



EDEN DISTRICT RETAIL STUDY

Volume 2: Appendix Report



March 2008

**England
& Lyle**

EDEN DISTRICT RETAIL STUDY

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APPENDIX 1: PENRITH TOWN CENTRE SURVEY OCTOBER 2007

PENRITH TOWN CENTRE									
	Address	Name of Business	Type of Business	Type of Use		*	Physical Appearance	Shopping Floorspace (sq.m.)	
No.	Street		Business					gross	net
32	Albert Street	Lakeland Taxis	Taxi Office	Other					
35	Albert Street	Citizens Advice Bureau	Office	Other					
37	Albert Street	Royal Lake	Restaurant	Service			3		
2-3	Angel Lane	Marvins	Jewellers	Comparison	S		4	86	52
5	Angel Lane	Cancer Research UK	Charity Shop	Comparison	T	Ch	4	67	40
6	Angel Lane	Charisma	Clothes Shop	Comparison	I		3	43	26
7	Angel Lane	Body & Hair	Cosmetics	Comparison	P		3	120	72
7a	Angel Lane	Angel Lane Clinic	Health Clinic	Service			3		
8	Angel Lane	Penrith Pet Shop	Pet Shop	Comparison	T		3	104	62
9-10	Angel Lane	Wilkes Green & Hill	Estate Agents	Service			4		
13	Angel Lane	Vine & Roses	Florist	Comparison	Q		4	98	59
13a	Angel Lane	Green Weaver Gallery	Gift Shop	Comparison	N		3	83	50
13c	Angel Lane		Vacant	Vacant			3		
14	Angel Lane	Niche Eden Cosmetics	Cosmetics	Comparison	P		3	34	20
15-16	Angel Lane	Angel Card & Gifts	Card Shop	Comparison	N		3	75	45
17	Angel Lane	Angel Lane Chippie	Take away	Service			3		
18	Angel Lane	Stationary 4 Less	Stationery	Comparison	K		3	193	116
Unit 1a	Angel Lane	Shades of Wool	Clothes Shop	Comparison	I		4	32	19
Unit 2	Angel Lane	Timpson	Shoe Repair	Comparison	H	M	4	52	31
Unit 3	Angel Square	Boots	Chemists	Comparison	P	M	4	330	231
Unit 4	Angel Square	WH Smith	Book Shop	Comparison	K	M	4	256	179
Unit 5	Angel Square	Clintons	Card Shop	Comparison	K	M	4	99	59
Unit 6	Angel Square	Specsavers	Opticians	Comparison	P	M	4	126	76
Unit 7	Angel Lane	Bon Marche	Clothes Shop	Comparison	I	M	4	137	82
Unit 8	Angel Lane	Dorothy Perkins	Clothes Shop	Comparison	I	M	4	264	158
Unit 9	Angel Square	Starfruits	Greengrocer	Convenience	C		4	103	62
Unit 11-13	Angel Lane	Blue Bell Book Shop	Book Shop	Comparison	K		4	203	122
Unit 14	Angel Square	Clarks	Shoe Shop	Comparison	H	M	4	69	41
Unit 15	Angel Square	Holland & Barratt	Pharmacy	Comparison	P	M	5	101	61
Unit 16	Angel Lane	Goldsmiths	Jewellers	Comparison	S		5	119	71

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	Brunswick Road	Morrisons	Superstore	Convenience	G		4	3850	2520
6	Brunswick Road	Hearth & Home	Housewares	Comparison	M		3	182	35
7	Brunswick Road	The Toffee Shop	Confectionery	Convenience	F		4	68	10
8	Brunswick Road	Brunswick Antiques	Antiques shop	Comparison	J		4	56	20
9	Brunswick Road	Brunswick Deli	Delicatessen	Convenience	G		4	60	20
1	Burrowgate	The Woolpack	Public House	Service			3		
3	Burrowgate	Tilly's	Clothes Shop	Comparison	I		3	66	40
9	Burrowgate		Vacant	Vacant			2		
10	Burrowgate	William Hill	Betting Shop	Service			3		
11-11a	Burrowgate	Indiagate	Restaurant	Service			3		
11a	Burrowgate	Gianni's Italian	Restaurant	Service			4		
13a	Burrowgate	Kitchen Shop	Homeware	Comparison	M		3	155	93
13b	Burrowgate	Tanning Shop	Tanning Shop	Service			3		
19	Burrowgate	Co-op supermarket	Supermarket	Convenience	G		3	1296	845
19a	Burrowgate	Co-op department store	Department store	Comparison	U	M	3	1620	1134
34	Burrowgate	Scotts Fish Restaurant	Restaurant	Service			3		
36-40	Burrowgate	Spar/ Post Office	Supermarket	Convenience	G		4	453	272
42	Burrowgate	Thomlinson Shoe Repairs	Shoe Shop	Comparison	H		2	30	12
45	Burrowgate	Cards n Things	Card Shop	Comparison	K		3	75	45
46	Burrowgate	The Cottage Café	Café	Service			3		
47	Burrowgate	Last Orders Inn	Public House	Service			3		
48	Burrowgate	R James	Greengrocers	Convenience	C		3	93	56
49-50	Burrowgate	Country Home	Homeware	Comparison	M		3	130	78
51	Burrowgate	Country Basket	Florist	Comparison	Q		3	79	47
	Burrowgate	Coach House	Florist	Comparison	Q		3	44	26
	Burrowgate	The Grey Goat	Public House	Service			3		
	Burrowgate	The Warehouse	Public House	Service			3		
2	Castlegate	Salsa Mexican Bistro	Restaurant	Service			3		
3	Castlegate		Vacant	Vacant			2		
4	Castlegate	Nail Bar	Beauticians	Service			3		
5	Castlegate	Office	Office	Other					
14	Castlegate	Penrith Communications	Computer Shop	Comparison	L		2	166	100
45	Castlegate	Mind office	Office	Other					
46	Castlegate	The New Vic	Public House	Service			3		
47	Castlegate		Vacant	Vacant			1		

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48	Castlegate		Vacant	Vacant			1		
53	Castlegate	Victoria	Clothes Shop	Comparison	I		3	76	46
54	Castlegate	Grants Wine Bar & Bistro	Restaurant	Service			3		
56	Castlegate	Tanfastik	Tanning Shop	Service			3		
57	Castlegate	Penrith Auto Spares	Motor parts	Comparison	O		2	208	125
60	Castlegate	Beacon Ceramics	Ceramics	Comparison	N		3	82	49
61	Castlegate	Barbers	Hairdressers	Service			3		
1	Corn Market	Second Time Around	Furniture Shop	Comparison	J		3	150	90
2	Corn Market	Titterington Holidays	Travel Agents	Service			3	115	69
3	Corn Market	Storm	Clothes Shop	Comparison	I		3	38	23
4	Corn Market	Minkeys	Clothes Shop	Comparison	I		3	49	29
5	Corn Market	Streetwise	Clothes Shop	Comparison	I		3	50	30
6-8	Corn Market	Conlons	Opticians	Comparison	P		3	192	115
9	Corn Market	Sports Shop	Sports Shop	Comparison	R		2	159	95
10	Corn Market	Ice Cream Garden	Café	Service			3		
21	Corn Market	Creations Hair	Hairdressers	Service			3		
22	Corn Market	Chris Halbert Picture Frames	Gift Shop	Comparison	N		3	28	17
23	Corn Market	Little Chippy	Take Away	Service			2		
24	Corn Market	Seagraves and Dixons Electrics	Electrical	Comparison	L		3	119	71
25	Corn Market	Blockbuster	Videos	Comparison	L	M	3	35	21
25a	Corn Market	Edward Mens Clothing	Clothes	Comparison	I		3	156	94
26	Corn Market	Stephen Rowe	Opticians	Comparison	P		3	172	103
28	Corn Market	Betfred	Betting Office	Service			4		
29-30	Corn Market	Skipton Building Society	Building Society	Service			3		
30a	Corn Market	Chinese Restaurant	Restaurant	Service			3		
	Corn Market	Harvey Hair	Hairdressers	Service			3		
1	Corney Square	Joseph James	Furniture	Comparison	N		4	132	79
3	Corney Square		Vacant	Vacant			2		
4	Corney Square	Antiques of Penrith	Antiques	Comparison	N		3	136	82
4a	Corney Square	Tots to Teens	Clothes Shop	Comparison	I		3	153	92
	Corney Square	Villa Bianca	Restaurant	Service			3		
	Corney Square	Glen Cottage	Hotel	Service			3		
	Corney Square	The Royal	Public House	Service			3		
6	Crown Square	The Lotus Garden	Chinese restaurant	Service			3		
10-10a	Crown Square	Conservative Club	Club	Service			4		

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	Crown Square	Waverley Café Bar	Café	Service			2		
	Crown Square	Toppers Night Club	Club	Service			2		
1	Devonshire Arcade	Kut & Dried	Gift Shop	Comparison	N		3	21	13
2	Devonshire Arcade	The Toy Chest	Toy Shop	Comparison	R		3	22	13
3	Devonshire Arcade	Something Special	Gift Shop	Comparison	N		3	28	17
4-5	Devonshire Arcade	Fancy Dress	Clothes Shop	Comparison	I		3	23	14
6	Devonshire Arcade	Changing Faces	Dancewear	Comparison	I		3	27	16
7	Devonshire Arcade	Kitchen Textiles	Textiles	Comparison	N		3	24	14
8	Devonshire Arcade	Destiny Cards	Card Shop	Comparison	K		3	25	15
9	Devonshire Arcade	NBM UK Travel	Travel Agents	Service			3		
10-11	Devonshire Arcade	Bags of Style	Clothes Shop	Comparison	I		3	47	28
12	Devonshire Arcade		Vacant	Vacant			2		
13-14	Devonshire Arcade	Curtain Craft	Homeware	Comparison	M		3	47	28
15	Devonshire Arcade	Indigo	Clothes Shop	Comparison	I		3	28	17
16	Devonshire Arcade	Arcade Pets	Pet Shop	Comparison	T		3	30	18
17-19	Devonshire Arcade	Strollers Shoes	Shoe Shop	Comparison	H		3	47	28
20	Devonshire Arcade	Arcade Café	Café	Service			4		
21	Devonshire Arcade	Butcher	Butchers	Convenience	B		3	31	19
22	Devonshire Arcade		Vacant	Vacant			2		
23	Devonshire Arcade	Polskie Jedzenie	Delicatessen	Convenience	G		4	28	17
24-26	Devonshire Arcade	The Crafty Baker	Baker	Convenience	A		4	33	20
27-28	Devonshire Arcade	Fish Cellar	Fish Mongers	Convenience	C		3	31	19
30	Devonshire Arcade	Maleika	Gift shop	Comparison	N		4	28	17
32	Devonshire Arcade		Vacant	Vacant			3		
33	Devonshire Arcade	Flower Designs	Florists	Comparison	Q		3	31	19
34	Devonshire Arcade	Julian Graves	Health Food Shop	Convenience	G		3	29	17
35	Devonshire Arcade	T-shirt Shop	Clothes Shop	Comparison	I		3	28	17
2	Devonshire Street	The Works	Book Shop	Comparison	K	M	3	117	70
3	Devonshire Street	Carphone Warehouse	Phone Shop	Comparison	L	M	3	82	49
4	Devonshire Street	Greggs	Bakers	Convenience	A		3	75	45
5-6	Devonshire Street	Shoe Zone	Shoe Shop	Comparison	H		3	155	93
7	Devonshire Street	Pizza Parlour	Restaurant	Service			2		
9-10	Devonshire Street	P&K Lettings	Estate Agents	Service			4		
11	Devonshire Street	Davison & Partners	Estate Agents	Service			3		
12	Devonshire Street		Vacant	Vacant			2		
13	Devonshire Street	Narrowbar Café	Café	Service			3		

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14	Devonshire Street	Age Concern	Charity Shop	Comparison	T	Ch	2	36	22
15	Devonshire Street	Jumper Ltd	Clothes Shop	Comparison	I	M	3	81	49
16	Devonshire Street	Sands	Gift Shop	Comparison	N		4	131	79
	Devonshire Street	The George Hotel	Hotel	Service			4		
17-18	Devonshire Street	Arnison & Son	Clothes Shop	Comparison	I		4	281	169
19	Devonshire Street	The Country Basket	Ornaments	Comparison	N		3	123	74
20	Devonshire Street	Sisley	Clothes Shop	Comparison	I		4	68	41
22	Devonshire Street	Threshers	Off Licence	Convenience	E		3	99	59
23	Devonshire Street	Oxfam	Charity Shop	Comparison	T	Ch	3	114	68
24-25	Devonshire Street	Nat West	Bank	Service			5		
29	Devonshire Street	Bath Times	Homeware	Comparison	M		3	72	63
1	Duke Street	Arragon's Cycle Centre	Sports Shop	Comparison	R		4	162	56
9	Duke Street	SPB Computers	Computer Shop	Comparison	L		3	60	36
	Duke Street	Beacon Social Club	Social Club	Service			3		
4	Great Dockray	Charles Sykes	Sports Shop	Comparison	R		3	67	40
6	Great Dockray		Vacant	Vacant			2		
7	Great Dockray	Ladbrookes	Betting Shop	Service			3		
8	Great Dockray	Eden House of Cakes	Bakers	Convenience	A		3	34	20
10-11	Great Dockray	Gloucester Arms	Public House	Service			3		
19	Great Dockray	Ophthalmic Optician	Opticians	Comparison	P		4	55	33
20-22	Great Dockray	Vasey Furnishings	Homeware	Comparison	M		3	200	100
23a	Great Dockray	Gordon Clark	Butcher	Convenience	B		4	71	43
31-32	Great Dockray	Dave Hudson Electrical	Electrical	Comparison	L		3	74	44
32	Great Dockray	Market Place Newsagents	Newsagents	Convenience	F		3	52	31
33	Great Dockray	Megabites	Café	Service			3		
34	Great Dockray	Flower World	Florist	Comparison	Q		3	40	24
36	Great Dockray	Quids in	Discount Store	Comparison	U		2	126	76
37	Great Dockray	Eden Animal Rescue	Charity Shop	Comparison	T	Ch	3	64	38
39	Great Dockray	Eden Taxis	Taxi Rank	Other					
PH	Great Dockray		Vacant	Vacant			1		
	Great Dockray	Board & Elbow	Hotel	Service			3		
	Great Dockray	White Horse	Public House	Service			3		
3	King Street	Greggs	Bakers	Convenience	A		3	169	101
4	King Street	Tim Ruebuck	Opticians	Comparison	P		4	57	34

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5	King Street	Lloyds TSB	Bank	Service			4		
7	King Street	Penrith Building Society	Building Society	Service			4		
9a	King Street	Adlib	Clothes Shop	Comparison	I		3	44	26
9b	King Street	Nicholson Properties	Clothes Shop	Comparison	I		3	57	34
10	King Street	Cransons Meats	Butchers	Convenience	B		3	154	92
11	King Street	Ethel Austin	Clothes Shop	Comparison	I	M	3	220	132
16	King Street	Capelli Studio	Hairdressers	Service			3		
17	King Street	Cagni's Tandoori	Restaurant	Service			3		
19	King Street	Platinum Restaurant	Restaurant	Service			3		
20	King Street	AJ Takeaway	Restaurant	Service			3		
21	King Street	Pizza Piazza	Restaurant	Service			3		
22-24	King Street	Somerfield	Supermarket	Convenience	G		3	1356	892
24	King Street		Vacant	Vacant			2		
26	King Street	Bargain Booze	Off Licence	Convenience	E		3	47	28
28	King Street	King Street Newsagent	Newsagents	Convenience	F		3	28	17
30	King Street	Sweet Shop	Confectioners	Convenience	F		3	45	27
31	King Street	The Gem Den	Jewellers	Comparison	S		3	24	14
32	King Street	Grapes Hotel	Public House	Service			3		
33	King Street	K & B Travel	Travel Agents	Service			3		
33	King Street	Coy Boutique	Clothes Shop	Comparison	I		4	48	29
34	King Street	King Street Kitchen	Café	Service			3		
35	King Street	Dancing Peacock	Jewellers	Comparison	S		3	64	38
38	King Street	Grays Jewellers	Jewellers	Comparison	S		4	50	30
39	King Street		Vacant	Vacant			3		
40	King Street	Scott Duff 7 Co	Solicitors	Service			3		
41	King Street	Robinson Udale	Opticians	Comparison	P		3	131	79
41	King Street	Blue Way Café	Café	Service			4		
41a	King Street	Gaintnam King Mellor Solicitor	Solicitors	Service			3		
43	King Street	Allan	Hairdressers	Service			3		
44	King Street		Vacant	Vacant			3		
45	King Street	Kodak	Photography	Comparison	P	M	3	118	71
46	King Street	Lakeland Office	Stationery	Comparison	K		3	88	53
47	King Street	Robsons Hair Salon	Hairdressers	Service			3		
48	King Street		Vacant	Vacant			2		
49	King Street		Vacant	Vacant			2		
50	King Street	Cowper Chemists	Chemists	Comparison	P		3	104	62
51	King Street	Robin Hood Inn	Public House	Service			2		
52	King Street	Butterworths Estate Agents	Estate Agent	Service			4		

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PH	King Street	The Waverley	Public House	Service			3		
1	Little Dockray	Eden Estate Agents	Estate agency	Service			4		
3b	Little Dockray	Hospice at Home	Charity Shop	Comparison	T	Ch	3	69	28
4	Little Dockray	The Camera Shop	Photographic	Comparison	L		3	72	10
5	Little Dockray	The Lion Gallery	Art shop	Comparison	K		4	291	35
6-7	Little Dockray	The Wolfe	Pub	Service			3		
8	Little Dockray	Going Places	Travel agent	Service			3		
9	Little Dockray	The Unicorn	Gift shop	Comparison	N		4	80	20
10	Little Dockray	Glad Rags	Clothes	Comparison	I		3	35	12
11	Little Dockray	Sandwell Furniture	Furniture	Comparison	J		4	163	12
12	Little Dockray	Lonsdale's Bar	Pub	Service			3		
14	Little Dockray	Sam Scotts clothing	Clothes	Comparison	I		3	96	33
15	Little Dockray	Leather and Saddlery	Leather goods	Comparison	R		3	79	14
19	Little Dockray	Eden Mencap Society office	Office	Other					
20-21	Little Dockray	Borderway Insurance	Insurance brokers	Service			3		
25	Little Dockray	Beacon Insurance	Insurance brokers	Service			3		
1	Market Square	HSBC	Bank	Service			5		
5	Market Square	Barclays	Bank	Service			4		
7	Market Square	British Heart Foundation	Charity Shop	Comparison	T	Ch	3	63	38
8	Market Square	James & John Graham	Delicatessen	Convenience	G		5	72	43
9	Market Square	Bakewell Sound Vision	Electrics	Comparison	L		3	104	62
10	Market Square	Abbey	Bank	Service			3		
11	Market Square	Edinburgh Woollen Mill	Clothes Shop	Comparison	I	M	4	151	91
12	Market Square	Newcastle Building Society	Building Society	Service			3		
	Middlegate	Royal British Legion	Social Club	Service			3		
	Middlegate	Penrith Museum	Museum	Other					
25	Middlegate	Styleline	Hairdressers	Service			3		
24a	Middlegate	Murray Electrics	Electrics	Comparison	L		3	23	14
24b	Middlegate	Gents Hair	Hairdressers	Service			3		
24	Middlegate	Superdrug	Pharmacy	Comparison	P		3	104	73
23	Middlegate	Save The Children	Charity Shop	Comparison	T	Ch	3	38	23
22	Middlegate	United Colours of Benetton	Clothes Shop	Comparison	I	M	3	67	40
22a	Middlegate	Roddins Paint & Paper	Homeware	Comparison	M		3	67	40
47	Middlegate	Cumbrian Properties	Estate Agents	Service			4		
46	Middlegate	Alhambra	Bingo and Cinema	Service			2		

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45	Middlegate	Silver Star	Restaurant	Service			2		
44	Middlegate	Connexions	Advice	Other					
43-41	Middlegate	Halifax	Bank	Service			4		
40	Middlegate		Vacant	Vacant			2		
39	Middlegate	Town Hall Treasures	Gift Shop	Comparison	N		3	55	33
38	Middlegate	Arragon Newsagents	Newsagents	Convenience	F		3	45	27
37	Middlegate	Penrith Outdoor Puruits	Clothes Shop	Comparison	I		2	108	65
18	Middlegate	The Earth Collection	Clothes Shop	Comparison	I		4	33	20
17	Middlegate	Indian	Restaurant	Service			2		
16	Middlegate	Sunlight Dry Clean	Dry Cleaners	Service			3		
15	Middlegate	Cumberland Building Society	Bank	Service			3		
13-14	Middlegate	Argos	Catalogue shop	Comparison	U	M	4	563	394
12	Middlegate	Bells	Bakers	Convenience	A		3	88	53
11	Middlegate	Ellie Louise	Clothes Shop	Comparison	I		3	94	56
9-10	Middlegate	Woolworths	Variety store	Comparison	U	M	3	861	603
8	Middlegate	Co-Op Pharmacy	Pharmacy	Comparison	P	M	3	76	46
7	Middlegate	Thomas Cook	Travel Agents	Service			3		
6	Middlegate		Vacant	Vacant			2		
5	Middlegate	CC	Clothes Shop	Comparison	I		4	56	34
4	Middlegate	Lakeland Embroidery	Clothes Shop	Comparison	I		3	52	31
3	Middlegate	Stead & Simpson	Shoe Shop	Comparison	H	M	3	174	104
1-2	Middlegate	Toymaster	Toys	Comparison	R	M	3	122	73
35	Middlegate	Burton	Clothes Shop	Comparison	I	M	4	240	168
36	Middlegate	Nationwide	Bank	Service			3		
31	Middlegate	Intersport	Sports Shop	Comparison	R	M	3	76	46
30	Middlegate	Cumberland	Estate Agents	Service			4		
1	Poet's Walk	Creighton & Tweedie	Music Shop	Comparison	L		3	45	27
2	Poet's Walk	Saint & Co	Accountants	Service			3		
3	Poet's Walk	Chi Chi	Clothing	Comparison	I		3	33	20
4	Poet's Walk	Magic Bean	Café	Service			3		
5	Poet's Walk	Harringtons Photographers	Photography	Comparison	L		3	44	26
6	Poet's Walk	Poet's Walk Wedding Centre	Clothes Shop	Comparison	I		3	34	20
7	Poet's Walk	C & S Cards	Card Shop	Comparison	N		3	33	20
8	Poet's Walk	Morceau	General Discount	Comparison	U		3	141	99
	Princes Street	Country Coffee Shop	Café	Service			3		
3	Princes Street		Vacant	Vacant			2		

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5	Princes Street		Vacant	Vacant			2		
7	Princes Street	Post Office	Post Office	Comparison	T		3	47	28
1	Queen Street	Special Days	Card Shop	Comparison	K		3	66	40
3	Queen Street	Lowther Arms	Public House	Service			4		
5	Queen Street	Artware	Gift Shop	Comparison	N		3	121	73
9	Queen Street	Pamela's Hair Design	Hairdressers	Service			4		
26	Queen Street		Vacant	Vacant			3		
24	Queen Street	Chinese	Restaurant	Service			3		
10	Queen Street	Costas Tapas Bar	Restaurant	Service			3		
15	Queen Street	Gospel Hall	Religious	Other					
24	Queen Street	Queen St Nursery	Nursery	Other					
20	Queen Street	Sidney Bakewell	Electric Repairs	Service			2		
10a	Queen Street	British Red Cross	Charity Shop	Comparison	T	Ch	3	65	39
	Sandgate	Druid Arms	Public House	Service			3		
6	Sandgate	The Business Shop	Clothes Shop	Comparison	I		3	39	23
	Southend Road	Miners Arms	Public House	Service			3		
	Southend Road	Briggs Shoe Mine	Shoe Shop	Comparison	H		3	181	163
	Southend Road	Jim Walton (Penrith) Ltd Toyota	Car Sales	Other					
31	St. Andrew's View	Atlas Physiotherapy	Health	Service			3	71	43
32	St. Andrew's View	Maggies Bakery	Bakers	Convenience	A		4	58	23
36	St. Andrew's View	Maureen's	Clothes Shop	Comparison	I		3	38	30
34	St. Andrew's View	Beckside Books	Book Shop	Comparison	K		3	24	19
12	St. Andrew's View	Eden Community Alarms	Office	Other					
18a	St. Andrew's View	Domestic Violence	Office	Other					
11	St. Andrew's View	Art Collectables	Gift Shop	Comparison	N		3	36	29
10	St. Andrew's View	Antony Wright Associates	Chartered Surveyors	Service			3		
9	St. Andrew's View	Purple Sage	Restaurant	Service			3		
8	St. Andrew's View	Vision Hair Studios	Hairdressers	Service			4		
4	St. Andrew's View	Eden Gallery tea rooms	Café	Service			4		
2	St. Andrew's View	Serendipity	Crafts Shop	Comparison	K		3	83	50
1	Victoria Road	Greg Malloy Hair	Hairdressers	Service			4		
15	Victoria Road	No. 15 Café	Café	Service			4		
36	Victoria Road	John Norris Fishing & Game	Sports Shop	Comparison	R		4	77	46

