0%	0
Zone 7: Halstead	4.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	41	0.0%	0	0.0%	0
Zone 8: Braintree	12.8%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	117	0.0%	0
Zone 9: Witham	8.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75
Weighted base:	912		249		67		85		125		86		67		41		117	
Sample:	912		103		100		101		102		101		100		100		105	

Appendix F

Review of primary shopping areas

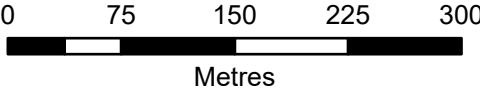


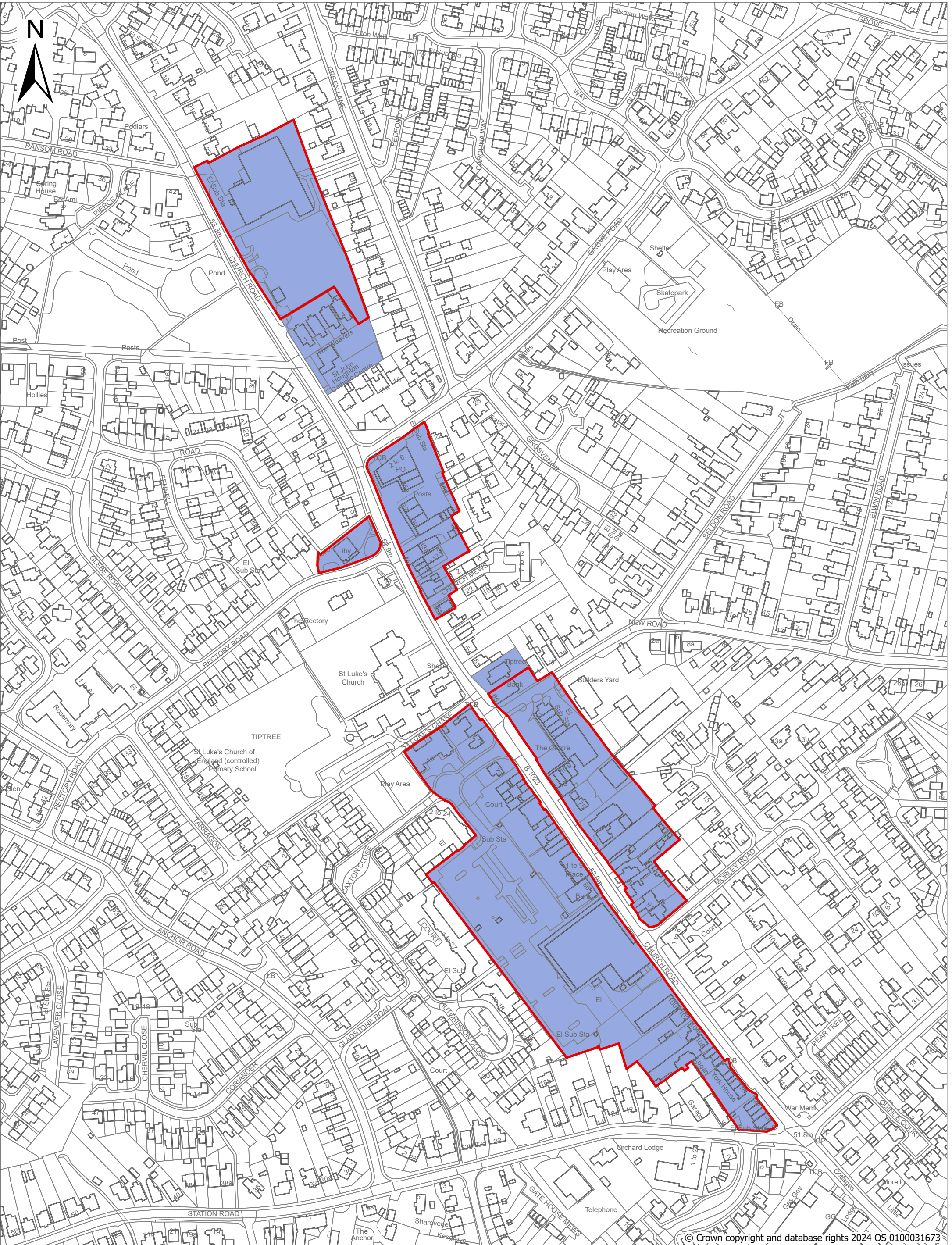
Legend

-  City Centre Boundary
-  Existing Primary Shopping Area
-  Proposed Primary Shopping Area