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Totals		<u>Number of Properties</u>			<u>Total Floorspace (sq. metres net)</u>	
	Convenience	27	9%			
	Comparison	143	48%		gross	net
	Total Retail	170	57%		Convenience	8,468
					Comparison	15,679
	Vacant Units	22	7%		Total Retail	24,147
						14,857
	Service	107	36%			
					<u>Physical Appearance of Properties</u>	
	Total Retail and Service	299	100%		1 Very Poor	3
					2 Poor	30
					3 Fair	197
	Charity Shops	8			4 Good	64
					5 Very Good	5
	Multiples	25			Total	299
	Other	13			Average Score	3.1
<u>Type of Use</u>	<u>Convenience</u>				<u>Comparison</u>	
A	Bakers	6		H	Footwear & repairs	7
B	Butchers	3		I	Clothes	37
C	Greengrocers&fishmongers	3		J	Furniture/carpets etc	3
D	Frozen foods	0		K	Books/crafts etc	12
E	Off licence	2		L	Electric/ music/video/phones	11
F	Confectionery/Newsagent	5		M	DIY/Hardware	7
G	Supermarket/General stores	8		N	Gifts/Glass etc	17
Total		27		O	Cars/accessories etc	1
				P	Chemists/Opticians etc	14
				Q	Florist/Garden	5
				R	Sports/Toys etc	8
				S	Jewellers, clocks & repairs	5
				T	Charity/Pets/other	11
				U	Various	5
					Total	143

SURVEYS OF CENTRES, OCTOBER 2007

CENTRE = ALSTON									
Address		Name of Business	Type of Business	Type of Use	*	Physical Appearance	Shopping Floorspace		
No.	Street						Gross (sq.m.)	Net (sq.m.)	
1	Front Street	The Old Cellar	Furniture restoration	Comparison	J	3	88	20	
2	Front Street	dwelling							
3	Front Street		Vacant	Vacant		3			
4	Front Street	Cumbrian Pantry	Café	Service		3			
5	Front Street		Vacant	Vacant		2			
6	Front Street	dwelling							
7	Front Street	Jo-Joes Unisex hair studio	hairdressers	Service		4			
8	Front Street	Alston Wholefoods	health foods	Convenience	G	3	69	30	
9	Front Street	Angel Inn	Public house	Service		3			
10	Front Street	dwelling							
11	Front Street	dwelling							
12	Front Street	dwelling							
13	Front Street	Pennine Ways	Estate Agent	Service		3			
14a	Front Street		Vacant	Vacant		2			
14b	Front Street		Vacant	Vacant		2			
15	Front Street	Library		Other					
16	Front Street	dwelling							
17	Front Street	Just Glass	Decorative glassware shop	Comparison	N	2	38	15	
18	Front Street	dwelling							
19	Front Street	Stokoe House	Decorative / art	Comparison	N	3	33	24	
20	Front Street	Turks Head Inn	Public house	Service		3			
21	Front Street	Bunches and Baskets	florist	Comparison	Q	3	85	20	
22	Front Street		Vacant	Vacant		2			
23	Front Street	Alston Coop	Supermarket	Convenience	G	3	184	125	
24	Front Street	Crown Hotel	Public house	Service		3			
25	Front Street	Post Office	Post Office	Comparison	T	3	72	20	
26	Front Street		Vacant	Vacant		1			
27	Front Street	Cheers	Off licence	Convenience	E	2	77	15	
28	Front Street	Quaker meeting house		Other					
29	Front Street	The Moody Baker	Bakery	Convenience	A	3	62	20	
30	Front Street		Vacant	Vacant		3			
31	Front Street	Age Concern	Charity shop	Comparison	T	Ch	3	80	20

SURVEYS OF CENTRES, OCTOBER 2007

		Totals	<u>Number of Properties</u>		<u>Total Floorspace (sq. metres)</u>		
			Convenience	7	17%		
			Comparison	12	29%		
			Total Retail	19	45%		
			Vacant Units	10	24%		
			Service	13	31%		
						<u>Physical Appearance of Properties</u>	
			Total Retail and Commercial	42	100%		
						1 Very Poor	2
						2 Poor	8
						3 Fair	26
			Charity Shops	1		4 Good	6
						5 Very Good	0
			Multiples	0		Total	42
			Other	2		Average Grad	2.9
	Type of Use		<u>Convenience</u>			<u>Comparison</u>	
	A	Bakers	1			H Footwear & repairs	0
	B	Butchers	2			I Clothes	1
	C	Greengrocers & fishmongers	0			J Furniture/carpets etc	2
	D	Frozen foods	0			K Books/crafts etc	2
	E	Off licence	1			L Electric/ music/video/phones	0
	F	Confectionery/ Newsagent	1			M DIY/Hardware	0
	G	Supermarket/ stores	2			N Gifts/Glass etc	3
	Total		7			O Cars/accessories etc	0
						P Chemists/Opticians etc	1
						Q Florist/Garden	1
						R Sports/Toys etc	0
						S Jewellers, clocks & repairs	0
						T Charity/Pets/other	2
						U Various	0
						Total	12

SURVEYS OF CENTRES, OCTOBER 2007

CENTRE = APPLEBY									
No.	Address Street	Name of Business	Type of Business	Type of Use	*	Physical Appearance	Shopping Floorspace Gross (sq.m.)	Net (sq.m.)	
5	Boroughgate		Cake Making & Decoration	Service		3			
7	Boroughgate	Essences	Health & Beauty Salon	Service		3			
8	Boroughgate	Spar	Supermarket	Convenience	G	4	276	152	
9	Boroughgate	Appleby Flower Basket	Florist	Comparison	Q	4	103	63	
10	Boroughgate	Tufton Arms Hotel	Public House	Service		4			
11	Boroughgate	Eden Pharmacy	Pharmacy	Comparison	P	4	78	39	
12	Boroughgate	T.W Ewbank Family Butchers	Butchers	Convenience	B	4	70	35	
13	Boroughgate	Hare & Hounds	Public House	Service		4			
14	Boroughgate		General Household Products	Comparison	J	3	107	69	
15	Boroughgate	Braithwaites	Gifts	Comparison	N	4	84	59	
16	Boroughgate		Community Office	Other					
17	Boroughgate	Libra	Household & Haberdashery	Comparison	J	4	112	67	
18	Boroughgate	Worldchoice Travel	Travel Agents	Service		3			
19	Boroughgate	Barclays	Bank	Service		4			
20	Boroughgate	M&J Cards	Card Shop	Comparison	N	3	79	47	
21	Boroughgate	HSBC	Bank	Service		4			
22	Boroughgate	N.G. & L Dent	Newsagents	Convenience	F	3	62	39	
24	Boroughgate	Appleby Bakery	Bakery	Convenience	A	5	80	36	
26	Boroughgate	Post Office	Post Office	Comparison	T	4	129	78	
27	Boroughgate		Residential						
28	Boroughgate	Jackies	Clothes	Comparison	I	2	50	19	
29	Boroughgate	Aboard Inn	Public House	Service		3			
31	Boroughgate	Gaynam, King & Mellor	Solicitors	Service		4			
32	Boroughgate	Courtyard Gallery	Café and Gallery	Service		3			
1-3	Boroughgate	The Eden Trading Company	Gifts	Comparison	N	4	53	34	
2-6	Boroughgate	Crown & Cushion	Public House	Service		3			
23-25	Boroughgate	A. Stephenson	Greengrocer	Convenience	C	3	147	88	
	Boroughgate	White Hart Hotel	Public House	Service		3			
1	Bridge End	Pizza Roma	Takeaway	Service		3			
2	Bridge End	Vacant	Vacant	Vacant		3			

SURVEYS OF CENTRES, OCTOBER 2007

3	Bridge End	Vacant	Vacant	Vacant			3			
1	Bridge Street	The Bay Tree	Café & Gifts	Comparison	N		4	28	15	
2	Bridge Street	Jade Apple	Restaurant	Service			4			
3	Bridge Street	The Kings Head	Public House	Service			3			
4	Bridge Street	Pause for Thought	Gifts	Comparison	N		3	98	59	
5	Bridge Street	Davidson Partners	Estate Agents	Service			4			
7	Bridge Street	Appleby Business Centre	Computers & Accessories	Comparison	L		4	119	65	
9	Bridge Street	Lady Annes Pantry	Restaurant	Service			4			
10	Bridge Street	Bojangles	Bistro & Wine Bar	Service			4			
11	Bridge Street		Electrical Goods	Comparison	L		3	59	30	
12	Bridge Street	Cumberland Building Society	Building Society	Service			3			
6-8	Bridge Street	Vacant	Vacant	Vacant			1			
3A	Bridge Street		Ladies Fashion	Comparison	I		3	277	166	
5A	Bridge Street	The Lemon Grove	Café	Service			4			
	Bridge Street	Occasions	Ladies Fashions	Comparison	I		3	40	26	
	Bridge Street	Bridge Street Garage	Vehicle Repairs	Service			2			
33	Chapel Street	Charles Blackett Ord	Consulting Engineers	Service			4			
34	Chapel Street	J.P. Harrison	Vehicle Repair	Service			3			
	Chapel Street	H. Pigney & Son Petrol Station	Petrol Station & Car Repair	Service			3			
1	Cherry Row	Age Concern Appleby	Charity Shop	Comparison	T	Ch	3	57	37	
2	Cherry Row	China Moon	Takeaway	Service			2			
	Cherry Row	The Feel Good Factory	Health Food Store	Convenience	G		4	47	30	
1	High Wiend	Pets Pantry	Pet shop	Comparison	T		3	30	17	
2	High Wiend		Residential							
4	High Wiend	Desi Spice	Restaurant	Service			3			
6	High Wiend	The Golden Ball	Public House	Service			3			
8	High Wiend		Residential							
10	High Wiend		Residential							
12	High Wiend		Residential							
14	High Wiend		Residential							
16	High Wiend	H. Pigney & Son	Hardware	Comparison	M		3	97	60	
18	High Wiend		Residential							
3-5	High Wiend	Travellers Rest Café	Café	Service			2			

SURVEYS OF CENTRES, OCTOBER 2007

CENTRE = KIRKBY STEPHEN										
	Address	Name of Business	Type of Business	Type of Use	*	Physical Appearance	Shopping Floorspace			
No.	Street						Gross (sq.m.)	Net (sq.m.)		
3	Croft Street	Residential								
1-2	Croft Street	Mega Bite	Sandwich Shop	Service		4				
2	Market Square	Enhance	Hair & Beauty	Service		4				
27A	Market Square	A Stephenson Greengrocer	Greengrocer	Convenience	C	4	107	64		
	Market Square	Capstick Insurance Consultants	Insurance Brokers	Service		3				
	Market Square	Halls Newsagents	Newsagents	Convenience	F	3	104	62		
	Market Square	Little Treasures	Childrens Clothes	Comparison	I	4	52	32		
	Market Square	Age Concern	Charity Shop	Comparison	T	Ch	3	55	35	
	Market Square	Panda Chinese Takeaway	Takeaway	Service		3				
	Market Square	Residential								
	Market Square	Hewitson & Harker Solicitors	Solicitors	Service		3				
	Market Square	The Book Shop	Book Shop	Comparison	K	3	38	23		
	Market Square	Tourist Information Centre	Tourist Information Centre	Other						
	Market Square	Dentist	Dentist	Service		4				
	Market Square	Pennine Hotel	Public House	Service		4				
	Market Square	Residential								
	Market Square	Residential								
	Market Square	Vacant	Vacant	Vacant		1				
	Market Square	Penrith Farmers & Kidd	Estate Agents & Valuers	Service		4				
4	Market Street	2 Ravens	Books & Gifts	Comparison	K	3	50	31		
6	Market Street	White Lion	Public House	Service		4				
8	Market Street	Green Tree Pharmacy	Chemist	Comparison	P	3	83	41		
12	Market Street	O'Reilly Chartered Accountants	Accountants	Service		3				
13	Market Street	Mrs Jones & Me	Ladies Fashions	Comparison	I	4	34	20		
15	Market Street	Stoddard	Furniture	Comparison	J	3	48	29		
21	Market Street	Manchester Building Society	Building Society	Service		3				
22	Market Street		Furniture	Comparison	J	3	72	42		
23	Market Street	Haigh's Butchers	Butchers	Convenience	B	3	53	26		
24	Market Street	Old Croft House	Bed & Breakfast	Other						
26	Market Street	R.I. Brown Butchers	Butchers	Convenience	B	3	168	84		

SURVEYS OF CENTRES, OCTOBER 2007

27	Market Street	Pendragon	Tea Room	Service			3		
31	Market Street	Kings Arms Hotel	Public House	Service			4		
33	Market Street	Barclays	Bank	Service			4		
35	Market Street	The Mulberry Bush	Restaurant	Service			3		
36	Market Street	Fish & Chips	Takeaway	Service			4		
37	Market Street	Appleby Bakery	Bakery	Convenience	A		4	51	25
38	Market Street	Black Bull Hotel	Public House	Service			4		
39	Market Street	Ratton & Rush	Tea Room	Service			3		
40	Market Street	The Pink Geranium	Café	Service			4		
41	Market Street		Bric-a-Brac	Comparison	K		3	40	26
42	Market Street	Residential							
43	Market Street	Eden Outdoors	Outdoor Equipment	Comparison	I		3	43	26
44	Market Street		Household Products	Comparison	M		3	77	48
45	Market Street	HSBC	Bank	Service			4		
47	Market Street	Kirkby Stephen Sports & Social Club	Public House	Service			3		
49	Market Street	Residential							
51	Market Street	Residential							
53	Market Street	Co-Op Foodstore	Supermarket	Convenience	G		4	215	129
54	Market Street	The Emporium	Gallery, Deli, Café, Post Office	Comparison	U		4	149	90
55	Market Street	Residential							
57	Market Street	Victoria Pine	Furniture	Comparison	J		4	125	69
59	Market Street	The Pet Stop	Pet Shop	Comparison	T		4	240	132
61	Market Street	Residential							
3-7	Market Street	Church Gallery & Picture Framers	Gallery & Picture Framers	Comparison	J		4	145	80
9-11	Market Street	A Cleator	Electrical Goods	Comparison	L		3	76	38
10-10A	Market Street	Residential							
16-20	Market Street	Littlefairs	Plumbing & hardware	Comparison	M		4	338	189
17-19	Market Street	Library, Council Centre & Community Office	Office	Other					
28-32	Market Street	Haughey Antiques	Antiques	Comparison	J		3	291	169
32A-34	Market Street	Aroma Shop	Gifts, Gallery & Interiors	Comparison	J		4	69	43
46-48	Market Street	Earnshaws	Newsagents	Convenience	F		4	193	116
50-52	Market Street	Fish & Chips	Takeaway	Service			3		
	Market Street	Residential							
	Market Street	Residential							
	Market Street	Youth Hostel	Youth Hostel	Other					
	Market Street	Lancaster House Bed & Breakfast	Bed & Breakfast	Other					

APPENDIX 2: RETAIL COMPOSITION OF MAIN CENTRES									
GOAD CENTRE DATA									
	Goad	Penrith		Alston		Appleby		Kirkby Stephen	
	National	no.	%	no.	%	no.	%	no.	%
Convenience	7.3%	25	6.2%	9	13.4%	10	9.7%	9	11.7%
Comparison	31.6%	134	33.3%	12	17.9%	26	25.2%	21	27.3%
All Retail	38.9%	159	39.5%	21	31.3%	36	35.0%	30	39.0%
Services and Other	52.3%	209	52.0%	33	49.3%	61	59.2%	43	55.8%
Vacant	8.8%	34	8.5%	13	19.4%	6	5.8%	4	5.2%
All Uses	100.0%	402	100.0%	67	100.0%	103	100.0%	77	100.0%
ENGLAND & LYLE SURVEY DATA									
	Goad	Penrith		Alston		Appleby		Kirkby Stephen	
	National	no.	%	no.	%	no.	%	no.	%
Convenience	7.3%	27	9.0%	7	16.7%	9	12.0%	9	14.8%
Comparison	31.6%	143	47.8%	12	28.6%	24	32.0%	22	36.1%
All Retail	38.9%	170	56.9%	19	45.2%	33	44.0%	31	50.8%
Services	52.3%	107	35.8%	13	31.0%	38	50.7%	28	45.9%
Vacant	8.8%	22	7.4%	10	23.8%	4	5.3%	2	3.3%
Total Retail & Service	100.0%	299	100.0%	42	100.0%	75	100.0%	61	100.0%

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
Q01 In which shop or supermarket do you normally do your main food and grocery shopping?									
Morrisons, Penrith	42.7%	343 54.1%	93 57.6%	49 6.7%	4 31.6%	31 7.5%	6 40.5%	53 60.5%	107
Co-Op, Penrith	6.8%	55 14.5%	25 8.2%	7 1.7%	1 0.0%	0 0.0%	0 5.3%	7 8.5%	15
Somerfield, Penrith	6.0%	48 14.0%	24 8.2%	7 1.7%	1 1.0%	1 0.0%	0 5.3%	7 4.5%	8
Morrisons, Kendal	5.9%	47 0.6%	1 0.0%	0 0.0%	0 8.2%	8 22.5%	18 15.3%	20 0.0%	0
Tesco, Carlisle	4.2%	34 2.3%	4 4.7%	4 11.7%	7 6.1%	6 1.3%	1 2.3%	3 5.1%	9
Aldi, Penrith	4.1%	33 5.8%	10 4.7%	4 0.0%	0 7.1%	7 3.8%	3 1.5%	2 4.0%	7
Co-Op, Kirkby Stephen	3.6%	29 0.0%	0 0.0%	0 0.0%	0 5.1%	5 30.0%	24 0.0%	0 0.0%	0
Asda, Carlisle	2.7%	22 1.7%	3 3.5%	3 11.7%	7 2.0%	2 0.0%	0 0.8%	1 3.4%	6
Other external	2.0%	16 0.6%	1 0.0%	0 13.3%	8 0.0%	0 6.3%	5 0.0%	0 1.1%	2
Co-Op, Appleby	1.9%	15 0.0%	0 0.0%	0 0.0%	0 14.3%	14 0.0%	0 0.8%	1 0.0%	0
Co-Op, Alston	1.9%	15 0.0%	0 0.0%	0 25.0%	15 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tesco, internet	1.7%	14 1.2%	2 4.7%	4 0.0%	0 2.0%	2 0.0%	0 0.8%	1 2.8%	5
Asda, Kendal	1.7%	14 0.0%	0 0.0%	0 0.0%	0 1.0%	1 11.3%	9 2.3%	3 0.6%	1
Local shops, Penrith	1.4%	11 0.6%	1 1.2%	1 0.0%	0 2.0%	2 0.0%	0 2.3%	3 2.3%	4
Co-Op, Shap	1.2%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.6%	10 0.0%	0
Tesco, Hexham	1.0%	8 0.0%	0 0.0%	0 13.3%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Co-Op, Lazonby	0.9%	7 0.0%	0 4.7%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	3
Morrisons, Carlisle	0.6%	5 0.0%	0 0.0%	0 5.0%	3 1.0%	1 0.0%	0 0.0%	0 0.6%	1
Booths, Keswick	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	3
Internet / delivered	0.4%	3 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 1.5%	2 0.0%	0
Spar, Appleby	0.2%	2 0.0%	0 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0
Local shops, Appleby	0.2%	2 0.0%	0 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0
Local shops, Kirkby Stephen	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%	0
Local shops, Brough	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%	0
(Don't know / varies)	8.1%	65 4.7%	8 1.2%	1 10.0%	6 14.3%	14 15.0%	12 13.7%	18 3.4%	6
Base:	803	172	85	60	98	80	131	177	

Q02 How do you usually travel to (LOCATION MENTIONED AT Q01) ?

Those who do a main food shop at Q01, who do not use the internet

Car / van (as driver)	63.9%	461 56.8%	92 69.6%	55 63.0%	34 67.1%	55 66.2%	45 70.0%	77 62.0%	103
Car / van (as passenger)	15.1%	109 13.0%	21 12.7%	10 18.5%	10 12.2%	10 22.1%	15 14.5%	16 16.3%	27
Bus, minibus or coach	2.9%	21 1.2%	2 11.4%	9 0.0%	0 2.4%	2 1.5%	1 2.7%	3 2.4%	4
Motorcycle, scooter or moped	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Walk	13.5%	97 24.7%	40 3.8%	3 16.7%	9 9.8%	8 7.4%	5 5.5%	6 15.7%	26
Taxi	0.4%	3 0.6%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.6%	1
Train	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bicycle	0.1%	1 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	1
(Do not travel, goods delivered)	1.4%	10 1.2%	2 2.5%	2 0.0%	0 3.7%	3 0.0%	0 0.9%	1 1.2%	2
(Don't know / varies)	2.5%	18 1.9%	3 0.0%	0 1.9%	1 3.7%	3 2.9%	2 6.4%	7 1.2%	2
Base:	721	162	79	54	82	68	110	166	

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
Q03 What are your main reasons for visiting (LOCATION MENTIONED AT Q01) ?									
<i>Those who do a main food shop at Q01, who do not use the internet</i>									
Convenient to home	44.1%	318 39.5%	64 35.4%	28 37.0%	20 37.8%	31 44.1%	30 54.5%	60 51.2%	85
Range of goods available	21.9%	158 23.5%	38 26.6%	21 13.0%	7 19.5%	16 39.7%	27 16.4%	18 18.7%	31
Lower prices	14.6%	105 15.4%	25 10.1%	8 14.8%	8 18.3%	15 22.1%	15 14.5%	16 10.8%	18
Quality of goods	8.3%	60 11.1%	18 6.3%	5 9.3%	5 8.5%	7 13.2%	9 1.8%	2 8.4%	14
Better value for money	7.6%	55 5.6%	9 7.6%	6 9.3%	5 11.0%	9 11.8%	8 4.5%	5 7.8%	13
Easy to get to	6.2%	45 6.8%	11 3.8%	3 1.9%	1 6.1%	5 5.9%	4 3.6%	4 10.2%	17
Good / cheap parking	6.1%	44 8.6%	14 3.8%	3 1.9%	1 7.3%	6 0.0%	0 10.0%	11 5.4%	9
Convenient to work	4.0%	29 4.9%	8 0.0%	0 9.3%	5 4.9%	4 1.5%	1 1.8%	2 5.4%	9
Habit / always used it	3.7%	27 2.5%	4 3.8%	3 1.9%	1 3.7%	3 8.8%	6 3.6%	4 3.6%	6
Preference for retailer	3.6%	26 1.9%	3 5.1%	4 9.3%	5 2.4%	2 1.5%	1 2.7%	3 4.8%	8
Offers internet shopping / home delivery	3.2%	23 6.2%	10 2.5%	2 0.0%	0 3.7%	3 0.0%	0 1.8%	2 3.6%	6
Good service / friendly staff	2.8%	20 4.9%	8 1.3%	1 1.9%	1 0.0%	0 2.9%	2 0.0%	0 4.8%	8
Only choice locally	1.8%	13 1.2%	2 2.5%	2 5.6%	3 0.0%	0 0.0%	0 1.8%	2 2.4%	4
Only large store in the area	1.8%	13 2.5%	4 3.8%	3 0.0%	0 1.2%	1 0.0%	0 0.9%	1 2.4%	4
Link my trip with other activities	1.1%	8 0.0%	0 1.3%	1 1.9%	1 3.7%	3 1.5%	1 0.9%	1 0.6%	1
Other	1.1%	8 1.2%	2 1.3%	1 3.7%	2 1.2%	1 0.0%	0 0.9%	1 0.6%	1
Quiet store	1.1%	8 1.2%	2 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.9%	1 2.4%	4
I / family member works there	0.8%	6 1.9%	3 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 1.2%	2
Like to support local stores	0.7%	5 0.6%	1 0.0%	0 0.0%	0 2.4%	2 0.0%	0 0.9%	1 0.6%	1
Good bus service	0.7%	5 1.2%	2 2.5%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	1
Good store layout	0.6%	4 0.6%	1 0.0%	0 1.9%	1 1.2%	1 0.0%	0 0.0%	0 0.6%	1
Has petrol station	0.3%	2 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.6%	1
Other shops / services nearby / convenient	0.3%	2 0.6%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(No reason in particular)	2.4%	17 1.2%	2 5.1%	4 5.6%	3 0.0%	0 1.5%	1 4.5%	5 1.2%	2
(Don't know)	1.0%	7 1.2%	2 1.3%	1 1.9%	1 1.2%	1 1.5%	1 0.9%	1 0.0%	0
Base:		721	162	79	54	82	68	110	166

Q04 While you were on your last main food and grocery shop did you (or anyone else with you) carry out any of the following activities within the same town?

Those who do a main food shop at Q01, who do not use the internet

Bank / Post Office / Building Society / use cash point	51.4%	404 51.8%	88 61.3%	49 38.3%	23 47.9%	46 37.5%	30 58.6%	75 54.1%	93
Go shopping for non-food items	38.4%	302 33.5%	57 42.5%	34 30.0%	18 39.6%	38 38.8%	31 36.7%	47 44.8%	77
Go shopping for other food items	36.5%	287 37.6%	64 41.3%	33 31.7%	19 34.4%	33 32.5%	26 32.0%	41 41.3%	71
Get petrol	33.8%	266 24.1%	41 45.0%	36 36.7%	22 35.4%	34 37.5%	30 30.5%	39 37.2%	64
Go window shopping / browsing	23.0%	181 20.6%	35 26.3%	21 21.7%	13 25.0%	24 26.3%	21 20.3%	26 23.8%	41
Go to hairdressers, dry cleaners or other service	10.1%	79 12.4%	21 13.8%	11 3.3%	2 10.4%	10 3.8%	3 9.4%	12 11.6%	20
Use sports / leisure or entertainment facilities (including library, café etc)	9.2%	72 6.5%	11 15.0%	12 11.7%	7 9.4%	9 5.0%	4 5.5%	7 12.8%	22
Other	0.4%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.3%	1 0.8%	1 0.6%	1
(None of the above)	20.2%	159 19.4%	33 13.8%	11 28.3%	17 19.8%	19 23.8%	19 20.3%	26 19.8%	34
(Don't know / can't remember)	0.8%	6 2.9%	5 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:		786	170	80	60	96	80	128	172

Q05 In addition to your main food and grocery shopping, do you normally do any other "top-up" shopping?