Colchester

SCALE @ A3 = 1:5,000



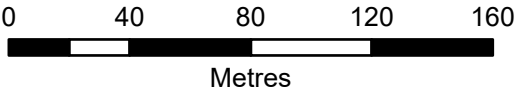


Legend

- Existing Primary Shopping Area
- Proposed Primary Shopping Area

Tiptree

SCALE @ A3 = 1:2,500





Legend

Existing Primary Shopping Area

Proposed Primary Shopping Area

West Mersea

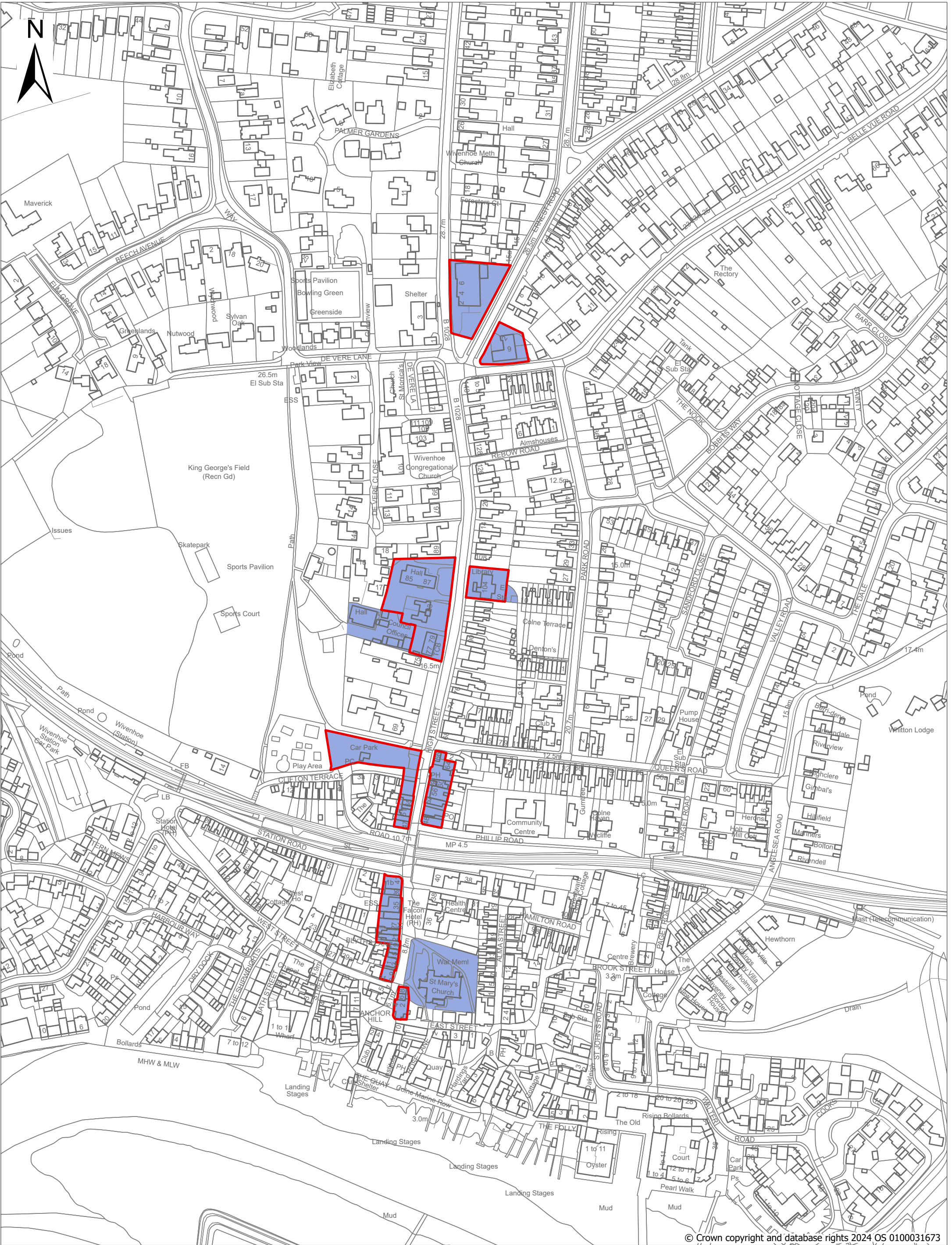
SCALE @ A3 = 1:2,500

04080120160

Metres

Colchester City Council

c p w planning

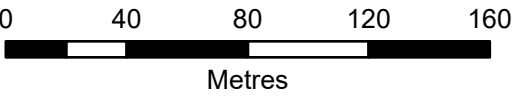


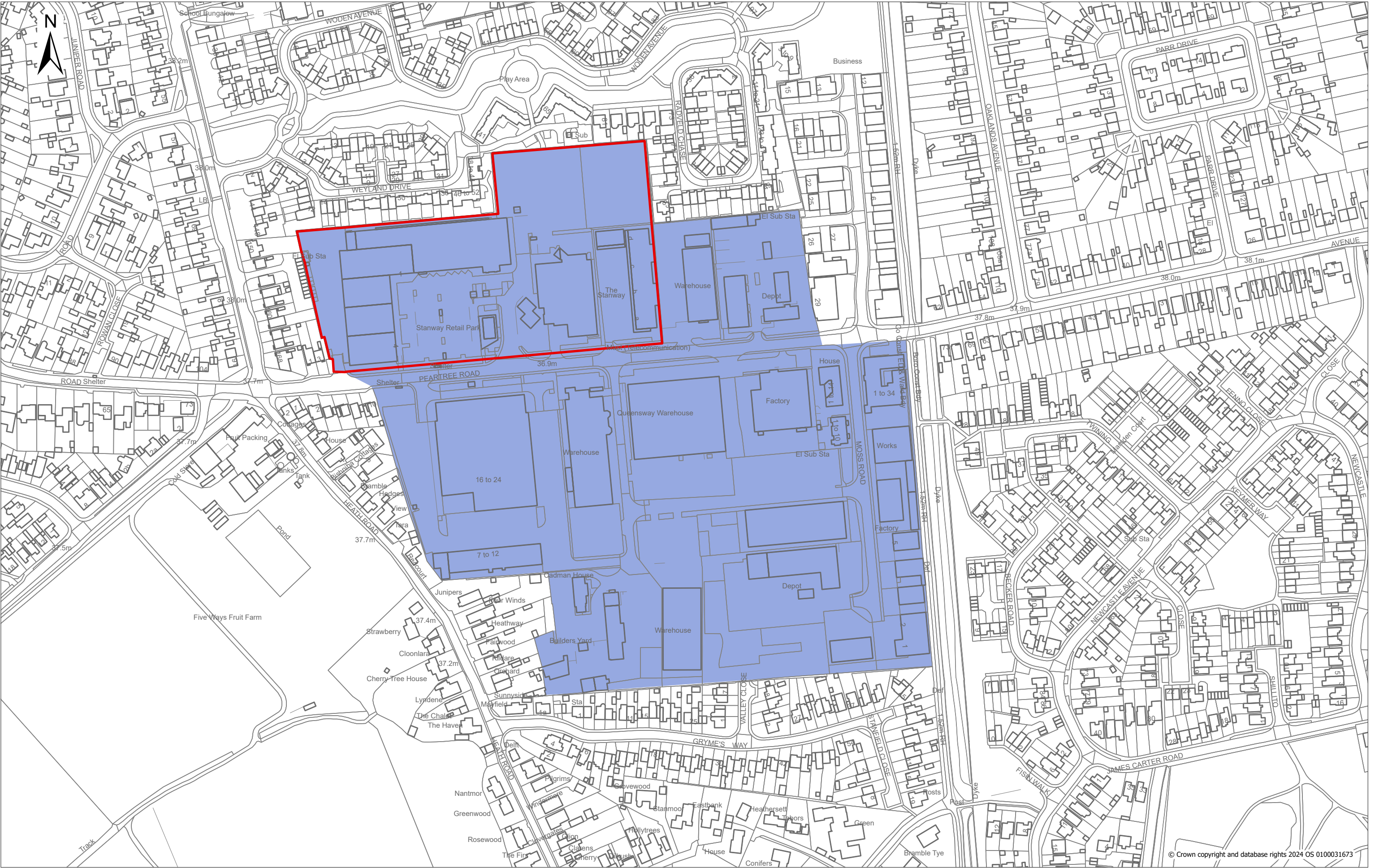
Legend