Yes	70.0%	562 75.0%	129 62.4%	53 75.0%	45 81.6%	80 72.5%	58 66.4%	87 62.1%	110
No	30.0%	241 25.0%	43 37.6%	32 25.0%	15 18.4%	18 27.5%	22 33.6%	44 37.9%	67
Base:		803	172	85	60	98	80	131	177

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q06 Which one store do you use for most of your top-up food shopping ?																
<i>Those who do top-up shopping at Q05</i>																
Morrisons, Penrith	13.9%	78	17.1%	22	9.4%	5	2.2%	1	5.0%	4	0.0%	0	11.5%	10	32.7%	36
Local shops, Penrith	11.7%	66	17.8%	23	17.0%	9	0.0%	0	1.3%	1	0.0%	0	11.5%	10	20.9%	23
Somerfield, Penrith	11.4%	64	33.3%	43	3.8%	2	0.0%	0	0.0%	0	0.0%	0	13.8%	12	6.4%	7
Co-Op, Penrith	7.7%	43	15.5%	20	5.7%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	6	12.7%	14
Co-Op, Kirkby Stephen	7.1%	40	0.0%	0	0.0%	0	0.0%	0	5.0%	4	62.1%	36	0.0%	0	0.0%	0
Local shops, Appleby	5.0%	28	0.0%	0	5.7%	3	0.0%	0	27.5%	22	3.4%	2	1.1%	1	0.0%	0
Co-Op, Appleby	4.4%	25	0.0%	0	1.9%	1	2.2%	1	26.3%	21	0.0%	0	2.3%	2	0.0%	0
Co-Op, Alston	3.7%	21	0.0%	0	0.0%	0	46.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Lazonby	3.2%	18	0.0%	0	22.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Other Eden	3.0%	17	0.0%	0	7.5%	4	0.0%	0	1.3%	1	0.0%	0	6.9%	6	5.5%	6
Co-Op, Shap	2.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	15	0.0%	0
Aldi, Penrith	2.7%	15	2.3%	3	3.8%	2	0.0%	0	3.8%	3	0.0%	0	3.4%	3	3.6%	4
Spar, Appleby	2.3%	13	0.8%	1	1.9%	1	0.0%	0	12.5%	10	0.0%	0	1.1%	1	0.0%	0
Local shops, Kirkby Stephen	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	12	0.0%	0	0.0%	0
Local shops, Haltwhistle	1.2%	7	0.0%	0	0.0%	0	15.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kendal	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	5.7%	5	0.0%	0
Other external	0.9%	5	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Tesco, Carlisle	0.9%	5	0.0%	0	1.9%	1	4.4%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Local shops, Alston	0.7%	4	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Brough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Asda, Kendal	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local shops, Tebay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Hexham	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Keswick	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	12.8%	72	11.6%	15	18.9%	10	13.3%	6	17.5%	14	6.9%	4	14.9%	13	9.1%	10
Base:		562		129		53		45		80		58		87		110
Q07 Of all the money you spend on food and household groceries, what share goes to your main food shop?																
<i>Those who do top-up shopping at Q05</i>																
Over ¾	49.6%	279	43.4%	56	60.4%	32	60.0%	27	48.8%	39	37.9%	22	52.9%	46	51.8%	57
½ to ¾	30.8%	173	33.3%	43	24.5%	13	22.2%	10	32.5%	26	43.1%	25	29.9%	26	27.3%	30
¼ to ½	8.0%	45	10.9%	14	1.9%	1	0.0%	0	8.8%	7	5.2%	3	5.7%	5	13.6%	15
Less than ¼	2.5%	14	3.1%	4	0.0%	0	6.7%	3	0.0%	0	5.2%	3	2.3%	2	1.8%	2
None	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)	9.1%	51	9.3%	12	13.2%	7	11.1%	5	10.0%	8	8.6%	5	9.2%	8	5.5%	6
Base:		562		129		53		45		80		58		87		110
Q08 Now thinking about non-food shopping, in which shopping centre or other location do you normally buy clothing and footwear ?																
Carlisle City Centre	45.1%	362	52.3%	90	60.0%	51	48.3%	29	44.9%	44	21.3%	17	29.0%	38	52.5%	93
Penrith Town Centre	16.9%	136	22.7%	39	15.3%	13	5.0%	3	13.3%	13	3.8%	3	20.6%	27	21.5%	38
Kendal Town Centre	8.8%	71	1.2%	2	1.2%	1	1.7%	1	7.1%	7	41.3%	33	19.1%	25	1.1%	2
Internet / delivered	6.8%	55	2.9%	5	10.6%	9	5.0%	3	8.2%	8	8.8%	7	6.9%	9	7.9%	14
Other external	2.1%	17	0.0%	0	1.2%	1	5.0%	3	4.1%	4	5.0%	4	1.5%	2	1.7%	3
Newcastle City Centre	2.0%	16	1.7%	3	1.2%	1	10.0%	6	2.0%	2	1.3%	1	1.5%	2	0.6%	1
Keswick Town Centre	0.7%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	1.7%	3
Manchester City Centre	0.6%	5	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.5%	2	0.6%	1
Hexham Town Centre	0.5%	4	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.5%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	2
Darlington Town Centre	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Other Eden	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	2	0.0%	0
Appleby Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Lancaster City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know / varies)	11.2%	90	12.2%	21	9.4%	8	15.0%	9	14.3%	14	11.3%	9	9.9%	13	9.0%	16
(Don't regularly buy these goods)	3.4%	27	5.2%	9	1.2%	1	1.7%	1	3.1%	3	1.3%	1	6.1%	8	2.3%	4
Base:		803		172		85		60		98		80		131		177

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q09 In which shopping centre or other location do you normally buy furniture and carpets ?																
Carlisle City Centre	32.8%	263	41.9%	72	35.3%	30	23.3%	14	26.5%	26	22.5%	18	26.0%	34	39.0%	69
Penrith Town Centre	21.0%	169	32.0%	55	22.4%	19	3.3%	2	4.1%	4	7.5%	6	19.1%	25	32.8%	58
Appleby Town Centre	4.1%	33	0.6%	1	2.4%	2	0.0%	0	19.4%	19	10.0%	8	1.5%	2	0.6%	1
Kendal Town Centre	3.1%	25	1.2%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	8	11.5%	15	0.0%	0
Newcastle City Centre	2.2%	18	1.2%	2	3.5%	3	8.3%	5	2.0%	2	3.8%	3	0.8%	1	1.1%	2
Internet / delivered	1.6%	13	0.6%	1	2.4%	2	1.7%	1	5.1%	5	1.3%	1	0.8%	1	1.1%	2
Other external	1.5%	12	0.6%	1	1.2%	1	5.0%	3	1.0%	1	3.8%	3	1.5%	2	0.6%	1
Hexham Town Centre	0.7%	6	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Kirkby Stephen Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Preston City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Darlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lancaster City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Alston Town Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't regularly buy these goods)	22.0%	177	12.8%	22	22.4%	19	38.3%	23	23.5%	23	23.8%	19	30.5%	40	17.5%	31
(Don't know / varies)	9.7%	78	9.3%	16	10.6%	9	10.0%	6	18.4%	18	10.0%	8	7.6%	10	6.2%	11
Base:		803		172		85		60		98		80		131		177

Q10 In which shopping centre or other location do you normally buy domestic appliances and other electrical goods ?

Penrith Town Centre	40.8%	328	58.7%	101	48.2%	41	3.3%	2	16.3%	16	7.5%	6	45.0%	59	58.2%	103
Carlisle City Centre	20.5%	165	25.0%	43	23.5%	20	38.3%	23	15.3%	15	7.5%	6	13.0%	17	23.2%	41
Internet / delivered	8.2%	66	5.8%	10	11.8%	10	11.7%	7	15.3%	15	10.0%	8	4.6%	6	5.7%	10
Kendal Town Centre	7.0%	56	1.2%	2	2.4%	2	0.0%	0	4.1%	4	28.8%	23	18.3%	24	0.6%	1
Appleby Town Centre	4.7%	38	0.0%	0	2.4%	2	0.0%	0	28.6%	28	2.5%	2	3.8%	5	0.6%	1
Kirkby Stephen Town Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	16	0.8%	1	0.0%	0
Other external	1.1%	9	0.0%	0	0.0%	0	8.3%	5	0.0%	0	2.5%	2	0.8%	1	0.6%	1
Hexham Town Centre	0.7%	6	0.0%	0	0.0%	0	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.6%	5	0.0%	0	0.0%	0	5.0%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Alston Town Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Keswick Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know / varies)	8.2%	66	4.1%	7	7.1%	6	11.7%	7	16.3%	16	11.3%	9	6.9%	9	6.8%	12
(Don't regularly buy these goods)	5.5%	44	5.2%	9	4.7%	4	10.0%	6	4.1%	4	6.3%	5	6.9%	9	4.0%	7
Base:		803		172		85		60		98		80		131		177

Q11 In which shopping centre or other location do you normally buy DIY and hardware ?

Penrith Town Centre	58.3%	468	79.1%	136	67.1%	57	16.7%	10	37.8%	37	10.0%	8	64.1%	84	76.8%	136
B&Q, Bridge Lane, Penrith	6.0%	48	8.7%	15	14.1%	12	0.0%	0	4.1%	4	0.0%	0	5.3%	7	5.7%	10
Carlisle City Centre	5.4%	43	2.9%	5	5.9%	5	33.3%	20	2.0%	2	0.0%	0	1.5%	2	5.1%	9
Kendal Town Centre	4.1%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	1	23.8%	19	9.9%	13	0.0%	0
Kirkby Stephen Town Centre	3.9%	31	0.0%	0	0.0%	0	0.0%	0	1.0%	1	36.3%	29	0.8%	1	0.0%	0
Appleby Town Centre	3.6%	29	0.0%	0	1.2%	1	0.0%	0	25.5%	25	2.5%	2	0.8%	1	0.0%	0
Internet / delivered	1.5%	12	0.6%	1	3.5%	3	3.3%	2	1.0%	1	2.5%	2	2.3%	3	0.0%	0
Other external	0.5%	4	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newcastle City Centre	0.5%	4	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Darlington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hexham Town Centre	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these goods)	8.6%	69	5.8%	10	4.7%	4	16.7%	10	9.2%	9	10.0%	8	10.7%	14	7.9%	14
(Don't know / varies)	7.1%	57	2.9%	5	3.5%	3	16.7%	10	18.4%	18	10.0%	8	4.6%	6	4.0%	7
Base:		803		172		85		60		98		80		131		177

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q12 In which shopping centre or other location do you normally buy other non-food goods such as toiletries, jewellery and gifts ?																
Penrith Town Centre	44.5%	357	62.2%	107	58.8%	50	5.0%	3	21.4%	21	5.0%	4	50.4%	66	59.9%	106
Carlisle City Centre	17.2%	138	15.7%	27	16.5%	14	36.7%	22	16.3%	16	7.5%	6	11.5%	15	21.5%	38
Kendal Town Centre	7.7%	62	0.6%	1	0.0%	0	0.0%	0	2.0%	2	40.0%	32	18.3%	24	1.7%	3
Appleby Town Centre	3.2%	26	0.6%	1	2.4%	2	0.0%	0	22.4%	22	1.3%	1	0.0%	0	0.0%	0
Internet / delivered	2.4%	19	1.2%	2	4.7%	4	5.0%	3	2.0%	2	6.3%	5	0.0%	0	1.7%	3
Other external	1.2%	10	0.6%	1	0.0%	0	5.0%	3	1.0%	1	2.5%	2	0.8%	1	1.1%	2
Kirkby Stephen Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.8%	7	0.0%	0	0.0%	0
Alston Town Centre	1.0%	8	0.0%	0	0.0%	0	13.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.9%	7	0.0%	0	0.0%	0	11.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.6%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	3
Newcastle City Centre	0.6%	5	0.0%	0	2.4%	2	1.7%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0
Darlington Town Centre	0.4%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Preston City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	14.7%	118	14.0%	24	12.9%	11	16.7%	10	26.5%	26	15.0%	12	13.7%	18	9.6%	17
(Don't regularly buy these goods)	4.4%	35	4.7%	8	2.4%	2	3.3%	2	5.1%	5	8.8%	7	4.6%	6	2.8%	5
Base:		803		172		85		60		98		80		131		177
Q13 Do you use the home delivery service offered by supermarkets?																
Yes	17.4%	140	24.4%	42	29.4%	25	20.0%	12	11.2%	11	1.3%	1	14.5%	19	16.9%	30
No	82.6%	663	75.6%	130	70.6%	60	80.0%	48	88.8%	87	98.8%	79	85.5%	112	83.1%	147
Base:		803		172		85		60		98		80		131		177
Q14 Which supermarket is that?																
<i>Those who use the home delivery service offered by supermarkets</i>																
Tesco	59.3%	83	38.1%	16	80.0%	20	91.7%	11	90.9%	10	0.0%	0	52.6%	10	53.3%	16
Co-Op	24.3%	34	40.5%	17	4.0%	1	0.0%	0	0.0%	0	0.0%	0	31.6%	6	33.3%	10
Somerfield	12.9%	18	21.4%	9	16.0%	4	0.0%	0	9.1%	1	0.0%	0	5.3%	1	10.0%	3
Asda	1.4%	2	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Other	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0
Base:		140		42		25		12		11		1		19		30
Q15 How often do you use this service?																
<i>Those who use the home delivery service offered by supermarkets</i>																
More than once a week	0.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	22.9%	32	19.0%	8	20.0%	5	8.3%	1	27.3%	3	0.0%	0	31.6%	6	30.0%	9
Once a fortnight	11.4%	16	9.5%	4	0.0%	0	25.0%	3	18.2%	2	100.0%	1	15.8%	3	10.0%	3
Once a month	22.9%	32	23.8%	10	36.0%	9	25.0%	3	27.3%	3	0.0%	0	10.5%	2	16.7%	5
Less often	30.7%	43	33.3%	14	36.0%	9	16.7%	2	27.3%	3	0.0%	0	26.3%	5	33.3%	10
(Don't know / varies / no particular pattern)	11.4%	16	11.9%	5	8.0%	2	25.0%	3	0.0%	0	0.0%	0	15.8%	3	10.0%	3
Base:		140		42		25		12		11		1		19		30
Q16 Thinking now just about non-food goods, what proportion of your household's total spending is spent via the internet?																
Over ¾	1.7%	14	0.6%	1	3.5%	3	0.0%	0	6.1%	6	0.0%	0	0.8%	1	1.7%	3
½ to ¾	2.5%	20	2.9%	5	7.1%	6	5.0%	3	1.0%	1	0.0%	0	0.8%	1	2.3%	4
¼ to ½	4.4%	35	5.8%	10	7.1%	6	5.0%	3	7.1%	7	5.0%	4	1.5%	2	1.7%	3
Less than ¼	29.0%	233	26.2%	45	31.8%	27	20.0%	12	30.6%	30	33.8%	27	31.3%	41	28.8%	51
None	60.6%	487	63.4%	109	49.4%	42	63.3%	38	54.1%	53	58.8%	47	64.1%	84	64.4%	114
(Don't know / varies)	1.7%	14	1.2%	2	1.2%	1	6.7%	4	1.0%	1	2.5%	2	1.5%	2	1.1%	2
Base:		803		172		85		60		98		80		131		177

Eden Household Survey for England and Lyle

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q17 What do you like most about Penrith for shopping?																
Close to home	40.6%	326	48.3%	83	52.9%	45	6.7%	4	41.8%	41	13.8%	11	45.0%	59	46.9%	83
Nothing / very little	16.3%	131	18.0%	31	20.0%	17	11.7%	7	19.4%	19	20.0%	16	9.9%	13	15.8%	28
Independent stores	14.6%	117	15.7%	27	14.1%	12	13.3%	8	12.2%	12	7.5%	6	16.8%	22	16.9%	30
Attractive environment	5.7%	46	2.9%	5	1.2%	1	18.3%	11	1.0%	1	1.3%	1	4.6%	6	11.9%	21
Friendly atmosphere	4.0%	32	7.0%	12	0.0%	0	3.3%	2	1.0%	1	2.5%	2	3.1%	4	6.2%	11
Compact centre	3.2%	26	1.7%	3	4.7%	4	1.7%	1	2.0%	2	1.3%	1	7.6%	10	2.8%	5
Good range of stores	2.7%	22	2.3%	4	5.9%	5	3.3%	2	3.1%	3	0.0%	0	3.1%	4	2.3%	4
Easily accessible by foot / cycle	2.4%	19	4.1%	7	2.4%	2	0.0%	0	2.0%	2	2.5%	2	0.8%	1	2.8%	5
Chain store multiple outlets	2.4%	19	2.3%	4	0.0%	0	3.3%	2	2.0%	2	5.0%	4	2.3%	3	2.3%	4
Quiet	2.0%	16	4.1%	7	1.2%	1	0.0%	0	2.0%	2	0.0%	0	1.5%	2	2.3%	4
Helpful staff	1.9%	15	2.9%	5	0.0%	0	1.7%	1	2.0%	2	1.3%	1	3.1%	4	1.1%	2
Close to work / en route to work	1.4%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.8%	1	3.4%	6
Good and / or free car parking	1.2%	10	0.0%	0	2.4%	2	0.0%	0	1.0%	1	2.5%	2	3.1%	4	0.6%	1
Good prices	1.0%	8	1.7%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	2	0.6%	1
Market	0.9%	7	0.6%	1	1.2%	1	1.7%	1	0.0%	0	0.0%	0	1.5%	2	1.1%	2
Other	0.9%	7	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	2	0.6%	1
Range of goods available	0.6%	5	1.7%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Habit / familiar	0.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Restaurants / cafés	0.4%	3	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0	0.8%	1	0.0%	0
Cleanliness	0.4%	3	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Indoor shopping malls / arcades	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.6%	1
Good bus service / accessible public transport	0.4%	3	0.0%	0	1.2%	1	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0
Good disabled access	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Part of an overall day out	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Do not visit Penrith for shopping)	9.2%	74	0.0%	0	0.0%	0	41.7%	25	4.1%	4	40.0%	32	9.2%	12	0.6%	1
(Don't know)	2.5%	20	2.3%	4	1.2%	1	3.3%	2	2.0%	2	8.8%	7	0.8%	1	1.7%	3
Base:		803		172		85		60		98		80		131		177

Q18 What do you dislike most about Penrith for shopping?*Those who shop in Penrith at Q17*

Nothing / very little	32.2%	235	27.9%	48	31.8%	27	60.0%	21	33.0%	31	37.5%	18	34.5%	41	27.8%	49
Lack of non-food stores	26.2%	191	38.4%	66	27.1%	23	5.7%	2	21.3%	20	25.0%	12	18.5%	22	26.1%	46
Difficult to park	25.9%	189	19.2%	33	32.9%	28	5.7%	2	27.7%	26	27.1%	13	29.4%	35	29.5%	52
Difficult to park near shops	12.9%	94	4.7%	8	14.1%	12	14.3%	5	21.3%	20	6.3%	3	5.9%	7	22.2%	39
Expensive car parking	8.2%	60	5.2%	9	9.4%	8	0.0%	0	4.3%	4	8.3%	4	5.0%	6	16.5%	29
Lack of food stores	6.4%	47	9.9%	17	7.1%	6	0.0%	0	10.6%	10	2.1%	1	0.8%	1	6.8%	12
Particular shops missing	2.9%	21	4.1%	7	3.5%	3	2.9%	1	2.1%	2	4.2%	2	1.7%	2	2.3%	4
Other	2.7%	20	4.7%	8	1.2%	1	0.0%	0	1.1%	1	4.2%	2	2.5%	3	2.8%	5
Too many of the same type of stores, e.g. charity shops	1.9%	14	2.9%	5	2.4%	2	0.0%	0	1.1%	1	0.0%	0	1.7%	2	2.3%	4
Dirty / unattractive	1.6%	12	0.6%	1	2.4%	2	0.0%	0	1.1%	1	2.1%	1	3.4%	4	1.7%	3
Too many traffic wardens	1.4%	10	1.7%	3	2.4%	2	0.0%	0	2.1%	2	0.0%	0	1.7%	2	0.6%	1
Too expensive	1.4%	10	2.3%	4	1.2%	1	0.0%	0	1.1%	1	2.1%	1	0.0%	0	1.7%	3
Traffic congestion	1.2%	9	0.6%	1	0.0%	0	0.0%	0	1.1%	1	4.2%	2	4.2%	5	0.0%	0
Too many new developments	1.0%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.3%	4
Vacant shops	0.7%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	2
Lack of independent stores	0.7%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	2	0.6%	1
Too small	0.4%	3	0.6%	1	0.0%	0	2.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor bus services	0.4%	3	0.6%	1	0.0%	0	2.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
It is too busy	0.4%	3	0.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Poor accessibility by foot / cycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Lack of eating and drinking places	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Poor access for disabled	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Poor security for shoppers / cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know)	2.2%	16	2.3%	4	1.2%	1	2.9%	1	3.2%	3	6.3%	3	0.8%	1	1.7%	3
Base:		729		172		85		35		94		48		119		176

Eden Household Survey for England and Lyle

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q19 What are the main changes or improvements you would like to see in Penrith town centre?																
Cheaper / easier parking	28.5%	229	25.0%	43	32.9%	28	13.3%	8	32.7%	32	15.0%	12	32.8%	43	35.6%	63
Nothing / very little	26.8%	215	27.3%	47	25.9%	22	41.7%	25	29.6%	29	22.5%	18	26.0%	34	22.6%	40
More / better choice of shops	24.2%	194	30.8%	53	31.8%	27	8.3%	5	22.4%	22	20.0%	16	17.6%	23	27.1%	48
Bigger / better supermarket	6.5%	52	6.4%	11	7.1%	6	1.7%	1	17.3%	17	3.8%	3	5.3%	7	4.0%	7
Better quality of shops / products	5.5%	44	9.9%	17	5.9%	5	1.7%	1	2.0%	2	5.0%	4	3.8%	5	5.7%	10
Cleaner environment	3.6%	29	7.6%	13	3.5%	3	0.0%	0	0.0%	0	2.5%	2	2.3%	3	4.5%	8
Other	2.4%	19	3.5%	6	3.5%	3	0.0%	0	1.0%	1	0.0%	0	3.1%	4	2.8%	5
Redesign / regeneration	2.4%	19	2.3%	4	2.4%	2	0.0%	0	1.0%	1	3.8%	3	0.8%	1	4.5%	8
Too many of the same type of stores, e.g. charity shops	2.1%	17	5.2%	9	2.4%	2	0.0%	0	0.0%	0	1.3%	1	0.8%	1	2.3%	4
Fewer traffic wardens	1.9%	15	1.7%	3	3.5%	3	0.0%	0	3.1%	3	0.0%	0	2.3%	3	1.7%	3
Upgrade surrounding roads	1.6%	13	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	3.4%	6
More independent stores	1.4%	11	1.2%	2	2.4%	2	0.0%	0	1.0%	1	0.0%	0	2.3%	3	1.7%	3
More / better leisure facilities	1.1%	9	2.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	2
Pedestrianisation	1.0%	8	1.7%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.3%	4
More / better public transport	0.5%	4	0.6%	1	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More / better toilets	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.8%	1	0.6%	1
Better disabled access	0.4%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Improve market	0.4%	3	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1
Better security	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create undercover streets (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
	10.1%	81	4.1%	7	4.7%	4	31.7%	19	9.2%	9	35.0%	28	6.1%	8	3.4%	6
Base:		803		172		85		60		98		80		131		177
Q20 Do you ever shop in ?																
Appleby	23.2%	186	7.0%	12	28.2%	24	0.0%	0	87.8%	86	23.8%	19	19.8%	26	10.7%	19
Alston	6.8%	55	1.2%	2	3.5%	3	70.0%	42	2.0%	2	1.3%	1	1.5%	2	1.7%	3
Kirkby Stephen	18.1%	145	3.5%	6	9.4%	8	0.0%	0	36.7%	36	87.5%	70	16.8%	22	1.7%	3
(None of these)	61.0%	490	91.9%	158	70.6%	60	30.0%	18	4.1%	4	10.0%	8	67.9%	89	86.4%	153
Base:		803		172		85		60		98		80		131		177
Q21 What do you like most about Appleby for shopping?																
<i>Those who shop in Appleby at Q20</i>																
Close to home	41.4%	77	0.0%	0	33.3%	8	0.0%	0	67.4%	58	5.3%	1	38.5%	10	0.0%	0
Independent stores	26.3%	49	25.0%	3	25.0%	6	0.0%	0	20.9%	18	52.6%	10	26.9%	7	26.3%	5
Attractive environment	11.3%	21	8.3%	1	8.3%	2	0.0%	0	7.0%	6	15.8%	3	11.5%	3	31.6%	6
Friendly atmosphere	9.7%	18	8.3%	1	12.5%	3	0.0%	0	12.8%	11	0.0%	0	11.5%	3	0.0%	0
Nothing / very little	6.5%	12	8.3%	1	4.2%	1	0.0%	0	4.7%	4	5.3%	1	11.5%	3	10.5%	2
Other	5.9%	11	8.3%	1	8.3%	2	0.0%	0	2.3%	2	10.5%	2	7.7%	2	10.5%	2
Close to work / en route to work	4.3%	8	0.0%	0	16.7%	4	0.0%	0	1.2%	1	10.5%	2	3.8%	1	0.0%	0
Helpful staff	3.8%	7	8.3%	1	0.0%	0	0.0%	0	4.7%	4	0.0%	0	7.7%	2	0.0%	0
Good and / or free car parking	3.8%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	7.7%	2	0.0%	0
Easily accessible by foot / cycle	2.7%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	2	10.5%	2	0.0%	0	5.3%	1
Chain store multiple outlets	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	10.5%	2
Range of stores	2.2%	4	8.3%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	5.3%	1
Indoor shopping malls / arcades	1.1%	2	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Restaurants / cafés	1.1%	2	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Good bus service / accessible public transport	1.1%	2	0.0%	0	4.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.5%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Part of an overall day out	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Good prices	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	5	25.0%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	5.3%	1
Base:		186		12		24		0		86		19		26		19

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q22 What do you dislike most about for Appleby for shopping?																
<i>Those who shop in Appleby at Q20</i>																
Nothing / very little	62.4%	116	75.0%	9	75.0%	18	0.0%	0	45.3%	39	68.4%	13	73.1%	19	94.7%	18
Lack of non-food stores	12.9%	24	0.0%	0	8.3%	2	0.0%	0	20.9%	18	5.3%	1	7.7%	2	5.3%	1
Lack of food stores	11.8%	22	8.3%	1	8.3%	2	0.0%	0	16.3%	14	5.3%	1	15.4%	4	0.0%	0
Difficult to park	9.1%	17	0.0%	0	8.3%	2	0.0%	0	12.8%	11	10.5%	2	7.7%	2	0.0%	0
Too expensive	5.4%	10	0.0%	0	4.2%	1	0.0%	0	9.3%	8	0.0%	0	3.8%	1	0.0%	0
Difficult to park near shops	4.8%	9	0.0%	0	0.0%	0	0.0%	0	10.5%	9	0.0%	0	0.0%	0	0.0%	0
Other	3.8%	7	0.0%	0	4.2%	1	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0
Particular shops missing	1.6%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	0.5%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
(Don't know)	1.1%	2	8.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Base:		186		12		24		0		86		19		26		19

Q23 What are the main changes or improvements you would like to see in Appleby town centre?
Those who shop in Appleby at Q20

Nothing / very little	56.5%	105	58.3%	7	70.8%	17	0.0%	0	43.0%	37	57.9%	11	69.2%	18	78.9%	15
Cheaper / easier parking	14.0%	26	0.0%	0	12.5%	3	0.0%	0	17.4%	15	15.8%	3	3.8%	1	21.1%	4
More / better choice of shops	11.8%	22	8.3%	1	8.3%	2	0.0%	0	19.8%	17	0.0%	0	7.7%	2	0.0%	0
Other	5.9%	11	0.0%	0	4.2%	1	0.0%	0	9.3%	8	0.0%	0	7.7%	2	0.0%	0
Bigger / better supermarket	3.2%	6	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0
Upgrade surrounding roads	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	10.5%	2	3.8%	1	0.0%	0
Better quality of shops / products	2.2%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Get rid of the traffic wardens	2.2%	4	8.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.7%	2	0.0%	0
More / better public transport	1.1%	2	0.0%	0	4.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
More / better toilets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Cleaner environment	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.8%	9	25.0%	3	0.0%	0	0.0%	0	3.5%	3	10.5%	2	3.8%	1	0.0%	0
Base:		186		12		24		0		86		19		26		19

Q24 What do you like most about Alston for shopping?