- Existing Primary Shopping Area
- Proposed Primary Shopping Area

Wivenhoe

SCALE @ A3 = 1:2,500





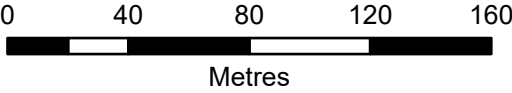
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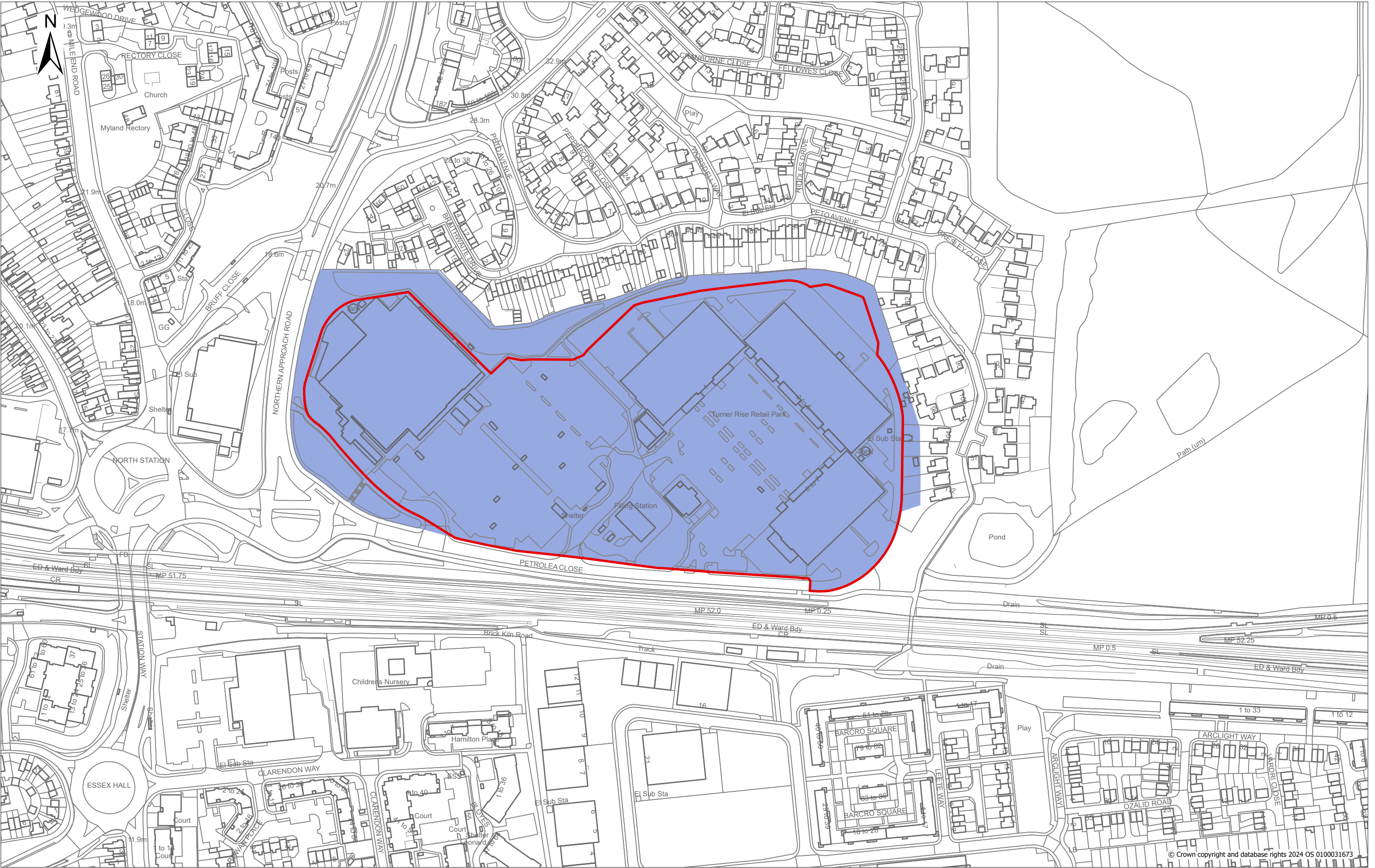
Legend