<i>Those who shop in Alston at Q20</i>																
Close to home	47.3%	26	0.0%	0	0.0%	0	61.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little	20.0%	11	50.0%	1	33.3%	1	19.0%	8	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Independent stores	16.4%	9	0.0%	0	33.3%	1	14.3%	6	0.0%	0	0.0%	0	50.0%	1	33.3%	1
Attractive environment	9.1%	5	50.0%	1	0.0%	0	4.8%	2	0.0%	0	0.0%	0	50.0%	1	33.3%	1
Choice of stores	7.3%	4	0.0%	0	33.3%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Other	3.6%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Good and / or free car parking	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Chain store multiple outlets	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	2	0.0%	0	0.0%	0	2.4%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		55		2		3		42		2		1		2		3

Q25 What do you dislike most about for Alston for shopping?

<i>Those who shop in Alston at Q20</i>																
Nothing / very little	52.7%	29	50.0%	1	66.7%	2	45.2%	19	50.0%	1	100.0%	1	100.0%	2	100.0%	3
Lack of non-food stores	16.4%	9	0.0%	0	0.0%	0	21.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of food stores	10.9%	6	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	7.3%	4	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park	7.3%	4	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too long / inconvenient journey	3.6%	2	50.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park near shops	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus services	1.8%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.5%	3	0.0%	0	0.0%	0	4.8%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		55		2		3		42		2		1		2		3

Eden Household Survey for England and Lyle

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q26 What are the main changes or improvements you would like to see in Alston town centre?																
<i>Those who shop in Alston at Q20</i>																
Nothing / very little	43.6%	24	50.0%	1	100.0%	3	31.0%	13	50.0%	1	100.0%	1	100.0%	2	100.0%	3
More / better choice of shops	18.2%	10	0.0%	0	0.0%	0	23.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / easier parking	14.5%	8	0.0%	0	0.0%	0	19.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	7.3%	4	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.3%	4	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upgrade surrounding roads	5.5%	3	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public transport	3.6%	2	50.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	3.6%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops / products	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	2	0.0%	0	0.0%	0	2.4%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		55		2		3		42		2		1		2		3
Q27 What do you like most about Kirkby Stephen for shopping?																
<i>Those who shop in Kirkby Stephen at Q20</i>																
Close to home	38.6%	56	0.0%	0	0.0%	0	0.0%	0	11.1%	4	70.0%	49	13.6%	3	0.0%	0
Independent stores	29.0%	42	33.3%	2	50.0%	4	0.0%	0	30.6%	11	22.9%	16	40.9%	9	0.0%	0
Attractive environment	9.7%	14	33.3%	2	0.0%	0	0.0%	0	16.7%	6	5.7%	4	4.5%	1	33.3%	1
Friendly atmosphere	9.0%	13	33.3%	2	0.0%	0	0.0%	0	11.1%	4	4.3%	3	13.6%	3	33.3%	1
Good range of stores	6.9%	10	0.0%	0	0.0%	0	0.0%	0	25.0%	9	0.0%	0	4.5%	1	0.0%	0
Nothing / very little	6.9%	10	0.0%	0	0.0%	0	0.0%	0	8.3%	3	8.6%	6	4.5%	1	0.0%	0
Good and / or free car parking	6.2%	9	0.0%	0	0.0%	0	0.0%	0	11.1%	4	1.4%	1	18.2%	4	0.0%	0
Other	4.8%	7	16.7%	1	0.0%	0	0.0%	0	8.3%	3	0.0%	0	9.1%	2	33.3%	1
Easily accessible by foot / cycle	4.1%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	7.1%	5	0.0%	0	0.0%	0
Close to work / en route to work	3.4%	5	0.0%	0	12.5%	1	0.0%	0	5.6%	2	2.9%	2	0.0%	0	0.0%	0
Chain store multiple outlets	2.8%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	2	1.4%	1	4.5%	1	0.0%	0
Part of an overall day out	2.8%	4	0.0%	0	25.0%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	33.3%	1
Good prices	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Cleanliness	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
(Don't know)	2.1%	3	0.0%	0	12.5%	1	0.0%	0	2.8%	1	1.4%	1	0.0%	0	0.0%	0
Base:		145		6		8		0		36		70		22		3
Q28 What do you dislike most about for Kirkby Stephen for shopping?																
<i>Those who shop in Kirkby Stephen at Q20</i>																
Nothing / very little	64.8%	94	83.3%	5	87.5%	7	0.0%	0	75.0%	27	58.6%	41	59.1%	13	33.3%	1
Lack of non-food stores	11.7%	17	0.0%	0	0.0%	0	0.0%	0	2.8%	1	18.6%	13	9.1%	2	33.3%	1
Lack of food stores	6.2%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	1	7.1%	5	9.1%	2	33.3%	1
Difficult to park	4.1%	6	0.0%	0	0.0%	0	0.0%	0	8.3%	3	2.9%	2	4.5%	1	0.0%	0
Other	2.8%	4	0.0%	0	12.5%	1	0.0%	0	2.8%	1	0.0%	0	9.1%	2	0.0%	0
Difficult to park near shops	2.1%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	4.5%	1	0.0%	0
Too long / inconvenient journey	2.1%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	2	1.4%	1	0.0%	0	0.0%	0
Traffic congestion	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Too expensive	2.1%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.9%	2	0.0%	0	0.0%	0
Particular shops missing	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.5%	1	0.0%	0
(Don't know)	4.1%	6	16.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	9.1%	2	0.0%	0
Base:		145		6		8		0		36		70		22		3

Eden Household Survey for England and Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
Q29 What are the main changes or improvements you would like to see in Kirkby Stephen town centre?									
<i>Those who shop in Kirkby Stephen at Q20</i>									
Nothing / very little	55.9%	81 100.0%	6 100.0%	8 0.0%	0 69.4%	25 40.0%	28 59.1%	13 33.3%	1
Cheaper / easier parking	13.8%	20 0.0%	0 0.0%	0 0.0%	0 13.9%	5 12.9%	9 27.3%	6 0.0%	0
More / better choice of shops	10.3%	15 0.0%	0 0.0%	0 0.0%	0 5.6%	2 15.7%	11 4.5%	1 33.3%	1
Bigger / better supermarket	8.3%	12 0.0%	0 0.0%	0 0.0%	0 2.8%	1 14.3%	10 0.0%	0 33.3%	1
Other	4.1%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 8.6%	6 0.0%	0 0.0%	0
Upgrade surrounding roads	2.8%	4 0.0%	0 0.0%	0 0.0%	0 2.8%	1 2.9%	2 4.5%	1 0.0%	0
Better quality of shops / products	1.4%	2 0.0%	0 0.0%	0 0.0%	0 2.8%	1 1.4%	1 0.0%	0 0.0%	0
Better security	1.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.9%	2 0.0%	0 0.0%	0
Cleaner environment	1.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.9%	2 0.0%	0 0.0%	0
More / better public transport	0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.5%	1 0.0%	0
More / better toilets	0.7%	1 0.0%	0 0.0%	0 0.0%	0 2.8%	1 0.0%	0 0.0%	0 0.0%	0
Redesign / regeneration	0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0
(Don't know)	5.5%	8 0.0%	0 0.0%	0 0.0%	0 2.8%	1 8.6%	6 4.5%	1 0.0%	0
Base:		145	6	8	0	36	70	22	3
GEN Gender of respondent									
Male	28.3%	227 29.7%	51 29.4%	25 33.3%	20 35.7%	35 23.8%	19 29.8%	39 21.5%	38
Female	71.7%	576 70.3%	121 70.6%	60 66.7%	40 64.3%	63 76.3%	61 70.2%	92 78.5%	139
Base:		803	172	85	60	98	80	131	177
AGE Can I just ask, how old are you ?									
18-24	2.2%	18 2.3%	4 5.9%	5 3.3%	2 0.0%	0 2.5%	2 0.8%	1 2.3%	4
25-34	5.2%	42 5.2%	9 8.2%	7 1.7%	1 3.1%	3 8.8%	7 6.1%	8 4.0%	7
35-44	16.2%	130 14.5%	25 21.2%	18 15.0%	9 22.4%	22 15.0%	12 12.2%	16 15.8%	28
45-54	18.4%	148 15.7%	27 21.2%	18 20.0%	12 22.4%	22 21.3%	17 19.1%	25 15.3%	27
55-64	23.3%	187 28.5%	49 18.8%	16 23.3%	14 18.4%	18 31.3%	25 18.3%	24 23.2%	41
65+	32.8%	263 32.6%	56 24.7%	21 33.3%	20 31.6%	31 20.0%	16 42.0%	55 36.2%	64
(Refused)	1.9%	15 1.2%	2 0.0%	0 3.3%	2 2.0%	2 1.3%	1 1.5%	2 3.4%	6
Base:		803	172	85	60	98	80	131	177
ADU How many adults aged 16 years and over, including yourself, live in your household ?									
One	28.3%	227 34.3%	59 23.5%	20 31.7%	19 25.5%	25 23.8%	19 32.8%	43 23.7%	42
Two	56.5%	454 52.9%	91 56.5%	48 53.3%	32 61.2%	60 61.3%	49 52.7%	69 59.3%	105
Three	10.5%	84 11.0%	19 10.6%	9 11.7%	7 7.1%	7 7.5%	6 9.2%	12 13.6%	24
Four	3.1%	25 1.7%	3 9.4%	8 1.7%	1 5.1%	5 1.3%	1 3.8%	5 1.1%	2
Five	0.6%	5 0.0%	0 0.0%	0 0.0%	0 1.0%	1 2.5%	2 0.0%	0 1.1%	2
Six or more	0.4%	3 0.0%	0 0.0%	0 1.7%	1 0.0%	0 1.3%	1 0.0%	0 0.6%	1
(Refused)	0.6%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.5%	2 1.5%	2 0.6%	1
Base:		803	172	85	60	98	80	131	177
CHI How many children aged 15 years and under, live in your household ?									
None	77.7%	624 78.5%	135 68.2%	58 81.7%	49 77.6%	76 72.5%	58 85.5%	112 76.8%	136
One	8.6%	69 7.0%	12 14.1%	12 6.7%	4 7.1%	7 5.0%	4 6.1%	8 12.4%	22
Two	10.0%	80 11.6%	20 12.9%	11 10.0%	6 11.2%	11 15.0%	12 3.8%	5 8.5%	15
Three	2.4%	19 2.9%	5 2.4%	2 1.7%	1 2.0%	2 3.8%	3 2.3%	3 1.7%	3
Four	0.4%	3 0.0%	0 1.2%	1 0.0%	0 1.0%	1 0.0%	0 0.8%	1 0.0%	0
Five	0.4%	3 0.0%	0 1.2%	1 0.0%	0 1.0%	1 1.3%	1 0.0%	0 0.0%	0
Six or more	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Refused)	0.6%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.5%	2 1.5%	2 0.6%	1
Base:		803	172	85	60	98	80	131	177
CAR And finally, how many cars does your household own or have the use of ?									
None	11.2%	90 16.3%	28 11.8%	10 16.7%	10 6.1%	6 5.0%	4 9.2%	12 11.3%	20
One	47.1%	378 57.0%	98 34.1%	29 36.7%	22 50.0%	49 53.8%	43 46.6%	61 42.9%	76
Two	33.0%	265 22.7%	39 42.4%	36 33.3%	20 32.7%	32 33.8%	27 35.1%	46 36.7%	65
Three or more	8.0%	64 4.1%	7 11.8%	10 13.3%	8 10.2%	10 6.3%	5 6.9%	9 8.5%	15
(Refused)	0.7%	6 0.0%	0 0.0%	0 0.0%	0 1.0%	1 1.3%	1 2.3%	3 0.6%	1
Base:		803	172	85	60	98	80	131	177

Eden Household Survey for England and Lyle

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
SEG Socioeconomic Grouping:																
A	4.7%	38	3.5%	6	10.6%	9	3.3%	2	5.1%	5	5.0%	4	5.3%	7	2.8%	5
B	16.9%	136	17.4%	30	16.5%	14	5.0%	3	20.4%	20	16.3%	13	19.1%	25	17.5%	31
C1	25.4%	204	27.3%	47	18.8%	16	25.0%	15	22.4%	22	28.8%	23	24.4%	32	27.7%	49
C2	34.1%	274	33.7%	58	32.9%	28	45.0%	27	33.7%	33	38.8%	31	34.4%	45	29.4%	52
D	8.3%	67	9.3%	16	8.2%	7	8.3%	5	4.1%	4	6.3%	5	4.6%	6	13.6%	24
E	2.6%	21	1.2%	2	3.5%	3	5.0%	3	4.1%	4	1.3%	1	2.3%	3	2.8%	5
(Refused)	7.8%	63	7.6%	13	9.4%	8	8.3%	5	10.2%	10	3.8%	3	9.9%	13	6.2%	11
Base:		803		172		85		60		98		80		131		177
QUOTA Zone:																
Zone 1	21.4%	172	100.0%	172	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.6%	85	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	7.5%	60	0.0%	0	0.0%	0	100.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.2%	98	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0
Zone 6	16.3%	131	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	131	0.0%	0
Zone 7	22.0%	177	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	177
Base:		803		172		85		60		98		80		131		177
PC Postcode Sector:																
CA10 1	10.6%	85	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA10 2	6.8%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	55	0.0%	0
CA10 3	9.5%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	76	0.0%	0
CA11 0	7.3%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	59
CA11 7	5.5%	44	25.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA11 8	15.9%	128	74.4%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA11 9	14.7%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	118
CA16 6	12.2%	98	0.0%	0	0.0%	0	0.0%	0	100.0%	98	0.0%	0	0.0%	0	0.0%	0
CA17 4	10.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0
CA8 7	2.9%	23	0.0%	0	0.0%	0	38.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA9 3	4.6%	37	0.0%	0	0.0%	0	61.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		803		172		85		60		98		80		131		177

APPENDIX 4: HOUSEHOLD SURVEY ADJUSTED DATA																	
(adjusted to exclude don't knows and Internet shopping)																	
Q01 In which shop or supermarket do you normally do your main food and grocery shopping?																	
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Morrisons, Penrith	47.57%	343	57.41%	93	62.03%	49	7.41%	4	37.80%	31	8.82%	6	48.18%	53	64.46%	107
	Co-Op, Penrith	7.63%	55	15.43%	25	8.86%	7	1.85%	1	0.00%	0	0.00%	0	6.36%	7	9.04%	15
	Somerfield, Penrith	6.66%	48	14.81%	24	8.86%	7	1.85%	1	1.22%	1	0.00%	0	6.36%	7	4.82%	8
	Morrisons, Kendal	6.52%	47	0.62%	1	0.00%	0	0.00%	0	9.76%	8	26.47%	18	18.18%	20	0.00%	0
	Tesco, Carlisle	4.72%	34	2.47%	4	5.06%	4	12.96%	7	7.32%	6	1.47%	1	2.73%	3	5.42%	9
	Aldi, Penrith	4.58%	33	6.17%	10	5.06%	4	0.00%	0	8.54%	7	4.41%	3	1.82%	2	4.22%	7
	Co-Op, Kirkby Stephen	4.02%	29	0.00%	0	0.00%	0	0.00%	0	6.10%	5	35.29%	24	0.00%	0	0.00%	0
	Asda, Carlisle	3.05%	22	1.85%	3	3.80%	3	12.96%	7	2.44%	2	0.00%	0	0.91%	1	3.61%	6
	Other external	2.22%	16	0.62%	1	0.00%	0	14.81%	8	0.00%	0	7.35%	5	0.00%	0	1.20%	2
	Co-Op, Appleby	2.08%	15	0.00%	0	0.00%	0	0.00%	0	17.07%	14	0.00%	0	0.91%	1	0.00%	0
	Co-Op, Alston	2.08%	15	0.00%	0	0.00%	0	27.78%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Asda, Kendal	1.94%	14	0.00%	0	0.00%	0	0.00%	0	1.22%	1	13.24%	9	2.73%	3	0.60%	1
	Local shops, Penrith	1.53%	11	0.62%	1	1.27%	1	0.00%	0	2.44%	2	0.00%	0	2.73%	3	2.41%	4
	Co-Op, Shap	1.39%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.09%	10	0.00%	0
	Tesco, Hexham	1.11%	8	0.00%	0	0.00%	0	14.81%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-Op, Lazonby	0.97%	7	0.00%	0	5.06%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.81%	3
	Morrisons, Carlisle	0.69%	5	0.00%	0	0.00%	0	5.56%	3	1.22%	1	0.00%	0	0.00%	0	0.60%	1
	Booths, Keswick	0.42%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.81%	3
	Spar, Appleby	0.28%	2	0.00%	0	0.00%	0	0.00%	0	2.44%	2	0.00%	0	0.00%	0	0.00%	0
	Local shops, Appleby	0.28%	2	0.00%	0	0.00%	0	0.00%	0	2.44%	2	0.00%	0	0.00%	0	0.00%	0
	Local shops, Kirkby Stephen	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.47%	1	0.00%	0	0.00%	0
	Local shops, Brough	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.47%	1	0.00%	0	0.00%	0
	Base:	100.0%	721	100.0%	162	100.0%	79	100.0%	54	100.0%	82	100.0%	68	100.0%	110	100.0%	166
Q02 How do you usually travel to (LOCATION MENTIONED AT Q01) ?																	
Those who do a main food shop at Q01, who do not use the internet																	
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Car / van (as driver)	66.52%	461	58.60%	92	71.43%	55	64.15%	34	72.37%	55	68.18%	45	75.49%	77	63.58%	103
	Car / van (as passenger)	15.73%	109	13.38%	21	12.99%	10	18.87%	10	13.16%	10	22.73%	15	15.69%	16	16.67%	27
	Bus, minibus or coach	3.03%	21	1.27%	2	11.69%	9	0.00%	0	2.63%	2	1.52%	1	2.94%	3	2.47%	4

	Motorcycle, scooter or moped	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Walk	14.00%	97	25.48%	40	3.90%	3	16.98%	9	10.53%	8	7.58%	5	5.88%	6	16.05%	26
	Taxi	0.43%	3	0.64%	1	0.00%	0	0.00%	0	1.32%	1	0.00%	0	0.00%	0	0.62%	1
	Train	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Bicycle	0.14%	1	0.64%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Other	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.62%	1
	Base:	100.0%	693	100.0%	157	100.0%	77	100.0%	53	100.0%	76	100.0%	66	100.0%	102	100.0%	162
Q03	What are your main reasons for visiting (LOCATION MENTIONED AT Q01) ?																
	Those who do a main food shop at Q01, who do not use the internet																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Convenient to home	44.11%	318	39.50%	64	35.40%	28	37.00%	20	37.80%	31	44.10%	30	54.50%	60	51.20%	85
	Range of goods available	21.91%	158	23.50%	38	26.60%	21	13.00%	7	19.50%	16	39.70%	27	16.40%	18	18.70%	31
	Lower prices	14.56%	105	15.40%	25	10.10%	8	14.80%	8	18.30%	15	22.10%	15	14.50%	16	10.80%	18
	Quality of goods	8.32%	60	11.10%	18	6.30%	5	9.30%	5	8.50%	7	13.20%	9	1.80%	2	8.40%	14
	Better value for money	7.63%	55	5.60%	9	7.60%	6	9.30%	5	11.00%	9	11.80%	8	4.50%	5	7.80%	13
	Easy to get to	6.24%	45	6.80%	11	3.80%	3	1.90%	1	6.10%	5	5.90%	4	3.60%	4	10.20%	17
	Good / cheap parking	6.10%	44	8.60%	14	3.80%	3	1.90%	1	7.30%	6	0.00%	0	10.00%	11	5.40%	9
	Convenient to work	4.02%	29	4.90%	8	0.00%	0	9.30%	5	4.90%	4	1.50%	1	1.80%	2	5.40%	9
	Habit / always used it	3.75%	27	2.50%	4	3.80%	3	1.90%	1	3.70%	3	8.80%	6	3.60%	4	3.60%	6
	Preference for retailer	3.61%	26	1.90%	3	5.10%	4	9.30%	5	2.40%	2	1.50%	1	2.70%	3	4.80%	8
	Offers internet shopping / hon	3.19%	23	6.20%	10	2.50%	2	0.00%	0	3.70%	3	0.00%	0	1.80%	2	3.60%	6
	Good service / friendly staff	2.77%	20	4.90%	8	1.30%	1	1.90%	1	0.00%	0	2.90%	2	0.00%	0	4.80%	8
	Only choice locally	1.80%	13	1.20%	2	2.50%	2	5.60%	3	0.00%	0	0.00%	0	1.80%	2	2.40%	4
	Only large store in the area	1.80%	13	2.50%	4	3.80%	3	0.00%	0	1.20%	1	0.00%	0	0.90%	1	2.40%	4
	Link my trip with other activitie	1.11%	8	0.00%	0	1.30%	1	1.90%	1	3.70%	3	1.50%	1	0.90%	1	0.60%	1
	Other	1.11%	8	1.20%	2	1.30%	1	3.70%	2	1.20%	1	0.00%	0	0.90%	1	0.60%	1
	Quiet store	1.11%	8	1.20%	2	1.30%	1	0.00%	0	0.00%	0	0.00%	0	0.90%	1	2.40%	4
	I / family member works there	0.83%	6	1.90%	3	0.00%	0	0.00%	0	1.20%	1	0.00%	0	0.00%	0	1.20%	2
	Like to support local stores	0.69%	5	0.60%	1	0.00%	0	0.00%	0	2.40%	2	0.00%	0	0.90%	1	0.60%	1
	Good bus service	0.69%	5	1.20%	2	2.50%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	Good store layout	0.56%	4	0.60%	1	0.00%	0	1.90%	1	1.20%	1	0.00%	0	0.00%	0	0.60%	1
	Has petrol station	0.28%	2	0.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	Other shops / services nearby	0.28%	2	0.60%	1	1.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(No reason in particular)	2.36%	17	1.20%	2	5.10%	4	5.60%	3	0.00%	0	1.50%	1	4.50%	5	1.20%	2
	(Don't know)	0.97%	7	1.20%	2	1.30%	1	1.90%	1	1.20%	1	1.50%	1	0.90%	1	0.00%	0
	Base:		721		162		79		54		82		68		110		166

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Q04	While you were on your last main food and grocery shop did you (or anyone else with you) carry out any of the following activities within the same town?																
	Those who do a main food shop at Q01, who do not use the internet																
	Bank / Post Office / Building S	51.40%	404	51.80%	88	61.30%	49	38.30%	23	47.90%	46	37.50%	30	58.60%	75	54.10%	93
	Go shopping for non-food item	38.42%	302	33.50%	57	42.50%	34	30.00%	18	39.60%	38	38.80%	31	36.70%	47	44.80%	77
	Go shopping for other food item	36.51%	287	37.60%	64	41.30%	33	31.70%	19	34.40%	33	32.50%	26	32.00%	41	41.30%	71
	Get petrol	33.84%	266	24.10%	41	45.00%	36	36.70%	22	35.40%	34	37.50%	30	30.50%	39	37.20%	64
	Go window shopping / browsing	23.03%	181	20.60%	35	26.30%	21	21.70%	13	25.00%	24	26.30%	21	20.30%	26	23.80%	41
	Go to hairdressers, dry cleaners	10.05%	79	12.40%	21	13.80%	11	3.30%	2	10.40%	10	3.80%	3	9.40%	12	11.60%	20
	Use sports / leisure or entertainment	9.16%	72	6.50%	11	15.00%	12	11.70%	7	9.40%	9	5.00%	4	5.50%	7	12.80%	22
	Other	0.38%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.30%	1	0.80%	1	0.60%	1
	(None of the above)	20.23%	159	19.40%	33	13.80%	11	28.30%	17	19.80%	19	23.80%	19	20.30%	26	19.80%	34
	(Don't know / can't remember)	0.76%	6	2.90%	5	1.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Base:		786		170		80		60		96		80		128		172
Q05	In addition to your main food and grocery shopping, do you normally do any other top-up" shopping?"																
	Yes	69.99%	562	75.00%	129	62.40%	53	75.00%	45	81.60%	80	72.50%	58	66.40%	87	62.10%	110
	No	30.01%	241	25.00%	43	37.60%	32	25.00%	15	18.40%	18	27.50%	22	33.60%	44	37.90%	67
	Base:		803		172		85		60		98		80		131		177
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q06	Which one store do you use for most of your top-up food shopping ?																
	Those who do top-up shopping at Q05																
	Morrisons, Penrith	15.92%	78	19.30%	22	11.63%	5	2.56%	1	6.06%	4	0.00%	0	13.51%	10	36.00%	36
	Local shops, Penrith	13.47%	66	20.18%	23	20.93%	9	0.00%	0	1.52%	1	0.00%	0	13.51%	10	23.00%	23
	Somerfield, Penrith	13.06%	64	37.72%	43	4.65%	2	0.00%	0	0.00%	0	0.00%	0	16.22%	12	7.00%	7
	Co-Op, Penrith	8.78%	43	17.54%	20	6.98%	3	0.00%	0	0.00%	0	0.00%	0	8.11%	6	14.00%	14
	Co-Op, Kirkby Stephen	8.16%	40	0.00%	0	0.00%	0	0.00%	0	6.06%	4	66.67%	36	0.00%	0	0.00%	0
	Local shops, Appleby	5.71%	28	0.00%	0	6.98%	3	0.00%	0	33.33%	22	3.70%	2	1.35%	1	0.00%	0
	Co-Op, Appleby	5.10%	25	0.00%	0	2.33%	1	2.56%	1	31.82%	21	0.00%	0	2.70%	2	0.00%	0
	Co-Op, Alston	4.29%	21	0.00%	0	0.00%	0	53.85%	21	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Co-Op, Lazonby	3.67%	18	0.00%	0	27.91%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.00%	6
	Other Eden	3.47%	17	0.00%	0	9.30%	4	0.00%	0	1.52%	1	0.00%	0	8.11%	6	6.00%	6

	Co-Op, Shap	3.06%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.27%	15	0.00%	0
	Aldi, Penrith	3.06%	15	2.63%	3	4.65%	2	0.00%	0	4.55%	3	0.00%	0	4.05%	3	4.00%	4
	Spar, Appleby	2.65%	13	0.88%	1	2.33%	1	0.00%	0	15.15%	10	0.00%	0	1.35%	1	0.00%	0
	Local shops, Kirkby Stephen	2.45%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	22.22%	12	0.00%	0	0.00%	0
	Local shops, Haltwhistle	1.43%	7	0.00%	0	0.00%	0	17.95%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Morrisons, Kendal	1.22%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.85%	1	6.76%	5	0.00%	0
	Other external	1.02%	5	0.00%	0	0.00%	0	5.13%	2	0.00%	0	0.00%	0	0.00%	0	3.00%	3
	Tesco, Carlisle	1.02%	5	0.00%	0	2.33%	1	5.13%	2	0.00%	0	0.00%	0	1.35%	1	1.00%	1
	Local shops, Alston	0.82%	4	0.00%	0	0.00%	0	10.26%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Local shops, Brough	0.61%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.56%	3	0.00%	0	0.00%	0
	Asda, Kendal	0.41%	2	0.88%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.35%	1	0.00%	0
	Local shops, Tebay	0.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.35%	1	0.00%	0
	Tesco, Hexham	0.20%	1	0.00%	0	0.00%	0	2.56%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Booths, Keswick	0.20%	1	0.88%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Base:	100.0%	490	100.0%	114	100.0%	43	100.0%	39	100.0%	66	100.0%	54	100.0%	74	100.0%	100
Q07	Of all the money you spend on food and household groceries, what share goes to your main food shop?																
	Those who do top-up shopping at Q05																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Over ¾	54.60%	279	47.86%	56	69.57%	32	67.50%	27	54.17%	39	41.51%	22	58.23%	46	54.81%	57
	½ to ¾	33.86%	173	36.75%	43	28.26%	13	25.00%	10	36.11%	26	47.17%	25	32.91%	26	28.85%	30
	¼ to ½	8.81%	45	11.97%	14	2.17%	1	0.00%	0	9.72%	7	5.66%	3	6.33%	5	14.42%	15
	Less than ¼	2.74%	14	3.42%	4	0.00%	0	7.50%	3	0.00%	0	5.66%	3	2.53%	2	1.92%	2
	None	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Base:	100.0%	511	100.0%	117	100.0%	46	100.0%	40	100.0%	72	100.0%	53	100.0%	79	100.0%	104
	Percent	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	75-100	279	244.13	56	49.00	32	28.00	27	23.63	39	34.13	22	19.25	46	40.25	57	49.88
	50-74	173	107.26	43	26.66	13	8.06	10	6.20	26	16.12	25	15.50	26	16.12	30	18.60
	25-49	45	16.65	14	5.18	1	0.37	0	0.00	7	2.59	3	1.11	5	1.85	15	5.55
	1-24	14	1.75	4	0.50	0	0.00	3	0.38	0	0.00	3	0.38	2	0.25	2	0.25
	Base:	511		117		46		40		72		53		79		104	104
	Weighted average		72.4%		69.5%		79.2%		75.5%		73.4%		68.4%		74.0%		71.4%

Q08 Now thinking about non-food shopping, in which shopping centre or other location do you normally buy clothing and footwear ?																
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Carlisle City Centre	57.37%	362	65.69%	90	76.12%	51	61.70%	29	60.27%	44	26.98%	17	37.62%	38	65.03%	93
Penrith Town Centre	21.55%	136	28.47%	39	19.40%	13	6.38%	3	17.81%	13	4.76%	3	26.73%	27	26.57%	38
Kendal Town Centre	11.25%	71	1.46%	2	1.49%	1	2.13%	1	9.59%	7	52.38%	33	24.75%	25	1.40%	2
Other external	2.69%	17	0.00%	0	1.49%	1	6.38%	3	5.48%	4	6.35%	4	1.98%	2	2.10%	3
Newcastle City Centre	2.54%	16	2.19%	3	1.49%	1	12.77%	6	2.74%	2	1.59%	1	1.98%	2	0.70%	1
Keswick Town Centre	0.95%	6	0.73%	1	0.00%	0	0.00%	0	0.00%	0	1.59%	1	0.99%	1	2.10%	3
Manchester City Centre	0.79%	5	0.73%	1	0.00%	0	0.00%	0	1.37%	1	0.00%	0	1.98%	2	0.70%	1
Hexham Town Centre	0.63%	4	0.00%	0	0.00%	0	8.51%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Preston City Centre	0.63%	4	0.73%	1	0.00%	0	0.00%	0	0.00%	0	1.59%	1	0.00%	0	1.40%	2
Darlington Town Centre	0.48%	3	0.00%	0	0.00%	0	2.13%	1	0.00%	0	3.17%	2	0.00%	0	0.00%	0
Other Eden	0.48%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.59%	1	1.98%	2	0.00%	0
Appleby Town Centre	0.32%	2	0.00%	0	0.00%	0	0.00%	0	2.74%	2	0.00%	0	0.00%	0	0.00%	0
Kirkby Stephen Town Centre	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.99%	1	0.00%	0
Lancaster City Centre	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.99%	1	0.00%	0
Base:	100.0%	631	100.0%	137	100.0%	67	100.0%	47	100.0%	73	100.0%	63	100.0%	101	100.0%	143
Q09 In which shopping centre or other location do you normally buy furniture and carpets ?																
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Carlisle City Centre	49.16%	263	54.14%	72	54.55%	30	46.67%	14	50.00%	26	34.62%	18	42.50%	34	51.88%	69
Penrith Town Centre	31.59%	169	41.35%	55	34.55%	19	6.67%	2	7.69%	4	11.54%	6	31.25%	25	43.61%	58
Appleby Town Centre	6.17%	33	0.75%	1	3.64%	2	0.00%	0	36.54%	19	15.38%	8	2.50%	2	0.75%	1
Kendal Town Centre	4.67%	25	1.50%	2	0.00%	0	0.00%	0	0.00%	0	15.38%	8	18.75%	15	0.00%	0
Newcastle City Centre	3.36%	18	1.50%	2	5.45%	3	16.67%	5	3.85%	2	5.77%	3	1.25%	1	1.50%	2
Other external	2.24%	12	0.75%	1	1.82%	1	10.00%	3	1.92%	1	5.77%	3	2.50%	2	0.75%	1
Hexham Town Centre	1.12%	6	0.00%	0	0.00%	0	16.67%	5	0.00%	0	0.00%	0	0.00%	0	0.75%	1
Kirkby Stephen Town Centre	0.56%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.77%	3	0.00%	0	0.00%	0
Preston City Centre	0.37%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.85%	2	0.00%	0	0.00%	0
Darlington Town Centre	0.19%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.92%	1	0.00%	0	0.00%	0
Lancaster City Centre	0.19%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.25%	1	0.00%	0
Alston Town Centre	0.19%	1	0.00%	0	0.00%	0	3.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Keswick Town Centre	0.19%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.75%	1
Base:	100.0%	535	100.0%	133	100.0%	55	100.0%	30	100.0%	52	100.0%	52	100.0%	80	100.0%	133

Q10 In which shopping centre or other location do you normally buy domestic appliances and other electrical goods ?																
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Penrith Town Centre	52.31%	328	69.18%	101	63.08%	41	5.00%	2	25.40%	16	10.34%	6	55.14%	59	69.59%	103
Carlisle City Centre	26.32%	165	29.45%	43	30.77%	20	57.50%	23	23.81%	15	10.34%	6	15.89%	17	27.70%	41
Kendal Town Centre	8.93%	56	1.37%	2	3.08%	2	0.00%	0	6.35%	4	39.66%	23	22.43%	24	0.68%	1
Appleby Town Centre	6.06%	38	0.00%	0	3.08%	2	0.00%	0	44.44%	28	3.45%	2	4.67%	5	0.68%	1
Kirkby Stephen Town Centre	2.71%	17	0.00%	0	0.00%	0	0.00%	0	0.00%	0	27.59%	16	0.93%	1	0.00%	0
Other external	1.44%	9	0.00%	0	0.00%	0	12.50%	5	0.00%	0	3.45%	2	0.93%	1	0.68%	1
Hexham Town Centre	0.96%	6	0.00%	0	0.00%	0	15.00%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newcastle City Centre	0.80%	5	0.00%	0	0.00%	0	7.50%	3	0.00%	0	3.45%	2	0.00%	0	0.00%	0
Alston Town Centre	0.16%	1	0.00%	0	0.00%	0	2.50%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Darlington Town Centre	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.72%	1	0.00%	0	0.00%	0
Keswick Town Centre	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.68%	1
Base:	100.0%	627	100.0%	146	100.0%	65	100.0%	40	100.0%	63	100.0%	58	100.0%	107	100.0%	148
Q11 In which shopping centre or other location do you normally buy DIY and hardware ?																
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Penrith Town Centre	70.38%	468	87.18%	136	76.00%	57	26.32%	10	52.86%	37	12.90%	8	77.78%	84	87.18%	136
B&Q, Bridge Lane, Penrith	7.22%	48	9.62%	15	16.00%	12	0.00%	0	5.71%	4	0.00%	0	6.48%	7	6.41%	10
Carlisle City Centre	6.47%	43	3.21%	5	6.67%	5	52.63%	20	2.86%	2	0.00%	0	1.85%	2	5.77%	9
Kendal Town Centre	4.96%	33	0.00%	0	0.00%	0	0.00%	0	1.43%	1	30.65%	19	12.04%	13	0.00%	0
Kirkby Stephen Town Centre	4.66%	31	0.00%	0	0.00%	0	0.00%	0	1.43%	1	46.77%	29	0.93%	1	0.00%	0
Appleby Town Centre	4.36%	29	0.00%	0	1.33%	1	0.00%	0	35.71%	25	3.23%	2	0.93%	1	0.00%	0
Other external	0.60%	4	0.00%	0	0.00%	0	7.89%	3	0.00%	0	0.00%	0	0.00%	0	0.64%	1
Newcastle City Centre	0.60%	4	0.00%	0	0.00%	0	10.53%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Preston City Centre	0.45%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.84%	3	0.00%	0	0.00%	0
Darlington Town Centre	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.61%	1	0.00%	0	0.00%	0
Hexham Town Centre	0.15%	1	0.00%	0	0.00%	0	2.63%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Base:	100.0%	665	100.0%	156	100.0%	75	100.0%	38	100.0%	70	100.0%	62	100.0%	108	100.0%	156

Q12	In which shopping centre or other location do you normally buy other non-food goods such as toiletries, jewellery and gifts ?																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Penrith Town Centre	56.58%	357	77.54%	107	73.53%	50	6.67%	3	32.31%	21	7.14%	4	61.68%	66	69.74%	106
	Carlisle City Centre	21.87%	138	19.57%	27	20.59%	14	48.89%	22	24.62%	16	10.71%	6	14.02%	15	25.00%	38
	Kendal Town Centre	9.83%	62	0.72%	1	0.00%	0	0.00%	0	3.08%	2	57.14%	32	22.43%	24	1.97%	3
	Appleby Town Centre	4.12%	26	0.72%	1	2.94%	2	0.00%	0	33.85%	22	1.79%	1	0.00%	0	0.00%	0
	Other external	1.58%	10	0.72%	1	0.00%	0	6.67%	3	1.54%	1	3.57%	2	0.93%	1	1.32%	2
	Kirkby Stephen Town Centre	1.43%	9	0.00%	0	0.00%	0	0.00%	0	3.08%	2	12.50%	7	0.00%	0	0.00%	0
	Alston Town Centre	1.27%	8	0.00%	0	0.00%	0	17.78%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Hexham Town Centre	1.11%	7	0.00%	0	0.00%	0	15.56%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Keswick Town Centre	0.79%	5	0.72%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.93%	1	1.97%	3
	Newcastle City Centre	0.79%	5	0.00%	0	2.94%	2	2.22%	1	1.54%	1	1.79%	1	0.00%	0	0.00%	0
	Darlington Town Centre	0.48%	3	0.00%	0	0.00%	0	2.22%	1	0.00%	0	3.57%	2	0.00%	0	0.00%	0
	Preston City Centre	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.79%	1	0.00%	0	0.00%	0
	Base:	100.0%	631	100.0%	138	100.0%	68	100.0%	45	100.0%	65	100.0%	56	100.0%	107	100.0%	152
Q13	Do you use the home delivery service offered by supermarkets?																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Yes	17.44%	140	24.40%	42	29.40%	25	20.00%	12	11.20%	11	1.30%	1	14.50%	19	16.90%	30
	No	82.57%	663	75.60%	130	70.60%	60	80.00%	48	88.80%	87	98.80%	79	85.50%	112	83.10%	147
	Base:		803		172		85		60		98		80		131		177
Q14	Which supermarket is that?																
	Those who use the home delivery service offered by supermarkets																
	Tesco	59.29%	83	38.10%	16	80.00%	20	91.70%	11	90.90%	10	0.00%	0	52.60%	10	53.30%	16
	Co-Op	24.29%	34	40.50%	17	4.00%	1	0.00%	0	0.00%	0	0.00%	0	31.60%	6	33.30%	10
	Somerfield	12.86%	18	21.40%	9	16.00%	4	0.00%	0	9.10%	1	0.00%	0	5.30%	1	10.00%	3
	Asda	1.43%	2	0.00%	0	0.00%	0	8.30%	1	0.00%	0	0.00%	0	0.00%	0	3.30%	1
	Other	0.71%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	1	0.00%	0	0.00%	0
	(Don't know / varies)	1.43%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	10.50%	2	0.00%	0
	Base:		140		42		25		12		11		1		19		30

Q15	How often do you use this service?																
	Those who use the home delivery service offered by supermarkets																
		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
	More than once a week	0.71%	1	2.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Once a week	22.86%	32	19.00%	8	20.00%	5	8.30%	1	27.30%	3	0.00%	0	31.60%	6	30.00%	9
	Once a fortnight	11.43%	16	9.50%	4	0.00%	0	25.00%	3	18.20%	2	100.00%	1	15.80%	3	10.00%	3
	Once a month	22.86%	32	23.80%	10	36.00%	9	25.00%	3	27.30%	3	0.00%	0	10.50%	2	16.70%	5
	Less often	30.71%	43	33.30%	14	36.00%	9	16.70%	2	27.30%	3	0.00%	0	26.30%	5	33.30%	10
	(Don't know / varies / no partia	11.43%	16	11.90%	5	8.00%	2	25.00%	3	0.00%	0	0.00%	0	15.80%	3	10.00%	3
	Base:		140		42		25		12		11		1		19		30
Q16	Thinking now just about non-food goods, what proportion of your household's total spending is spent via the internet?																
	Over ¾	1.74%	14	0.60%	1	3.50%	3	0.00%	0	6.10%	6	0.00%	0	0.80%	1	1.70%	3
	½ to ¾	2.49%	20	2.90%	5	7.10%	6	5.00%	3	1.00%	1	0.00%	0	0.80%	1	2.30%	4
	¼ to ½	4.36%	35	5.80%	10	7.10%	6	5.00%	3	7.10%	7	5.00%	4	1.50%	2	1.70%	3
	Less than ¼	29.02%	233	26.20%	45	31.80%	27	20.00%	12	30.60%	30	33.80%	27	31.30%	41	28.80%	51
	None	60.65%	487	63.40%	109	49.40%	42	63.30%	38	54.10%	53	58.80%	47	64.10%	84	64.40%	114
	(Don't know / varies)	1.74%	14	1.20%	2	1.20%	1	6.70%	4	1.00%	1	2.50%	2	1.50%	2	1.10%	2
	Base:		803		172		85		60		98		80		131		177
Q17	What do you like most about Penrith for shopping?																
		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
	Close to home	40.60%	326	48.30%	83	52.90%	45	6.70%	4	41.80%	41	13.80%	11	45.00%	59	46.90%	83
	Nothing / very little	16.31%	131	18.00%	31	20.00%	17	11.70%	7	19.40%	19	20.00%	16	9.90%	13	15.80%	28
	Independent stores	14.57%	117	15.70%	27	14.10%	12	13.30%	8	12.20%	12	7.50%	6	16.80%	22	16.90%	30
	Attractive environment	5.73%	46	2.90%	5	1.20%	1	18.30%	11	1.00%	1	1.30%	1	4.60%	6	11.90%	21
	Friendly atmosphere	3.99%	32	7.00%	12	0.00%	0	3.30%	2	1.00%	1	2.50%	2	3.10%	4	6.20%	11
	Compact centre	3.24%	26	1.70%	3	4.70%	4	1.70%	1	2.00%	2	1.30%	1	7.60%	10	2.80%	5
	Good range of stores	2.74%	22	2.30%	4	5.90%	5	3.30%	2	3.10%	3	0.00%	0	3.10%	4	2.30%	4
	Easily accessible by foot / cyc	2.37%	19	4.10%	7	2.40%	2	0.00%	0	2.00%	2	2.50%	2	0.80%	1	2.80%	5
	Chain store multiple outlets	2.37%	19	2.30%	4	0.00%	0	3.30%	2	2.00%	2	5.00%	4	2.30%	3	2.30%	4
	Quiet	1.99%	16	4.10%	7	1.20%	1	0.00%	0	2.00%	2	0.00%	0	1.50%	2	2.30%	4
	Helpful staff	1.87%	15	2.90%	5	0.00%	0	1.70%	1	2.00%	2	1.30%	1	3.10%	4	1.10%	2

	Close to work / en route to work	1.37%	11	0.00%	0	0.00%	0	0.00%	0	4.10%	4	0.00%	0	0.80%	1	3.40%	6
	Good and / or free car parking	1.25%	10	0.00%	0	2.40%	2	0.00%	0	1.00%	1	2.50%	2	3.10%	4	0.60%	1
	Good prices	1.00%	8	1.70%	3	0.00%	0	0.00%	0	2.00%	2	0.00%	0	1.50%	2	0.60%	1
	Market	0.87%	7	0.60%	1	1.20%	1	1.70%	1	0.00%	0	0.00%	0	1.50%	2	1.10%	2
	Other	0.87%	7	1.20%	2	0.00%	0	0.00%	0	2.00%	2	0.00%	0	1.50%	2	0.60%	1
	Range of goods available	0.62%	5	1.70%	3	0.00%	0	0.00%	0	2.00%	2	0.00%	0	0.00%	0	0.00%	0
	Habit / familiar	0.50%	4	0.00%	0	1.20%	1	0.00%	0	0.00%	0	0.00%	0	2.30%	3	0.00%	0
	Restaurants / cafés	0.37%	3	0.00%	0	0.00%	0	1.70%	1	1.00%	1	0.00%	0	0.80%	1	0.00%	0
	Cleanliness	0.37%	3	0.00%	0	0.00%	0	3.30%	2	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	Indoor shopping malls / arcades	0.37%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.50%	2	0.00%	0	0.60%	1
	Good bus service / accessible	0.37%	3	0.00%	0	1.20%	1	0.00%	0	1.00%	1	1.30%	1	0.00%	0	0.00%	0
	Good disabled access	0.25%	2	1.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Part of an overall day out	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.80%	1	0.00%	0
	(Do not visit Penrith for shopping)	9.22%	74	0.00%	0	0.00%	0	41.70%	25	4.10%	4	40.00%	32	9.20%	12	0.60%	1
	(Don't know)	2.49%	20	2.30%	4	1.20%	1	3.30%	2	2.00%	2	8.80%	7	0.80%	1	1.70%	3
	Base:		803		172		85		60		98		80		131		177
Q18	What do you dislike most about Penrith for shopping?																
	Those who shop in Penrith at Q17																
			Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7
	Nothing / very little	32.24%	235	27.90%	48	31.80%	27	60.00%	21	33.00%	31	37.50%	18	34.50%	41	27.80%	49
	Lack of non-food stores	26.20%	191	38.40%	66	27.10%	23	5.70%	2	21.30%	20	25.00%	12	18.50%	22	26.10%	46
	Difficult to park	25.93%	189	19.20%	33	32.90%	28	5.70%	2	27.70%	26	27.10%	13	29.40%	35	29.50%	52
	Difficult to park near shops	12.89%	94	4.70%	8	14.10%	12	14.30%	5	21.30%	20	6.30%	3	5.90%	7	22.20%	39
	Expensive car parking	8.23%	60	5.20%	9	9.40%	8	0.00%	0	4.30%	4	8.30%	4	5.00%	6	16.50%	29
	Lack of food stores	6.45%	47	9.90%	17	7.10%	6	0.00%	0	10.60%	10	2.10%	1	0.80%	1	6.80%	12
	Particular shops missing	2.88%	21	4.10%	7	3.50%	3	2.90%	1	2.10%	2	4.20%	2	1.70%	2	2.30%	4
	Other	2.74%	20	4.70%	8	1.20%	1	0.00%	0	1.10%	1	4.20%	2	2.50%	3	2.80%	5
	Too many of the same type of shops	1.92%	14	2.90%	5	2.40%	2	0.00%	0	1.10%	1	0.00%	0	1.70%	2	2.30%	4
	Dirty / unattractive	1.65%	12	0.60%	1	2.40%	2	0.00%	0	1.10%	1	2.10%	1	3.40%	4	1.70%	3
	Too many traffic wardens	1.37%	10	1.70%	3	2.40%	2	0.00%	0	2.10%	2	0.00%	0	1.70%	2	0.60%	1
	Too expensive	1.37%	10	2.30%	4	1.20%	1	0.00%	0	1.10%	1	2.10%	1	0.00%	0	1.70%	3
	Traffic congestion	1.24%	9	0.60%	1	0.00%	0	0.00%	0	1.10%	1	4.20%	2	4.20%	5	0.00%	0
	Too many new developments	0.96%	7	0.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.70%	2	2.30%	4
	Vacant shops	0.69%	5	0.00%	0	2.40%	2	0.00%	0	0.00%	0	0.00%	0	0.80%	1	1.10%	2
	Lack of independent stores	0.69%	5	0.60%	1	0.00%	0	0.00%	0	0.00%	0	2.10%	1	1.70%	2	0.60%	1
	Too small	0.41%	3	0.60%	1	0.00%	0	2.90%	1	1.10%	1	0.00%	0	0.00%	0	0.00%	0
	Poor bus services	0.41%	3	0.60%	1	0.00%	0	2.90%	1	1.10%	1	0.00%	0	0.00%	0	0.00%	0