- Existing Primary Shopping Area
- Proposed Primary Shopping Area

Peartree Road



SCALE @ A3 = 1:2,500





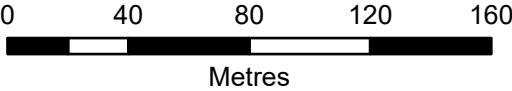
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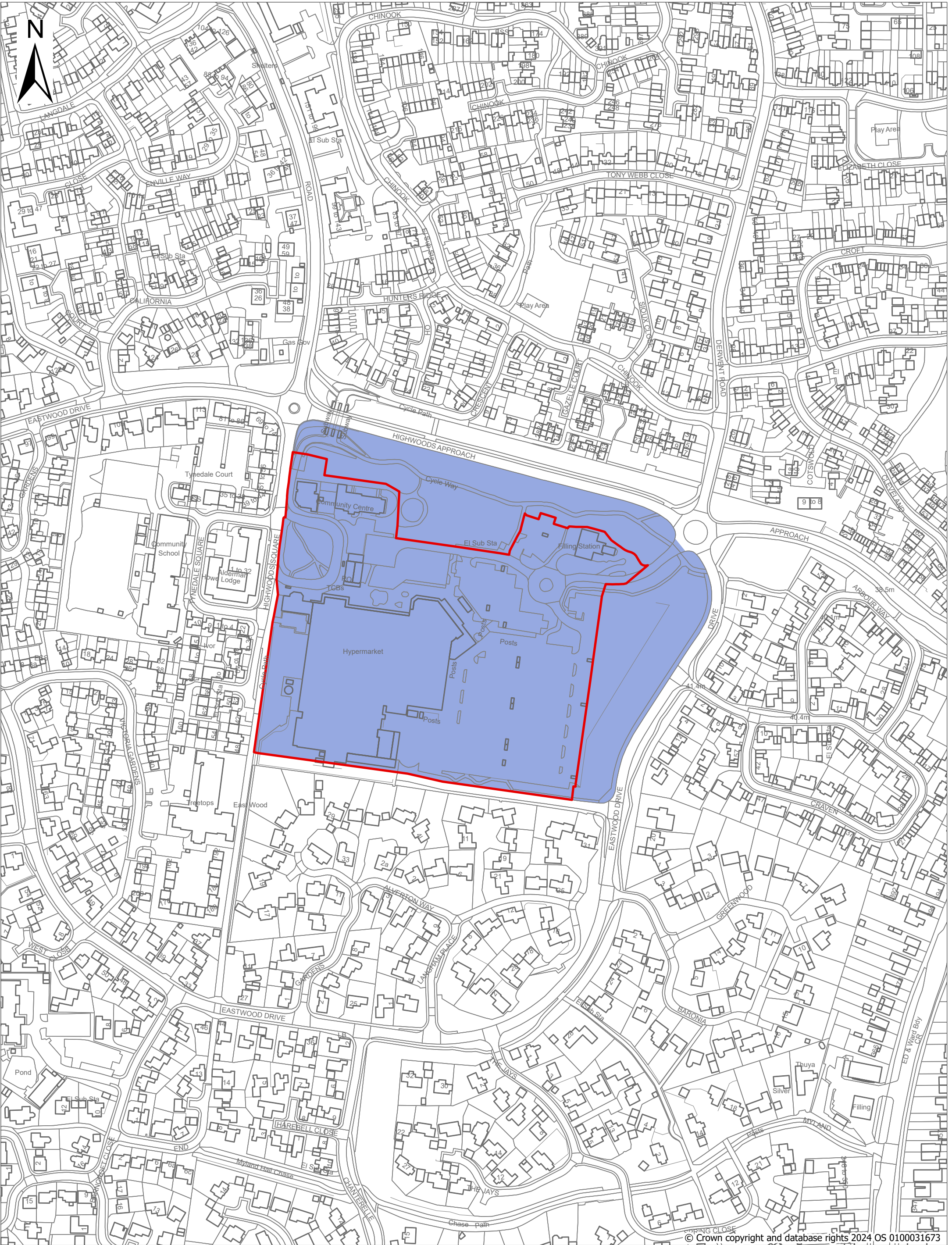
Legend

-  Existing Primary Shopping Area
-  Proposed Primary Shopping Area

Turner Rise



SCALE @ A3 = 1:2,500





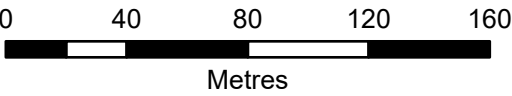
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Legend

-  Existing Primary Shopping Area
-  Proposed Primary Shopping Area

Highwoods

SCALE @ A3 = 1:2,500



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