	It is too busy	0.41%	3	0.60%	1	0.00%	0	2.90%	1	0.00%	0	0.00%	0	0.80%	1	0.00%	0
	Poor accessibility by foot / cycle	0.27%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.10%	2
	Lack of eating and drinking places	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	Poor access for disabled	0.14%	1	0.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Too long / inconvenient journey	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.80%	1	0.00%	0
	Poor security for shoppers / cyclists	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	(Don't know)	2.20%	16	2.30%	4	1.20%	1	2.90%	1	3.20%	3	6.30%	3	0.80%	1	1.70%	3
	Base:		729		172		85		35		94		48		119		176
Q19	What are the main changes or improvements you would like to see in Penrith town centre?																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Cheaper / easier parking	28.52%	229	25.00%	43	32.90%	28	13.30%	8	32.70%	32	15.00%	12	32.80%	43	35.60%	63
	Nothing / very little	26.78%	215	27.30%	47	25.90%	22	41.70%	25	29.60%	29	22.50%	18	26.00%	34	22.60%	40
	More / better choice of shops	24.16%	194	30.80%	53	31.80%	27	8.30%	5	22.40%	22	20.00%	16	17.60%	23	27.10%	48
	Bigger / better supermarket	6.48%	52	6.40%	11	7.10%	6	1.70%	1	17.30%	17	3.80%	3	5.30%	7	4.00%	7
	Better quality of shops / products	5.48%	44	9.90%	17	5.90%	5	1.70%	1	2.00%	2	5.00%	4	3.80%	5	5.70%	10
	Cleaner environment	3.61%	29	7.60%	13	3.50%	3	0.00%	0	0.00%	0	2.50%	2	2.30%	3	4.50%	8
	Other	2.37%	19	3.50%	6	3.50%	3	0.00%	0	1.00%	1	0.00%	0	3.10%	4	2.80%	5
	Redesign / regeneration	2.37%	19	2.30%	4	2.40%	2	0.00%	0	1.00%	1	3.80%	3	0.80%	1	4.50%	8
	Too many of the same type of shops	2.12%	17	5.20%	9	2.40%	2	0.00%	0	0.00%	0	1.30%	1	0.80%	1	2.30%	4
	Fewer traffic wardens	1.87%	15	1.70%	3	3.50%	3	0.00%	0	3.10%	3	0.00%	0	2.30%	3	1.70%	3
	Upgrade surrounding roads	1.62%	13	1.70%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.10%	4	3.40%	6
	More independent stores	1.37%	11	1.20%	2	2.40%	2	0.00%	0	1.00%	1	0.00%	0	2.30%	3	1.70%	3
	More / better leisure facilities	1.12%	9	2.90%	5	1.20%	1	0.00%	0	0.00%	0	0.00%	0	0.80%	1	1.10%	2
	Pedestrianisation	1.00%	8	1.70%	3	0.00%	0	0.00%	0	1.00%	1	0.00%	0	0.00%	0	2.30%	4
	More / better public transport	0.50%	4	0.60%	1	1.20%	1	1.70%	1	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	More / better toilets	0.50%	4	0.00%	0	0.00%	0	0.00%	0	1.00%	1	1.30%	1	0.80%	1	0.60%	1
	Better disabled access	0.37%	3	1.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.60%	1
	Improve market	0.37%	3	0.00%	0	1.20%	1	0.00%	0	1.00%	1	0.00%	0	0.00%	0	0.60%	1
	Better security	0.13%	1	0.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Create undercover streets	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.30%	1	0.00%	0	0.00%	0
	(Don't know)	10.09%	81	4.10%	7	4.70%	4	31.70%	19	9.20%	9	35.00%	28	6.10%	8	3.40%	6
	Base:		803		172		85		60		98		80		131		177

Q20	Do you ever shop in ?	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Appleby	23.16%	186	7.00%	12	28.20%	24	0.00%	0	87.80%	86	23.80%	19	19.80%	26	10.70%	19
	Alston	6.85%	55	1.20%	2	3.50%	3	70.00%	42	2.00%	2	1.30%	1	1.50%	2	1.70%	3
	Kirkby Stephen	18.06%	145	3.50%	6	9.40%	8	0.00%	0	36.70%	36	87.50%	70	16.80%	22	1.70%	3
	(None of these)	61.02%	490	91.90%	158	70.60%	60	30.00%	18	4.10%	4	10.00%	8	67.90%	89	86.40%	153
	Base:		803		172		85		60		98		80		131		177
Q21	What do you like most about Appleby for shopping?																
	Those who shop in Appleby at Q20																
	Close to home	41.40%	77	0.00%	0	33.30%	8	0.00%	0	67.40%	58	5.30%	1	38.50%	10	0.00%	0
	Independent stores	26.34%	49	25.00%	3	25.00%	6	0.00%	0	20.90%	18	52.60%	10	26.90%	7	26.30%	5
	Attractive environment	11.29%	21	8.30%	1	8.30%	2	0.00%	0	7.00%	6	15.80%	3	11.50%	3	31.60%	6
	Friendly atmosphere	9.68%	18	8.30%	1	12.50%	3	0.00%	0	12.80%	11	0.00%	0	11.50%	3	0.00%	0
	Nothing / very little	6.45%	12	8.30%	1	4.20%	1	0.00%	0	4.70%	4	5.30%	1	11.50%	3	10.50%	2
	Other	5.91%	11	8.30%	1	8.30%	2	0.00%	0	2.30%	2	10.50%	2	7.70%	2	10.50%	2
	Close to work / en route to work	4.30%	8	0.00%	0	16.70%	4	0.00%	0	1.20%	1	10.50%	2	3.80%	1	0.00%	0
	Helpful staff	3.76%	7	8.30%	1	0.00%	0	0.00%	0	4.70%	4	0.00%	0	7.70%	2	0.00%	0
	Good and / or free car parking	3.76%	7	0.00%	0	0.00%	0	0.00%	0	5.80%	5	0.00%	0	7.70%	2	0.00%	0
	Easily accessible by foot / cycle	2.69%	5	0.00%	0	0.00%	0	0.00%	0	2.30%	2	10.50%	2	0.00%	0	5.30%	1
	Chain store multiple outlets	2.15%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	10.50%	2	0.00%	0	10.50%	2
	Range of stores	2.15%	4	8.30%	1	4.20%	1	0.00%	0	0.00%	0	0.00%	0	3.80%	1	5.30%	1
	Indoor shopping malls / arcades	1.08%	2	8.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.30%	1
	Restaurants / cafés	1.08%	2	0.00%	0	4.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.30%	1
	Good bus service / accessible	1.08%	2	0.00%	0	4.20%	1	0.00%	0	1.20%	1	0.00%	0	0.00%	0	0.00%	0
	Cleanliness	0.54%	1	0.00%	0	4.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Part of an overall day out	0.54%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.30%	1
	Good prices	0.54%	1	0.00%	0	0.00%	0	0.00%	0	1.20%	1	0.00%	0	0.00%	0	0.00%	0
	(Don't know)	2.69%	5	25.00%	3	0.00%	0	0.00%	0	0.00%	0	5.30%	1	0.00%	0	5.30%	1
	Base:		186		12		24		0		86		19		26		19
Q22	What do you dislike most about for Appleby for shopping?																
	Those who shop in Appleby at Q20																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Nothing / very little	62.37%	116	75.00%	9	75.00%	18	0.00%	0	45.30%	39	68.40%	13	73.10%	19	94.70%	18
	Lack of non-food stores	12.90%	24	0.00%	0	8.30%	2	0.00%	0	20.90%	18	5.30%	1	7.70%	2	5.30%	1

	Lack of food stores	11.83%	22	8.30%	1	8.30%	2	0.00%	0	16.30%	14	5.30%	1	15.40%	4	0.00%	0
	Difficult to park	9.14%	17	0.00%	0	8.30%	2	0.00%	0	12.80%	11	10.50%	2	7.70%	2	0.00%	0
	Too expensive	5.38%	10	0.00%	0	4.20%	1	0.00%	0	9.30%	8	0.00%	0	3.80%	1	0.00%	0
	Difficult to park near shops	4.84%	9	0.00%	0	0.00%	0	0.00%	0	10.50%	9	0.00%	0	0.00%	0	0.00%	0
	Other	3.76%	7	0.00%	0	4.20%	1	0.00%	0	7.00%	6	0.00%	0	0.00%	0	0.00%	0
	Particular shops missing	1.61%	3	0.00%	0	0.00%	0	0.00%	0	3.50%	3	0.00%	0	0.00%	0	0.00%	0
	Too long / inconvenient journey	0.54%	1	8.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Poor accessibility by foot / cycle	0.54%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.30%	1	0.00%	0	0.00%	0
	(Don't know)	1.08%	2	8.30%	1	0.00%	0	0.00%	0	0.00%	0	5.30%	1	0.00%	0	0.00%	0
	Base:		186		12		24		0		86		19		26		19
Q23	What are the main changes or improvements you would like to see in Appleby town centre?																
	Those who shop in Appleby at Q20																
	Nothing / very little	56.45%	105	58.30%	7	70.80%	17	0.00%	0	43.00%	37	57.90%	11	69.20%	18	78.90%	15
	Cheaper / easier parking	13.98%	26	0.00%	0	12.50%	3	0.00%	0	17.40%	15	15.80%	3	3.80%	1	21.10%	4
	More / better choice of shops	11.83%	22	8.30%	1	8.30%	2	0.00%	0	19.80%	17	0.00%	0	7.70%	2	0.00%	0
	Other	5.91%	11	0.00%	0	4.20%	1	0.00%	0	9.30%	8	0.00%	0	7.70%	2	0.00%	0
	Bigger / better supermarket	3.23%	6	0.00%	0	0.00%	0	0.00%	0	7.00%	6	0.00%	0	0.00%	0	0.00%	0
	Upgrade surrounding roads	2.15%	4	0.00%	0	0.00%	0	0.00%	0	1.20%	1	10.50%	2	3.80%	1	0.00%	0
	Better quality of shops / products	2.15%	4	0.00%	0	0.00%	0	0.00%	0	4.70%	4	0.00%	0	0.00%	0	0.00%	0
	Get rid of the traffic wardens	2.15%	4	8.30%	1	0.00%	0	0.00%	0	1.20%	1	0.00%	0	7.70%	2	0.00%	0
	More / better public transport	1.08%	2	0.00%	0	4.20%	1	0.00%	0	1.20%	1	0.00%	0	0.00%	0	0.00%	0
	Better security	0.54%	1	0.00%	0	0.00%	0	0.00%	0	1.20%	1	0.00%	0	0.00%	0	0.00%	0
	More / better toilets	0.54%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.30%	1	0.00%	0	0.00%	0
	Cleaner environment	0.54%	1	0.00%	0	0.00%	0	0.00%	0	1.20%	1	0.00%	0	0.00%	0	0.00%	0
	(Don't know)	4.84%	9	25.00%	3	0.00%	0	0.00%	0	3.50%	3	10.50%	2	3.80%	1	0.00%	0
	Base:		186		12		24		0		86		19		26		19
Q24	What do you like most about Alston for shopping?																
	Those who shop in Alston at Q20																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Close to home	47.27%	26	0.00%	0	0.00%	0	61.90%	26	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Nothing / very little	20.00%	11	50.00%	1	33.30%	1	19.00%	8	50.00%	1	0.00%	0	0.00%	0	0.00%	0
	Independent stores	16.36%	9	0.00%	0	33.30%	1	14.30%	6	0.00%	0	0.00%	0	50.00%	1	33.30%	1
	Attractive environment	9.09%	5	50.00%	1	0.00%	0	4.80%	2	0.00%	0	0.00%	0	50.00%	1	33.30%	1
	Choice of stores	7.27%	4	0.00%	0	33.30%	1	4.80%	2	0.00%	0	0.00%	0	0.00%	0	33.30%	1

	Other	3.64%	2	0.00%	0	0.00%	0	2.40%	1	0.00%	0	100.00%	1	0.00%	0	0.00%	0
	Good and / or free car parking	1.82%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	33.30%	1
	Chain store multiple outlets	1.82%	1	0.00%	0	0.00%	0	2.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know)	3.64%	2	0.00%	0	0.00%	0	2.40%	1	50.00%	1	0.00%	0	0.00%	0	0.00%	0
	Base:		55		2		3		42		2		1		2		3
Q25	What do you dislike most about for Alston for shopping?																
	Those who shop in Alston at Q20																
	Nothing / very little	52.73%	29	50.00%	1	66.70%	2	45.20%	19	50.00%	1	100.00%	1	100.00%	2	100.00%	3
	Lack of non-food stores	16.36%	9	0.00%	0	0.00%	0	21.40%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Lack of food stores	10.91%	6	0.00%	0	0.00%	0	14.30%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Too expensive	7.27%	4	0.00%	0	0.00%	0	9.50%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Difficult to park	7.27%	4	0.00%	0	0.00%	0	9.50%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Too long / inconvenient journey	3.64%	2	50.00%	1	33.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Difficult to park near shops	1.82%	1	0.00%	0	0.00%	0	2.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Poor accessibility by foot / cycle	1.82%	1	0.00%	0	0.00%	0	2.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Poor bus services	1.82%	1	50.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know)	5.46%	3	0.00%	0	0.00%	0	4.80%	2	50.00%	1	0.00%	0	0.00%	0	0.00%	0
	Base:		55		2		3		42		2		1		2		3
Q26	What are the main changes or improvements you would like to see in Alston town centre?																
	Those who shop in Alston at Q20																
		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Nothing / very little	43.64%	24	50.00%	1	100.00%	3	31.00%	13	50.00%	1	100.00%	1	100.00%	2	100.00%	3
	More / better choice of shops	18.18%	10	0.00%	0	0.00%	0	23.80%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Cheaper / easier parking	14.55%	8	0.00%	0	0.00%	0	19.00%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Bigger / better supermarket	7.27%	4	0.00%	0	0.00%	0	9.50%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Other	7.27%	4	0.00%	0	0.00%	0	9.50%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Upgrade surrounding roads	5.46%	3	0.00%	0	0.00%	0	7.10%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	More / better public transport	3.64%	2	50.00%	1	0.00%	0	2.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Better security	3.64%	2	0.00%	0	0.00%	0	4.80%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Better quality of shops / products	1.82%	1	0.00%	0	0.00%	0	2.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	(Don't know)	3.64%	2	0.00%	0	0.00%	0	2.40%	1	50.00%	1	0.00%	0	0.00%	0	0.00%	0
	Base:		55		2		3		42		2		1		2		3

Q29	What are the main changes or improvements you would like to see in Kirkby Stephen town centre?																
Those who shop in Kirkby Stephen at Q20																	
	Nothing / very little	55.86%	81	100.00%	6	100.00%	8	0.00%	0	69.40%	25	40.00%	28	59.10%	13	33.30%	1
	Cheaper / easier parking	13.79%	20	0.00%	0	0.00%	0	0.00%	0	13.90%	5	12.90%	9	27.30%	6	0.00%	0
	More / better choice of shops	10.35%	15	0.00%	0	0.00%	0	0.00%	0	5.60%	2	15.70%	11	4.50%	1	33.30%	1
	Bigger / better supermarket	8.28%	12	0.00%	0	0.00%	0	0.00%	0	2.80%	1	14.30%	10	0.00%	0	33.30%	1
	Other	4.14%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.60%	6	0.00%	0	0.00%	0
	Upgrade surrounding roads	2.76%	4	0.00%	0	0.00%	0	0.00%	0	2.80%	1	2.90%	2	4.50%	1	0.00%	0
	Better quality of shops / produ	1.38%	2	0.00%	0	0.00%	0	0.00%	0	2.80%	1	1.40%	1	0.00%	0	0.00%	0
	Better security	1.38%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.90%	2	0.00%	0	0.00%	0
	Cleaner environment	1.38%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.90%	2	0.00%	0	0.00%	0
	More / better public transport	0.69%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.50%	1	0.00%	0
	More / better toilets	0.69%	1	0.00%	0	0.00%	0	0.00%	0	2.80%	1	0.00%	0	0.00%	0	0.00%	0
	Redesign / regeneration	0.69%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.40%	1	0.00%	0	0.00%	0
	(Don't know)	5.52%	8	0.00%	0	0.00%	0	0.00%	0	2.80%	1	8.60%	6	4.50%	1	0.00%	0
	Base:		145		6		8		0		36		70		22		3

APPENDIX 5A: MARKET SHARES, EDEN DISTRICT STUDY AREA, 2007

CONVENIENCE GOODS: ALL CONVENIENCE GOODS SHOPPING

Shopping Centre Turnover from the Study Area (£ million in 2004 prices)

Zone		Morrisons Penrith	Co-op Penrith	Somerfield Penrith	Aldi Penrith	Alston	Appleby	Kirkby Stephen	Local Shops	Leakage	Total Expenditure
1	Penrith	8.36	2.93	3.98	0.93	0.00	0.05	0.00	1.20	0.81	18.26
2	Rural North	5.05	0.83	0.79	0.49	0.00	0.24	0.00	1.68	0.72	9.80
3	Alston	0.38	0.09	0.09	0.00	2.26	0.04	0.00	0.00	3.29	6.15
4	Appleby	3.00	0.00	0.09	0.76	0.00	3.82	0.62	0.26	1.66	10.22
5	Kirkby Stephen	0.51	0.00	0.00	0.25	0.00	0.10	4.49	0.15	2.93	8.44
6	Rural South	5.61	0.98	1.28	0.34	0.00	0.30	0.00	3.02	2.78	14.31
7	Rural West	10.62	1.97	1.02	0.78	0.00	0.00	0.00	2.45	2.00	18.84
Total Turnover		33.52	6.80	7.25	3.56	2.26	4.55	5.12	8.76	14.21	86.02
Market share		39.0%	7.9%	8.4%	4.1%	2.6%	5.3%	5.9%	10.2%	16.5%	100.0%

APPENDIX 5B: MARKET SHARES, EDEN DISTRICT STUDY AREA, 2007

COMPARISON GOODS: ALL COMPARISON GOODS SHOPPING

Shopping Centre Turnover from the study area 2007 (£ million in 2004 prices)

Zone		Penrith town centre	Alston	Appleby	Kirkby Stephen	Retail Warehouses	Local Shops	Carlisle	Kendal	Newcastle	Other Leakage	Total Expenditure
1	Penrith	19.76	0.00	0.11	0.00	0.35	0.00	11.92	0.35	0.25	0.37	33.12
2	Rural North	9.63	0.00	0.39	0.00	0.32	0.00	7.31	0.17	0.38	0.12	18.31
3	Alston	0.95	0.74	0.00	0.00	0.00	0.00	6.17	0.06	1.00	2.51	11.44
4	Appleby	4.86	0.00	5.28	0.21	0.12	0.00	6.45	0.87	0.32	0.46	18.58
5	Kirkby Stephen	1.28	0.00	0.57	2.27	0.00	0.06	2.60	6.77	0.37	1.43	15.36
6	Rural South	13.03	0.00	0.34	0.14	0.19	0.14	6.13	5.68	0.18	0.74	26.56
7	Rural West	19.96	0.00	0.08	0.00	0.24	0.00	13.10	0.39	0.14	1.14	35.06
Total Turnover		69.46	0.74	6.77	2.62	1.21	0.20	53.68	14.29	2.65	6.78	158.41
market shares		43.9%	0.5%	4.3%	1.7%	0.8%	0.1%	33.9%	9.0%	1.7%	4.3%	100.0%

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q01 Do you live in Penrith?																								
Yes	52.5%	105	50.6%	40	53.7%	65	71.8%	28	51.9%	40	44.0%	37	47.2%	50	58.1%	54	100.0%	105	0.0%	0	0.0%	0	0.0%	0
No	47.5%	95	49.4%	39	46.3%	56	28.2%	11	48.1%	37	56.0%	47	52.8%	56	41.9%	39	0.0%	0	100.0%	95	100.0%	55	100.0%	39
Base:		200		79		121		39		77		84		106		93		105		95		55		39
Q02 Do you live elsewhere in Eden District? <i>Those who said No at Q01</i>																								
Yes	57.9%	55	51.3%	20	62.5%	35	81.8%	9	59.5%	22	51.1%	24	57.1%	32	59.0%	23	0.0%	0	57.9%	55	100.0%	55	0.0%	0
No	41.1%	39	48.7%	19	35.7%	20	18.2%	2	37.8%	14	48.9%	23	42.9%	24	38.5%	15	0.0%	0	41.1%	39	0.0%	0	100.0%	39
(Don't know / not sure)	1.1%	1	0.0%	0	1.8%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		95		39		56		11		37		47		56		39		0		95		55		39
Q03 Where do you live? <i>Those who said No at Q01</i>																								
Other	36.8%	35	41.0%	16	33.9%	19	9.1%	1	37.8%	14	42.6%	20	35.7%	20	38.5%	15	0.0%	0	36.8%	35	0.0%	0	87.2%	34
Abroad	4.2%	4	7.7%	3	1.8%	1	9.1%	1	2.7%	1	4.3%	2	5.4%	3	2.6%	1	0.0%	0	4.2%	4	0.0%	0	10.3%	4
(Refused)	58.9%	56	51.3%	20	64.3%	36	81.8%	9	59.5%	22	53.2%	25	58.9%	33	59.0%	23	0.0%	0	58.9%	56	100.0%	55	2.6%	1
Base:		95		39		56		11		37		47		56		39		0		95		55		39
Q04 How often do you visit Penrith town centre ?																								
Everyday	31.0%	62	31.6%	25	30.6%	37	51.3%	20	32.5%	25	20.2%	17	18.9%	20	44.1%	41	53.3%	56	6.3%	6	9.1%	5	2.6%	1
2-3 times a week	32.0%	64	27.8%	22	34.7%	42	23.1%	9	35.1%	27	33.3%	28	37.7%	40	25.8%	24	34.3%	36	29.5%	28	47.3%	26	5.1%	2
Once a week	13.5%	27	13.9%	11	13.2%	16	12.8%	5	11.7%	9	15.5%	13	17.0%	18	9.7%	9	8.6%	9	18.9%	18	29.1%	16	5.1%	2
Once a fortnight	4.5%	9	5.1%	4	4.1%	5	7.7%	3	5.2%	4	2.4%	2	3.8%	4	5.4%	5	1.9%	2	7.4%	7	7.3%	4	5.1%	2
Once a month	3.5%	7	3.8%	3	3.3%	4	2.6%	1	3.9%	3	3.6%	3	2.8%	3	4.3%	4	0.0%	0	7.4%	7	5.5%	3	10.3%	4
Less than once a month	13.5%	27	12.7%	10	14.1%	17	2.6%	1	7.8%	6	23.8%	20	17.9%	19	8.6%	8	1.9%	2	26.3%	25	1.8%	1	61.5%	24
First time today	1.5%	3	3.8%	3	0.0%	0	0.0%	0	2.6%	2	1.2%	1	0.9%	1	2.2%	2	0.0%	0	3.2%	3	0.0%	0	7.7%	3
(Don't know)	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
Base:		200		79		121		39		77		84		106		93		105		95		55		39

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q05 How did you travel to Penrith town centre today ?																								
Car / van (as driver)	43.0%	86	49.4%	39	38.8%	47	28.2%	11	41.6%	32	51.2%	43	56.6%	60	28.0%	26	23.8%	25	64.2%	61	70.9%	39	53.8%	21
Car / van (as passenger)	6.5%	13	1.3%	1	9.9%	12	0.0%	0	2.6%	2	13.1%	11	4.7%	5	8.6%	8	1.0%	1	12.6%	12	9.1%	5	17.9%	7
Bus	7.5%	15	8.9%	7	6.6%	8	10.3%	4	7.8%	6	6.0%	5	5.7%	6	9.7%	9	4.8%	5	10.5%	10	14.5%	8	5.1%	2
Motorcycle	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
Walk	39.5%	79	38.0%	30	40.5%	49	61.5%	24	44.2%	34	25.0%	21	31.1%	33	48.4%	45	67.6%	71	8.4%	8	1.8%	1	17.9%	7
Taxi	1.0%	2	0.0%	0	1.7%	2	0.0%	0	1.3%	1	1.2%	1	0.0%	0	2.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Got dropped off)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	200		79		121		39		77		84		106		93		105		95		55		39	
Q06 Where did you park ? If unsure of car park name, please be as specific as possible giving street name / shop / landmark nearby. <i>Those who travelled by car / van / motorcycle / bicycle at Q05</i>																								
Car Park	9.0%	9	14.6%	6	5.1%	3	9.1%	1	0.0%	0	14.8%	8	9.2%	6	8.6%	3	11.5%	3	8.1%	6	6.8%	3	10.3%	3
On-Street (meter / pay & display)	7.0%	7	9.8%	4	5.1%	3	18.2%	2	8.6%	3	3.7%	2	6.2%	4	8.6%	3	0.0%	0	9.5%	7	11.4%	5	6.9%	2
On-Street (free)	15.0%	15	22.0%	9	10.2%	6	9.1%	1	17.1%	6	14.8%	8	15.4%	10	14.3%	5	23.1%	6	12.2%	9	9.1%	4	17.2%	5
Other	16.0%	16	12.2%	5	18.6%	11	18.2%	2	11.4%	4	18.5%	10	15.4%	10	17.1%	6	15.4%	4	16.2%	12	11.4%	5	24.1%	7
George Hotel Car Park	4.0%	4	4.9%	2	3.4%	2	0.0%	0	2.9%	1	5.6%	3	4.6%	3	2.9%	1	3.8%	1	4.1%	3	6.8%	3	0.0%	0
Mansion House Car Park	4.0%	4	2.4%	1	5.1%	3	0.0%	0	2.9%	1	5.6%	3	3.1%	2	5.7%	2	7.7%	2	2.7%	2	4.5%	2	0.0%	0
Morrisons	17.0%	17	17.1%	7	16.9%	10	9.1%	1	17.1%	6	18.5%	10	20.0%	13	11.4%	4	15.4%	4	17.6%	13	20.5%	9	13.8%	4
Southend Road Car Park (Don't know name)	20.0%	20	12.2%	5	25.4%	15	27.3%	3	34.3%	12	9.3%	5	20.0%	13	20.0%	7	19.2%	5	20.3%	15	25.0%	11	10.3%	3
Base:	100		41		59		11		35		54		65		35		26		74		44		29	
Q07 What do you regard as a reasonable walking time between a car park or bus stop and the main shops?																								
Less than a minute	1.5%	3	1.3%	1	1.7%	2	5.1%	2	0.0%	0	1.2%	1	1.9%	2	1.1%	1	1.9%	2	1.1%	1	1.8%	1	0.0%	0
1 minute	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
2 minutes	9.0%	18	8.9%	7	9.1%	11	7.7%	3	10.4%	8	8.3%	7	10.4%	11	7.5%	7	7.6%	8	10.5%	10	14.5%	8	5.1%	2
3 minutes	7.5%	15	2.5%	2	10.7%	13	2.6%	1	6.5%	5	10.7%	9	7.5%	8	7.5%	7	5.7%	6	9.5%	9	9.1%	5	10.3%	4
4 minutes	3.5%	7	5.1%	4	2.5%	3	2.6%	1	3.9%	3	3.6%	3	2.8%	3	4.3%	4	2.9%	3	4.2%	4	5.5%	3	2.6%	1
5 minutes	36.0%	72	40.5%	32	33.1%	40	41.0%	16	31.2%	24	38.1%	32	36.8%	39	35.5%	33	30.5%	32	42.1%	40	36.4%	20	48.7%	19
6 minutes	2.0%	4	3.8%	3	0.8%	1	0.0%	0	1.3%	1	3.6%	3	2.8%	3	1.1%	1	1.0%	1	3.2%	3	3.6%	2	2.6%	1
7 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 minutes	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
9 minutes	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
10 minutes	24.0%	48	21.5%	17	25.6%	31	25.6%	10	28.6%	22	19.0%	16	21.7%	23	26.9%	25	30.5%	32	16.8%	16	18.2%	10	15.4%	6
More than 10 minutes (Don't know)	10.5%	21	12.7%	10	9.1%	11	5.1%	2	11.7%	9	11.9%	10	12.3%	13	7.5%	7	11.4%	12	9.5%	9	5.5%	3	15.4%	6
Base:	200		79		121		39		77		84		106		93		105		95		55		39	

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q08 What is the main purpose of your visit to Penrith town centre today?																								
Shopping	48.5%	97	40.5%	32	53.7%	65	41.0%	16	49.4%	38	51.2%	43	49.1%	52	47.3%	44	46.7%	49	50.5%	48	63.6%	35	30.8%	12
Using financial services (e.g. Banks, building societies)	7.0%	14	7.6%	6	6.6%	8	5.1%	2	6.5%	5	8.3%	7	5.7%	6	8.6%	8	11.4%	12	2.1%	2	3.6%	2	0.0%	0
Hairdressers	4.0%	8	2.5%	2	5.0%	6	0.0%	0	6.5%	5	3.6%	3	5.7%	6	2.2%	2	1.9%	2	6.3%	6	10.9%	6	0.0%	0
Travel agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	1.0%	2	1.3%	1	0.8%	1	5.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Library	1.5%	3	1.3%	1	1.7%	2	2.6%	1	1.3%	1	1.2%	1	1.9%	2	1.1%	1	1.9%	2	1.1%	1	0.0%	0	2.6%	1
Visiting Council offices / Job Centre / other public agency	1.0%	2	1.3%	1	0.8%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.2%	2	1.0%	1	1.1%	1	1.8%	1	0.0%	0
Visiting restaurants / Cafes / public houses	3.5%	7	3.8%	3	3.3%	4	0.0%	0	3.9%	3	4.8%	4	1.9%	2	5.4%	5	5.7%	6	1.1%	1	0.0%	0	2.6%	1
Work in / near to town centre	11.5%	23	12.7%	10	10.7%	13	23.1%	9	11.7%	9	6.0%	5	11.3%	12	11.8%	11	14.3%	15	8.4%	8	9.1%	5	7.7%	3
Tourism / sight-seeing / browsing	10.0%	20	16.5%	13	5.8%	7	2.6%	1	13.0%	10	10.7%	9	10.4%	11	9.7%	9	3.8%	4	16.8%	16	1.8%	1	38.5%	15
Social / leisure reasons	6.0%	12	6.3%	5	5.8%	7	10.3%	4	1.3%	1	8.3%	7	6.6%	7	5.4%	5	5.7%	6	6.3%	6	3.6%	2	10.3%	4
Market	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
Other	1.5%	3	3.8%	3	0.0%	0	0.0%	0	1.3%	1	2.4%	2	0.9%	1	2.2%	2	1.0%	1	2.1%	2	0.0%	0	5.1%	2
School / college	2.0%	4	0.0%	0	3.3%	4	10.3%	4	0.0%	0	0.0%	0	0.9%	1	3.2%	3	2.9%	3	1.1%	1	1.8%	1	0.0%	0
Doctors / dentists / health centre	1.5%	3	2.5%	2	0.8%	1	0.0%	0	0.0%	0	3.6%	3	1.9%	2	1.1%	1	1.0%	1	2.1%	2	1.8%	1	2.6%	1
(Don't know / not sure)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		200		79		121		39		77		84		106		93		105		95		55		39

Penrith In Centre Survey for England & Lyle

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Yes (Q01)		No (Q01)		Yes (Q02)		No (Q02)		
Q09 What else, if anything, will you be doing in Penrith town centre today?																								
Shopping	23.5%	47	19.0%	15	26.4%	32	25.6%	10	19.5%	15	26.2%	22	25.5%	27	21.5%	20	29.5%	31	16.8%	16	21.8%	12	10.3%	4
Using financial services (e.g. Banks, building societies)	10.0%	20	7.6%	6	11.6%	14	7.7%	3	13.0%	10	8.3%	7	13.2%	14	6.5%	6	8.6%	9	11.6%	11	14.5%	8	7.7%	3
Hairdressers	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Travel agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Opticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	2.0%	4	1.3%	1	2.5%	3	2.6%	1	2.6%	2	1.2%	1	2.8%	3	1.1%	1	2.9%	3	1.1%	1	1.8%	1	0.0%	0
Visiting Council offices / Job Centre / other public agency	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Visiting restaurants / Cafes / public houses	12.0%	24	15.2%	12	9.9%	12	2.6%	1	9.1%	7	19.0%	16	13.2%	14	10.8%	10	4.8%	5	20.0%	19	10.9%	6	33.3%	13
Work in / near to town centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tourism / sight-seeing / browsing	3.0%	6	2.5%	2	3.3%	4	0.0%	0	0.0%	0	7.1%	6	3.8%	4	2.2%	2	2.9%	3	3.2%	3	0.0%	0	7.7%	3
Social / leisure reasons	4.0%	8	3.8%	3	4.1%	5	0.0%	0	6.5%	5	3.6%	3	6.6%	7	1.1%	1	3.8%	4	4.2%	4	5.5%	3	2.6%	1
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	2	1.3%	1	0.8%	1	2.6%	1	0.0%	0	1.2%	1	1.9%	2	0.0%	0	1.0%	1	1.1%	1	1.8%	1	0.0%	0
(Won't be doing anything else)	45.0%	90	50.6%	40	41.3%	50	56.4%	22	46.8%	36	38.1%	32	38.7%	41	51.6%	48	43.8%	46	46.3%	44	50.9%	28	38.5%	15
(Don't know)	5.0%	10	5.1%	4	5.0%	6	2.6%	1	6.5%	5	4.8%	4	3.8%	4	6.5%	6	5.7%	6	4.2%	4	1.8%	1	7.7%	3
Base:		200		79		121		39		77		84		106		93		105		95		55		39

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q10 What type of goods have you bought, or are looking to buy, here today?																								
<i>Those who said shopping at Q08 or Q09</i>																								
Food / groceries	65.3%	94	66.0%	31	64.9%	63	53.8%	14	75.5%	40	61.5%	40	64.6%	51	65.6%	42	65.0%	52	65.6%	42	72.3%	34	43.8%	7
Confectionery / tobacco / newspapers and magazines	5.6%	8	12.8%	6	2.1%	2	3.8%	1	0.0%	0	10.8%	7	6.3%	5	4.7%	3	6.3%	5	4.7%	3	4.3%	2	6.3%	1
Clothes and shoes	19.4%	28	8.5%	4	24.7%	24	26.9%	7	20.8%	11	15.4%	10	22.8%	18	15.6%	10	20.0%	16	18.8%	12	17.0%	8	18.8%	3
Furniture and carpets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Household goods and furnishings	0.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	6.3%	1
Electrical goods	4.9%	7	12.8%	6	1.0%	1	0.0%	0	3.8%	2	7.7%	5	7.6%	6	1.6%	1	5.0%	4	4.7%	3	4.3%	2	6.3%	1
DIY and hardware goods	0.7%	1	0.0%	0	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	2.1%	1	0.0%	0
Games, toys & hobbies; sport and camping equipment	2.1%	3	2.1%	1	2.1%	2	3.8%	1	1.9%	1	1.5%	1	1.3%	1	3.1%	2	2.5%	2	1.6%	1	2.1%	1	0.0%	0
Medical goods and other pharmaceutical products	4.2%	6	4.3%	2	4.1%	4	3.8%	1	3.8%	2	4.6%	3	3.8%	3	4.7%	3	6.3%	5	1.6%	1	2.1%	1	0.0%	0
Books and stationery	5.6%	8	6.4%	3	5.2%	5	7.7%	2	3.8%	2	6.2%	4	6.3%	5	4.7%	3	5.0%	4	6.3%	4	6.4%	3	6.3%	1
Toiletries and cosmetics	11.8%	17	2.1%	1	16.5%	16	15.4%	4	15.1%	8	7.7%	5	11.4%	9	12.5%	8	12.5%	10	10.9%	7	12.8%	6	6.3%	1
Luxury goods	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	6.3%	1
Other	5.6%	8	4.3%	2	6.2%	6	7.7%	2	1.9%	1	7.7%	5	5.1%	4	6.3%	4	5.0%	4	6.3%	4	4.3%	2	12.5%	2
(Don't know)	2.1%	3	2.1%	1	2.1%	2	0.0%	0	1.9%	1	3.1%	2	1.3%	1	3.1%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Base:		144		47		97		26		53		65		79		64		80		64		47		16
Q11 Is Penrith the main centre you use for non-food shopping?																								
Yes	46.0%	92	44.3%	35	47.1%	57	38.5%	15	51.9%	40	44.0%	37	39.6%	42	53.8%	50	53.3%	56	37.9%	36	56.4%	31	12.8%	5
No	54.0%	108	55.7%	44	52.9%	64	61.5%	24	48.1%	37	56.0%	47	60.4%	64	46.2%	43	46.7%	49	62.1%	59	43.6%	24	87.2%	34
Base:		200		79		121		39		77		84		106		93		105		95		55		39

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q12 Which other centre(s) do you mostly visit for non-food shopping?																								
<i>1st mention</i>																								
Barnard Castle	1.5%	3	1.3%	1	1.7%	2	0.0%	0	1.3%	1	2.4%	2	1.9%	2	1.1%	1	1.0%	1	2.1%	2	1.8%	1	2.6%	1
Bishop Auckland	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
Carlisle	63.5%	127	50.6%	40	71.9%	87	87.2%	34	57.1%	44	58.3%	49	63.2%	67	63.4%	59	76.2%	80	49.5%	47	70.9%	39	20.5%	8
Darlington	1.0%	2	0.0%	0	1.7%	2	2.6%	1	0.0%	0	1.2%	1	0.9%	1	1.1%	1	0.0%	0	2.1%	2	1.8%	1	2.6%	1
Kendal	5.0%	10	8.9%	7	2.5%	3	0.0%	0	10.4%	8	2.4%	2	3.8%	4	6.5%	6	1.9%	2	8.4%	8	10.9%	6	5.1%	2
Keswick	2.5%	5	2.5%	2	2.5%	3	0.0%	0	2.6%	2	3.6%	3	2.8%	3	2.2%	2	1.0%	1	4.2%	4	1.8%	1	7.7%	3
Metro Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle	3.5%	7	5.1%	4	2.5%	3	5.1%	2	2.6%	2	3.6%	3	3.8%	4	3.2%	3	3.8%	4	3.2%	3	0.0%	0	5.1%	2
Trafford Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
Other	9.0%	18	13.9%	11	5.8%	7	2.6%	1	11.7%	9	9.5%	8	8.5%	9	9.7%	9	5.7%	6	12.6%	12	0.0%	0	30.8%	12
Abroad	2.5%	5	5.1%	4	0.8%	1	2.6%	1	1.3%	1	3.6%	3	3.8%	4	1.1%	1	1.0%	1	4.2%	4	0.0%	0	10.3%	4
Glasgow	2.0%	4	2.5%	2	1.7%	2	0.0%	0	1.3%	1	3.6%	3	2.8%	3	1.1%	1	0.0%	0	4.2%	4	3.6%	2	5.1%	2
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	8.5%	17	8.9%	7	8.3%	10	0.0%	0	10.4%	8	10.7%	9	7.5%	8	9.7%	9	9.5%	10	7.4%	7	9.1%	5	5.1%	2
Base:	200			79		121		39		77		84		106		93		105		95		55		39
<i>Other mentions</i>																								
Barnard Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	6.0%	12	6.3%	5	5.8%	7	5.1%	2	7.8%	6	4.8%	4	5.7%	6	6.5%	6	5.7%	6	6.3%	6	7.3%	4	5.1%	2
Darlington	2.0%	4	2.5%	2	1.7%	2	0.0%	0	1.3%	1	3.6%	3	2.8%	3	1.1%	1	2.9%	3	1.1%	1	1.8%	1	0.0%	0
Kendal	7.5%	15	7.6%	6	7.4%	9	5.1%	2	6.5%	5	9.5%	8	8.5%	9	6.5%	6	8.6%	9	6.3%	6	9.1%	5	2.6%	1
Keswick	3.5%	7	2.5%	2	4.1%	5	2.6%	1	1.3%	1	6.0%	5	5.7%	6	1.1%	1	3.8%	4	3.2%	3	3.6%	2	2.6%	1
Metro Centre	3.5%	7	0.0%	0	5.8%	7	5.1%	2	2.6%	2	3.6%	3	2.8%	3	4.3%	4	3.8%	4	3.2%	3	1.8%	1	5.1%	2
Newcastle	6.0%	12	6.3%	5	5.8%	7	17.9%	7	0.0%	0	6.0%	5	6.6%	7	5.4%	5	4.8%	5	7.4%	7	9.1%	5	5.1%	2
Trafford Centre	1.0%	2	0.0%	0	1.7%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Workington	1.5%	3	1.3%	1	1.7%	2	0.0%	0	1.3%	1	2.4%	2	1.9%	2	1.1%	1	0.0%	0	3.2%	3	0.0%	0	5.1%	2
Other	7.0%	14	10.1%	8	5.0%	6	2.6%	1	6.5%	5	9.5%	8	6.6%	7	7.5%	7	4.8%	5	9.5%	9	1.8%	1	17.9%	7
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	1.0%	2	1.3%	1	0.8%	1	2.6%	1	0.0%	0	1.2%	1	1.9%	2	0.0%	0	0.0%	0	2.1%	2	1.8%	1	2.6%	1
Manchester	1.5%	3	1.3%	1	1.7%	2	2.6%	1	1.3%	1	1.2%	1	1.9%	2	1.1%	1	1.0%	1	2.1%	2	3.6%	2	0.0%	0
(Don't know)	65.5%	131	64.6%	51	66.1%	80	64.1%	25	75.3%	58	57.1%	48	60.4%	64	71.0%	66	70.5%	74	60.0%	57	63.6%	35	56.4%	22
Base:	200			79		121		39		77		84		106		93		105		95		55		39

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q13 What do you like most about Penrith town centre ?																								
Can access the town by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cheap parking	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness of streets	2.5%	5	3.8%	3	1.7%	2	2.6%	1	5.2%	4	0.0%	0	0.9%	1	4.3%	4	2.9%	3	2.1%	2	0.0%	0	5.1%	2
Close to friends / relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competitive prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.8%	1	0.0%	0
Evening entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	2.0%	4	5.1%	4	0.0%	0	2.6%	1	1.3%	1	2.4%	2	1.9%	2	2.2%	2	1.0%	1	3.2%	3	0.0%	0	7.7%	3
Financial services	1.0%	2	0.0%	0	1.7%	2	2.6%	1	0.0%	0	1.2%	1	1.9%	2	0.0%	0	1.0%	1	1.1%	1	1.8%	1	0.0%	0
Good public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Near / convenient	29.5%	59	27.8%	22	30.6%	37	48.7%	19	28.6%	22	21.4%	18	30.2%	32	28.0%	26	37.1%	39	21.1%	20	23.6%	13	15.4%	6
Particular store	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.8%	1	0.0%	0
Pedestrian friendly environment	18.5%	37	19.0%	15	18.2%	22	15.4%	6	14.3%	11	23.8%	20	17.9%	19	18.3%	17	18.1%	19	18.9%	18	21.8%	12	12.8%	5
Selection / choice of independent shops	21.0%	42	15.2%	12	24.8%	30	15.4%	6	26.0%	20	19.0%	16	25.5%	27	16.1%	15	18.1%	19	24.2%	23	29.1%	16	17.9%	7
Selection / choice of multiple shops	1.5%	3	1.3%	1	1.7%	2	2.6%	1	0.0%	0	2.4%	2	0.9%	1	2.2%	2	1.9%	2	1.1%	1	1.8%	1	0.0%	0
Other	8.5%	17	7.6%	6	9.1%	11	2.6%	1	11.7%	9	8.3%	7	7.5%	8	9.7%	9	10.5%	11	6.3%	6	3.6%	2	10.3%	4
It is compact / everything close together	3.0%	6	1.3%	1	4.1%	5	2.6%	1	1.3%	1	4.8%	4	2.8%	3	3.2%	3	1.9%	2	4.2%	4	3.6%	2	5.1%	2
Full of character	3.0%	6	3.8%	3	2.5%	3	0.0%	0	1.3%	1	6.0%	5	2.8%	3	3.2%	3	1.0%	1	5.3%	5	0.0%	0	12.8%	5
Old fashioned / historic / market town	9.0%	18	13.9%	11	5.8%	7	0.0%	0	5.2%	4	16.7%	14	12.3%	13	5.4%	5	4.8%	5	13.7%	13	10.9%	6	17.9%	7
Good buildings / architecture	1.0%	2	2.5%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.1%	2	1.8%	1	2.6%	1
Friendly people / atmosphere	2.5%	5	2.5%	2	2.5%	3	2.6%	1	1.3%	1	3.6%	3	2.8%	3	2.2%	2	1.0%	1	4.2%	4	5.5%	3	2.6%	1
Small town	2.5%	5	5.1%	4	0.8%	1	2.6%	1	2.6%	2	2.4%	2	1.9%	2	3.2%	3	1.9%	2	3.2%	3	3.6%	2	2.6%	1
Nice town	3.5%	7	2.5%	2	4.1%	5	2.6%	1	1.3%	1	6.0%	5	2.8%	3	4.3%	4	2.9%	3	4.2%	4	0.0%	0	10.3%	4
It has everything I need	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.3%	1	1.2%	1	0.9%	1	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
It's quiet	2.5%	5	3.8%	3	1.7%	2	5.1%	2	2.6%	2	1.2%	1	0.9%	1	4.3%	4	1.9%	2	3.2%	3	3.6%	2	2.6%	1
(Nothing at all)	10.5%	21	8.9%	7	11.6%	14	10.3%	4	13.0%	10	8.3%	7	10.4%	11	10.8%	10	13.3%	14	7.4%	7	9.1%	5	5.1%	2
(Don't know)	6.5%	13	5.1%	4	7.4%	9	2.6%	1	5.2%	4	9.5%	8	3.8%	4	9.7%	9	5.7%	6	7.4%	7	7.3%	4	7.7%	3
Base:	200		79		121		39		77		84		106		93		105		95		55		39	

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)	
Q14 What do you dislike most about Penrith town centre ?													
Alternative facilities more accessible	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Awkward to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better facilities elsewhere	1.0%	2	0.0%	0	1.7%	2	2.6%	1	1.3%	1	0.0%	0	0.9%
Can't access the town by bus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cost of car parking	1.5%	3	0.0%	0	2.5%	3	5.1%	2	1.3%	1	0.0%	0	0.0%
Difficult to access by public transport	0.5%	1	0.0%	0	0.8%	1	2.6%	1	0.0%	0	0.0%	0	1.1%
Facilities needed not available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Far from friends / relatives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of car parking	18.0%	36	13.9%	11	20.7%	25	17.9%	7	18.2%	14	17.9%	15	23.6%
Lack of cleanliness of streets	8.5%	17	5.1%	4	10.7%	13	0.0%	0	5.2%	4	15.5%	13	10.4%
Lack of particular store	2.5%	5	3.8%	3	1.7%	2	5.1%	2	3.9%	3	0.0%	0	2.8%
Limited / Poor evening entertainment	2.0%	4	0.0%	0	3.3%	4	7.7%	3	1.3%	1	0.0%	0	0.9%
Limited / Poor financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited / Poor leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Limited / Poor selection / choice of independent shops	4.5%	9	3.8%	3	5.0%	6	12.8%	5	5.2%	4	0.0%	0	1.9%
Limited / Poor selection / choice of multiple shops	3.0%	6	1.3%	1	4.1%	5	5.1%	2	2.6%	2	2.4%	2	1.9%
Not a pedestrian friendly environment	1.5%	3	3.8%	3	0.0%	0	0.0%	0	3.6%	3	1.9%	2	1.1%
Perception of safety - Doesn't feel safe	1.0%	2	1.3%	1	0.8%	1	2.6%	1	1.3%	1	0.0%	0	2.2%
Too busy	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.3%	1	1.2%	1	0.9%
Too expensive	1.0%	2	2.5%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	2.2%
Unattractive environment	1.5%	3	2.5%	2	0.8%	1	2.6%	1	0.0%	0	2.4%	2	1.9%
Other	10.5%	21	8.9%	7	11.6%	14	10.3%	4	9.1%	7	11.9%	10	17.0%
Traffic wardens	2.5%	5	2.5%	2	2.5%	3	0.0%	0	1.3%	1	4.8%	4	3.8%
Traffic congestion / road system is bad	5.5%	11	6.3%	5	5.0%	6	0.0%	0	3.9%	3	9.5%	8	9.4%
Parking attendants attitude is bad	3.0%	6	2.5%	2	3.3%	4	2.6%	1	3.9%	3	2.4%	2	3.8%
Too many shops closing down	1.5%	3	1.3%	1	1.7%	2	0.0%	0	2.6%	2	1.2%	1	1.9%
(Nothing at all)	38.5%	77	46.8%	37	33.1%	40	30.8%	12	42.9%	33	38.1%	32	31.1%
(Don't know)	3.0%	6	2.5%	2	3.3%	4	5.1%	2	2.6%	2	2.4%	2	1.9%
Base:	200	79	121	39	77	84	106	93	105	95	55	39	

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Q15 What are the main changes or improvements you would like to see in Penrith town centre?																								
Develop new shopping facilities	1.0%	2	0.0%	0	1.7%	2	2.6%	1	0.0%	0	1.2%	1	0.0%	0	2.2%	2	1.0%	1	1.1%	1	1.8%	1	0.0%	0
Refurbish / improve existing shopping facilities	3.5%	7	3.8%	3	3.3%	4	5.1%	2	3.9%	3	2.4%	2	1.9%	2	5.4%	5	3.8%	4	3.2%	3	3.6%	2	2.6%	1
Improve choice of multiple shops	5.5%	11	1.3%	1	8.3%	10	12.8%	5	6.5%	5	1.2%	1	4.7%	5	6.5%	6	7.6%	8	3.2%	3	5.5%	3	0.0%	0
Improve range of independent / specialist shops	9.0%	18	6.3%	5	10.7%	13	20.5%	8	11.7%	9	1.2%	1	7.5%	8	10.8%	10	14.3%	15	3.2%	3	5.5%	3	0.0%	0
Improve market stalls	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Attract larger retailers	5.5%	11	2.5%	2	7.4%	9	10.3%	4	5.2%	4	3.6%	3	6.6%	7	4.3%	4	6.7%	7	4.2%	4	7.3%	4	0.0%	0
New department store	1.5%	3	0.0%	0	2.5%	3	2.6%	1	1.3%	1	1.2%	1	0.9%	1	2.2%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Other new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a new / larger supermarket	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	0.0%	0	2.1%	2	3.6%	2	0.0%	0
Encourage reduced shop prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved cinema	1.5%	3	0.0%	0	2.5%	3	7.7%	3	0.0%	0	0.0%	0	0.9%	1	2.2%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0
New / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved ten pin bowling centre	1.5%	3	0.0%	0	2.5%	3	5.1%	2	1.3%	1	0.0%	0	0.9%	1	2.2%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Enhanced range of health and fitness centres / gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved other leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of pubs and night clubs	1.5%	3	0.0%	0	2.5%	3	7.7%	3	0.0%	0	0.0%	0	0.9%	1	2.2%	2	1.9%	2	1.1%	1	1.8%	1	0.0%	0
Less pubs and night clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved policing / enhance security / CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved play areas for children	1.5%	3	0.0%	0	2.5%	3	2.6%	1	2.6%	2	0.0%	0	0.0%	0	3.2%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improve safety of pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	1.5%	3	2.5%	2	0.8%	1	0.0%	0	1.3%	1	2.4%	2	2.8%	3	0.0%	0	0.0%	0	3.2%	3	1.8%	1	5.1%	2

Penrith In Centre Survey for England & Lyle

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Yes (Q01)		No (Q01)		Yes (Q02)		No (Q02)		
More parking spaces - type unspecified	10.0%	20	10.1%	8	9.9%	12	5.1%	2	11.7%	9	10.7%	9	11.3%	12	8.6%	8	9.5%	10	10.5%	10	14.5%	8	5.1%	2
More parking spaces - short stay	5.0%	10	2.5%	2	6.6%	8	0.0%	0	7.8%	6	4.8%	4	8.5%	9	1.1%	1	6.7%	7	3.2%	3	5.5%	3	0.0%	0
More parking spaces - long stay	11.5%	23	7.6%	6	14.1%	17	12.8%	5	15.6%	12	7.1%	6	15.1%	16	7.5%	7	13.3%	14	9.5%	9	14.5%	8	2.6%	1
Improve layout of car parks	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Reduce cost of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	0.5%	1	0.0%	0	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.8%	1	0.0%	0
Increase frequency of public transport in the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduce road congestion	2.0%	4	3.8%	3	0.8%	1	0.0%	0	1.3%	1	3.6%	3	1.9%	2	2.2%	2	0.0%	0	4.2%	4	1.8%	1	7.7%	3
Improve directional signs to town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signage / routeways within centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enhance shop mobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements to the bus interchange	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean shopping streets	7.0%	14	3.8%	3	9.1%	11	2.6%	1	5.2%	4	10.7%	9	7.5%	8	5.4%	5	7.6%	8	6.3%	6	9.1%	5	2.6%	1
Improve number and attractiveness of meeting places	1.0%	2	0.0%	0	1.7%	2	0.0%	0	2.6%	2	0.0%	0	0.9%	1	1.1%	1	1.0%	1	1.1%	1	1.8%	1	0.0%	0
Improved policing / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve street furniture / floral displays	2.0%	4	3.8%	3	0.8%	1	2.6%	1	0.0%	0	3.6%	3	3.8%	4	0.0%	0	1.9%	2	2.1%	2	3.6%	2	0.0%	0
Attract more people / make more lively	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
Attract less people / relieve over-crowding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Create more open spaces	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Increase hard / landscaping	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improve play areas for children	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved clothes shop	3.0%	6	2.5%	2	3.3%	4	12.8%	5	1.3%	1	0.0%	0	1.9%	2	4.3%	4	3.8%	4	2.1%	2	3.6%	2	0.0%	0
(No opinion)	16.5%	33	17.7%	14	15.7%	19	5.1%	2	15.6%	12	22.6%	19	17.9%	19	15.1%	14	17.1%	18	15.8%	15	18.2%	10	12.8%	5
(Nothing in particular)	30.5%	61	41.8%	33	23.1%	28	20.5%	8	32.5%	25	33.3%	28	27.4%	29	34.4%	32	21.0%	22	41.1%	39	25.5%	14	61.5%	24

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
Base:	200	79	121	39	77	84	106	93	105	95	55	39												
GEN Gender:																								
Male	39.5%	79	100.0%	79	0.0%	0	33.3%	13	37.7%	29	44.0%	37	40.6%	43	38.7%	36	38.1%	40	41.1%	39	36.4%	20	48.7%	19
Female	60.5%	121	0.0%	0	100.0%	121	66.7%	26	62.3%	48	56.0%	47	59.4%	63	61.3%	57	61.9%	65	58.9%	56	63.6%	35	51.3%	20
Base:	200	79	121	39	77	84	106	93	105	95	55	39												
AGE Age Group:																								
16 - 24 years	10.0%	20	6.3%	5	12.4%	15	51.3%	20	0.0%	0	0.0%	0	6.6%	7	14.0%	13	11.4%	12	8.4%	8	10.9%	6	5.1%	2
25 - 34 years	9.5%	19	10.1%	8	9.1%	11	48.7%	19	0.0%	0	0.0%	0	6.6%	7	12.9%	12	15.2%	16	3.2%	3	5.5%	3	0.0%	0
35 - 44 years	19.5%	39	19.0%	15	19.8%	24	0.0%	0	50.6%	39	0.0%	0	15.1%	16	24.7%	23	18.1%	19	21.1%	20	23.6%	13	17.9%	7
45 - 54 years	19.0%	38	17.7%	14	19.8%	24	0.0%	0	49.4%	38	0.0%	0	18.9%	20	19.4%	18	20.0%	21	17.9%	17	16.4%	9	17.9%	7
55 - 64 years	23.5%	47	20.3%	16	25.6%	31	0.0%	0	0.0%	0	56.0%	47	28.3%	30	18.3%	17	17.1%	18	30.5%	29	27.3%	15	35.9%	14
65 years +	18.5%	37	26.6%	21	13.2%	16	0.0%	0	0.0%	0	44.0%	37	24.5%	26	10.8%	10	18.1%	19	18.9%	18	16.4%	9	23.1%	9
Base:	200	79	121	39	77	84	106	93	105	95	55	39												
SEG Occupation of Chief Wage Earner:																								
AB	25.5%	51	27.8%	22	24.0%	29	12.8%	5	19.5%	15	36.9%	31	48.1%	51	0.0%	0	21.0%	22	30.5%	29	36.4%	20	23.1%	9
C1	27.5%	55	26.6%	21	28.1%	34	23.1%	9	27.3%	21	29.8%	25	51.9%	55	0.0%	0	26.7%	28	28.4%	27	21.8%	12	38.5%	15
C2	16.0%	32	17.7%	14	14.9%	18	23.1%	9	15.6%	12	13.1%	11	0.0%	0	34.4%	32	14.3%	15	17.9%	17	16.4%	9	20.5%	8
DE	30.5%	61	27.8%	22	32.2%	39	41.0%	16	37.7%	29	19.0%	16	0.0%	0	65.6%	61	37.1%	39	23.2%	22	25.5%	14	17.9%	7
(Refused)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:	200	79	121	39	77	84	106	93	105	95	55	39												
CAR No. of Cars in Household:																								
None	18.5%	37	22.8%	18	15.7%	19	12.8%	5	24.7%	19	15.5%	13	9.4%	10	28.0%	26	28.6%	30	7.4%	7	9.1%	5	5.1%	2
One	37.5%	75	38.0%	30	37.2%	45	30.8%	12	40.3%	31	38.1%	32	36.8%	39	38.7%	36	34.3%	36	41.1%	39	36.4%	20	48.7%	19
Two	38.0%	76	34.2%	27	40.5%	49	38.5%	15	31.2%	24	44.0%	37	47.2%	50	28.0%	26	32.4%	34	44.2%	42	45.5%	25	41.0%	16
Three	4.0%	8	3.8%	3	4.1%	5	7.7%	3	3.9%	3	2.4%	2	5.7%	6	2.2%	2	2.9%	3	5.3%	5	5.5%	3	5.1%	2
Four or more	2.0%	4	1.3%	1	2.5%	3	10.3%	4	0.0%	0	0.0%	0	0.9%	1	3.2%	3	1.9%	2	2.1%	2	3.6%	2	0.0%	0
Base:	200	79	121	39	77	84	106	93	105	95	55	39												

Penrith In Centre Survey for England & Lyle

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		Yes (Q01)		No (Q01)		Yes (Q02)		No (Q02)		
DAY Day of Interview:																								
Monday	12.5%	25	10.1%	8	14.1%	17	15.4%	6	5.2%	4	17.9%	15	12.3%	13	12.9%	12	12.4%	13	12.6%	12	10.9%	6	15.4%	6
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	12.5%	25	15.2%	12	10.7%	13	7.7%	3	11.7%	9	15.5%	13	9.4%	10	16.1%	15	9.5%	10	15.8%	15	5.5%	3	30.8%	12
Thursday	25.0%	50	25.3%	20	24.8%	30	35.9%	14	22.1%	17	22.6%	19	29.2%	31	20.4%	19	29.5%	31	20.0%	19	23.6%	13	15.4%	6
Friday	25.0%	50	25.3%	20	24.8%	30	15.4%	6	33.8%	26	21.4%	18	21.7%	23	29.0%	27	21.0%	22	29.5%	28	32.7%	18	23.1%	9
Saturday	25.0%	50	24.1%	19	25.6%	31	25.6%	10	27.3%	21	22.6%	19	27.4%	29	21.5%	20	27.6%	29	22.1%	21	27.3%	15	15.4%	6
Base:		200		79		121		39		77		84		106		93		105		95		55		39

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)												
PC																								
BN3 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1								
Blank	2.5%	5	5.1%	4	0.8%	1	0.0%	0	1.3%	1	4.8%	4	2.8%	2	1.0%	1	4.2%	4	0.0%	0	10.3%	4		
CA1 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1		
CA10 1	6.5%	13	6.3%	5	6.6%	8	2.6%	1	6.5%	5	8.3%	7	5.7%	6	7.5%	7	1.9%	2	11.6%	11	20.0%	11	0.0%	0
CA10 2	6.5%	13	3.8%	3	8.3%	10	10.3%	4	5.2%	4	6.0%	5	10.4%	11	2.2%	2	5.7%	6	7.4%	7	12.7%	7	0.0%	0
CA10 3	5.0%	10	5.1%	4	5.0%	6	0.0%	0	9.1%	7	3.6%	3	4.7%	5	5.4%	5	1.0%	1	9.5%	9	14.5%	8	2.6%	1
CA11	1.5%	3	3.8%	3	0.0%	0	0.0%	0	1.3%	1	2.4%	2	0.9%	1	2.2%	2	1.9%	2	1.1%	1	1.8%	1	0.0%	0
CA11 0	5.5%	11	5.1%	4	5.8%	7	0.0%	0	5.2%	4	8.3%	7	5.7%	6	5.4%	5	3.8%	4	7.4%	7	12.7%	7	0.0%	0
CA11 2	0.5%	1	0.0%	0	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
CA11 7	13.0%	26	13.9%	11	12.4%	15	12.8%	5	13.0%	10	13.1%	11	10.4%	11	15.1%	14	24.8%	26	0.0%	0	0.0%	0	0.0%	0
CA11 8	18.0%	36	17.7%	14	18.2%	22	33.3%	13	15.6%	12	13.1%	11	14.2%	15	22.6%	21	32.4%	34	2.1%	2	1.8%	1	2.6%	1
CA11 9	15.5%	31	11.4%	9	18.2%	22	23.1%	9	16.9%	13	10.7%	9	14.2%	15	17.2%	16	24.8%	26	5.3%	5	9.1%	5	0.0%	0
CA12	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
CA12 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
CA13 0	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	1.9%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	5.1%	2
CA14 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
CA15 7	0.5%	1	0.0%	0	0.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
CA16	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	1	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
CA16 6	1.5%	3	0.0%	0	2.5%	3	2.6%	1	2.6%	2	0.0%	0	0.9%	1	2.2%	2	0.0%	0	3.2%	3	5.5%	3	0.0%	0
CA17 4	1.5%	3	1.3%	1	1.7%	2	2.6%	1	0.0%	0	2.4%	2	0.9%	1	2.2%	2	1.0%	1	2.1%	2	3.6%	2	0.0%	0
CA2 4	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.8%	1	0.0%	0
CA2 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
CA4 0	1.0%	2	0.0%	0	1.7%	2	2.6%	1	1.3%	1	0.0%	0	1.9%	2	0.0%	0	1.0%	1	1.1%	1	1.8%	1	0.0%	0
CA4 9	1.5%	3	1.3%	1	1.7%	2	2.6%	1	0.0%	0	2.4%	2	2.8%	3	0.0%	0	0.0%	0	3.2%	3	5.5%	3	0.0%	0
CA5 7	0.5%	1	1.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
CA7 8	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.8%	1	0.0%	0
CA8 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
CA9 7	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
CH60 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
DG12 6	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0
DH8 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
DL10 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
DL14 6	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
DN15 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
EN11 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
FY4 4	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
KY12 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
LA10 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	0
LA11 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
LA12 7	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
LA22 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
LA4 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
LA9 6	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
LE5 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1
ML2 8	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1

Penrith In Centre Survey for England & Lyle

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	Yes (Q01)	No (Q01)	Yes (Q02)	No (Q02)										
NE61 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1						
PA6 7	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.6%	1						
S43 3	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1				
TAS 7	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1		
TS26 0	0.5%	1	1.3%	1	0.0%	0	0.0%	1	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1		
TS5 7	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1		
WA11 7	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1		
YO26 5	0.5%	1	1.3%	1	0.0%	0	0.0%	1	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	2.6%	1
Base:	200	79	121	39	77	84	106	93	105	95	55	39										

APPENDIX 7: HEALTH CHECK APPRAISAL SHEET, PENRITH

INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	3
	Capacity for growth or change in the centre	4
Diversity of Main Town Centre Uses	Number and type of shops	4
	Financial and professional services	4
	Business and office premises	3
	Pubs, cafes and restaurants	3
	Hotels	3
	Cultural and entertainment facilities	3
	Sports and leisure facilities	4
Retailer Representation	Number of multiple retailers	3
	Variety of specialist/independent shops	5
	Existence and quality of street markets	3
	Availability of food shopping	4
	Availability of enclosed shopping	3
	Evidence of recent investment by retailers	3
	Retailer Demand	3
	Presence of Charity shops	3
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	3
	Vacant floorspace	3
	Effect of vacant premises on the centre	3
Commercial Performance	Rental values	2
	Shopping centre yield	4
Pedestrian Flows	Volume of pedestrian flow	4
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	4
	Range of places served by bus	4
Customer Views and Behaviour	Satisfaction with the centre	3
	Need for improvements	3
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.1
	Overall cleanliness (litter and graffiti)	2
	General pedestrian environment	3
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	2
	VITALITY AND VIABILITY INDEX	3.3

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

APPENDIX 7: HEALTH CHECK APPRAISAL SHEET, ALSTON

INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	5
	Capacity for growth or change in the centre	2
Diversity of Main Town Centre Uses	Number and type of shops	3
	Financial and professional services	2
	Business and office premises	2
	Pubs, cafes and restaurants	2
	Hotels	3
	Cultural and entertainment facilities	2
	Sports and leisure facilities	2
Retailer Representation	Number of multiple retailers	1
	Variety of specialist/independent shops	4
	Existence and quality of street markets	
	Availability of food shopping	3
	Availability of enclosed shopping	
	Evidence of recent investment by retailers	2
	Retailer Demand	
	Presence of Charity shops	4
	Presence of low quality discount shops	5
Vacant Properties	Vacancy rate	2
	Vacant floorspace	2
	Effect of vacant premises on the centre	2
Commercial Performance	Rental values	
	Shopping centre yield	
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	3
	Ease of movement for cyclists	2
	Ease of movement for the less mobile	2
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	2.9
	Overall cleanliness (litter and graffiti)	3
	General pedestrian environment	4
	Quality of open spaces/ landscaping	3
	Availability and condition of toilets	4
	VITALITY AND VIABILITY INDEX	3.0

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

APPENDIX 7: HEALTH CHECK APPRAISAL SHEET, APPLEBY		
INDICATOR	FACTOR	* SCORE
Overall Provision	Retail and other floorspace outside centre	5
	Capacity for growth or change in the centre	3
Diversity of Main Town Centre Uses	Number and type of shops	4
	Financial and professional services	3
	Business and office premises	2
	Pubs, cafes and restaurants	3
	Hotels	4
	Cultural and entertainment facilities	3
	Sports and leisure facilities	4
Retailer Representation	Number of multiple retailers	1
	Variety of specialist/independent shops	3
	Existence and quality of street markets	3
	Availability of food shopping	3
	Availability of enclosed shopping	
	Evidence of recent investment by retailers	2
	Retailer Demand	
	Presence of Charity shops	3
	Presence of low quality discount shops	4
Vacant Properties	Vacancy rate	4
	Vacant floorspace	4
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	
	Shopping centre yield	
Pedestrian Flows	Volume of pedestrian flow	2
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.3
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	3
	VITALITY AND VIABILITY INDEX	3.4

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

APPENDIX 7: HEALTH CHECK APPRAISAL SHEET, KIRKBY STEPHEN		
INDICATOR	FACTOR	SCORE
		*
Overall Provision	Retail and other floorspace outside centre	4
	Capacity for growth or change in the centre	2
Diversity of Main Town Centre Uses	Number and type of shops	4
	Financial and professional services	3
	Business and office premises	2
	Pubs, cafes and restaurants	4
	Hotels	3
	Cultural and entertainment facilities	3
	Sports and leisure facilities	2
Retailer Representation	Number of multiple retailers	1
	Variety of specialist/independent shops	4
	Existence and quality of street markets	3
	Availability of food shopping	4
	Availability of enclosed shopping	
	Evidence of recent investment by retailers	3
	Retailer Demand	
	Presence of Charity shops	4
	Presence of low quality discount shops	5
Vacant Properties	Vacancy rate	5
	Vacant floorspace	5
	Effect of vacant premises on the centre	4
Commercial Performance	Rental values	
	Shopping centre yield	
Pedestrian Flows	Volume of pedestrian flow	3
Accessibility	Ease of movement for pedestrians	4
	Ease of movement for cyclists	3
	Ease of movement for the less mobile	3
	Ease of access to main attractions	4
	Car parking	3
	Frequency and quality of public transport	3
	Range of places served by bus	3
Customer Views and Behaviour	Satisfaction with the centre	4
	Need for improvements	4
	Linked trips	4
Safety and Security	Feeling of security (eg CCTV)	4
Environmental Quality	Physical appearance of properties	3.5
	Overall cleanliness (litter and graffiti)	4
	General pedestrian environment	4
	Quality of open spaces/ landscaping	4
	Availability and condition of toilets	4
	VITALITY AND VIABILITY INDEX	3.5

* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good

APPENDIX 8: POPULATION AND EXPENDITURE

POPULATION AND EXPENDITURE ESTIMATES 2004					
Convenience Goods					
					Total
	Zone	Population	Expenditure per person		Expenditure
			incl SFT	excl SFT *	£ million
1	Penrith	11,013	£1,542	£1,516	16.69
2	Rural North	5,813	£1,566	£1,539	8.95
3	Alston	3,791	£1,518	£1,492	5.66
4	Appleby	6,104	£1,565	£1,538	9.39
5	Kirkby Stephen	5,016	£1,545	£1,519	7.62
6	Rural South	8,191	£1,618	£1,590	13.03
7	Rural West	11,138	£1,593	£1,566	17.44
Study Area Total		51,066	-	-	78.78
* Special Forms of Trading = 1.7%					
Comparison Goods					
					Total
	Zone	Population	Expenditure per person		Expenditure
			incl SFT	excl SFT *	£ million
1	Penrith	11,013	£2,628	£2,476	27.26
2	Rural North	5,813	£2,749	£2,590	15.05
3	Alston	3,791	£2,653	£2,499	9.47
4	Appleby	6,104	£2,673	£2,518	15.37
5	Kirkby Stephen	5,016	£2,642	£2,489	12.48
6	Rural South	8,191	£2,820	£2,656	21.76
7	Rural West	11,138	£2,784	£2,623	29.21
Study Area Total		51,066	-	-	130.61
* Special Forms of Trading = 5.8%					

POPULATION AND EXPENDITURE FORECASTS, CONVENIENCE GOODS						
Population Forecasts						
	Zone	2004	2007	2012	2017	2021
1	Penrith	11,013	11,750	13,010	14,150	14,990
2	Rural North	5,813	6,210	6,320	6,410	6,480
3	Alston	3,791	4,020	4,100	4,180	4,240
4	Appleby	6,104	6,480	6,670	6,840	6,970
5	Kirkby Stephen	5,016	5,420	5,570	5,700	5,800
6	Rural South	8,191	8,780	8,930	9,060	9,160
7	Rural West	11,138	11,740	11,900	12,060	12,160
Study Area Total		51,066	54,400	56,500	58,400	59,800
Expenditure per person						
	Zone	Expenditure per person including SFT				
		2004	2007	2012	2017	2021
1	Penrith	£1,542	£1,586	£1,683	£1,786	£1,874
2	Rural North	£1,566	£1,610	£1,709	£1,814	£1,903
3	Alston	£1,518	£1,561	£1,657	£1,759	£1,845
4	Appleby	£1,565	£1,609	£1,708	£1,813	£1,902
5	Kirkby Stephen	£1,545	£1,589	£1,686	£1,790	£1,877
6	Rural South	£1,618	£1,664	£1,766	£1,875	£1,966
7	Rural West	£1,593	£1,638	£1,739	£1,846	£1,936
	Zone	Expenditure per person excluding SFT				
		2004	2007	2012	2017	2021
SFT percentage		1.7%	2.0%	4.0%	6.0%	6.0%
1	Penrith	£1,516	£1,554	£1,616	£1,679	£1,761
2	Rural North	£1,539	£1,578	£1,641	£1,705	£1,789
3	Alston	£1,492	£1,530	£1,591	£1,653	£1,734
4	Appleby	£1,538	£1,577	£1,640	£1,704	£1,788
5	Kirkby Stephen	£1,519	£1,557	£1,619	£1,683	£1,765
6	Rural South	£1,590	£1,630	£1,695	£1,762	£1,848
7	Rural West	£1,566	£1,605	£1,669	£1,735	£1,820
Total Expenditure on Convenience Goods (excluding SFT) - £ million						
	Zone	2004	2007	2012	2017	2021
1	Penrith	16.69	18.26	21.02	23.76	26.40
2	Rural North	8.95	9.80	10.37	10.93	11.59
3	Alston	5.66	6.15	6.52	6.91	7.35
4	Appleby	9.39	10.22	10.94	11.66	12.46
5	Kirkby Stephen	7.62	8.44	9.02	9.59	10.24
6	Rural South	13.03	14.32	15.14	15.96	16.93
7	Rural West	17.44	18.85	19.86	20.92	22.13
Study Area Total		78.78	86.03	92.87	99.74	107.10

POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS						
Population Forecasts						
	Zone	2004	2007	2012	2017	2021
1	Penrith	11,013	11,750	13,010	14,150	14,990
2	Rural North	5,813	6,210	6,320	6,410	6,480
3	Alston	3,791	4,020	4,100	4,180	4,240
4	Appleby	6,104	6,480	6,670	6,840	6,970
5	Kirkby Stephen	5,016	5,420	5,570	5,700	5,800
6	Rural South	8,191	8,780	8,930	9,060	9,160
7	Rural West	11,138	11,740	11,900	12,060	12,160
Study Area Total		51,066	54,400	56,500	58,400	59,800
Expenditure per person						
	Zone	Expenditure per person including SFT				
		2004	2007	2012	2017	2021
1	Penrith	£2,628	£2,999	£3,827	£5,026	£6,179
2	Rural North	£2,749	£3,137	£4,003	£5,257	£6,463
3	Alston	£2,653	£3,027	£3,863	£5,073	£6,238
4	Appleby	£2,673	£3,050	£3,893	£5,112	£6,285
5	Kirkby Stephen	£2,642	£3,015	£3,847	£5,052	£6,212
6	Rural South	£2,820	£3,218	£4,107	£5,393	£6,630
7	Rural West	£2,784	£3,177	£4,054	£5,324	£6,546
	Zone	Expenditure per person excluding SFT				
		2004	2007	2012	2017	2021
SFT percentage		5.8%	6.0%	9.0%	12.0%	12.0%
1	Penrith	£2,476	£2,819	£3,483	£4,423	£5,437
2	Rural North	£2,590	£2,948	£3,643	£4,626	£5,688
3	Alston	£2,499	£2,845	£3,516	£4,465	£5,489
4	Appleby	£2,518	£2,867	£3,542	£4,498	£5,531
5	Kirkby Stephen	£2,489	£2,834	£3,501	£4,446	£5,466
6	Rural South	£2,656	£3,025	£3,737	£4,746	£5,835
7	Rural West	£2,623	£2,986	£3,689	£4,685	£5,760
Total Expenditure on Comparison Goods (excluding SFT) - £ million						
	Zone	2004	2007	2012	2017	2021
1	Penrith	27.26	33.12	45.31	62.58	81.51
2	Rural North	15.05	18.31	23.02	29.65	36.86
3	Alston	9.47	11.44	14.41	18.66	23.27
4	Appleby	15.37	18.58	23.63	30.77	38.55
5	Kirkby Stephen	12.48	15.36	19.50	25.34	31.70
6	Rural South	21.76	26.56	33.37	43.00	53.45
7	Rural West	29.21	35.06	43.90	56.50	70.04
Study Area Total		130.61	158.41	203.15	266.51	335.38

POPULATION AND EXPENDITURE FORECASTS, BULKY GOODS						
Population Forecasts						
	Zone	2004	2007	2012	2017	2021
1	Penrith	11,013	11,750	13,010	14,150	14,990
2	Rural North	5,813	6,210	6,320	6,410	6,480
3	Alston	3,791	4,020	4,100	4,180	4,240
4	Appleby	6,104	6,480	6,670	6,840	6,970
5	Kirkby Stephen	5,016	5,420	5,570	5,700	5,800
6	Rural South	8,191	8,780	8,930	9,060	9,160
7	Rural West	11,138	11,740	11,900	12,060	12,160
Study Area Total		51,066	54,400	56,500	58,400	59,800
Expenditure per person on Bulky Goods *						
	Zone	Expenditure per person including SFT				
		2004	2007	2012	2017	2021
1	Penrith	£1,124	£1,282	£1,637	£2,149	£2,643
2	Rural North	£1,162	£1,326	£1,692	£2,222	£2,732
3	Alston	£1,137	£1,297	£1,656	£2,174	£2,673
4	Appleby	£1,140	£1,301	£1,660	£2,180	£2,680
5	Kirkby Stephen	£1,126	£1,285	£1,640	£2,153	£2,647
6	Rural South	£1,197	£1,366	£1,743	£2,289	£2,814
7	Rural West	£1,184	£1,351	£1,724	£2,264	£2,784
	Zone	Expenditure per person excluding SFT				
		2004	2007	2012	2017	2021
SFT percentage		5.8%	6.0%	9.0%	12.0%	12.0%
1	Penrith	£1,059	£1,206	£1,490	£1,892	£2,326
2	Rural North	£1,095	£1,246	£1,540	£1,956	£2,404
3	Alston	£1,071	£1,219	£1,507	£1,913	£2,352
4	Appleby	£1,074	£1,223	£1,511	£1,918	£2,359
5	Kirkby Stephen	£1,061	£1,208	£1,492	£1,895	£2,330
6	Rural South	£1,128	£1,284	£1,586	£2,014	£2,477
7	Rural West	£1,115	£1,270	£1,569	£1,993	£2,450
Total Expenditure on Bulky Goods (excluding SFT) - £ million						
	Zone	2004	2007	2012	2017	2021
1	Penrith	11.66	14.17	19.38	26.77	34.86
2	Rural North	6.36	7.74	9.73	12.53	15.58
3	Alston	4.06	4.90	6.18	8.00	9.97
4	Appleby	6.55	7.92	10.08	13.12	16.44
5	Kirkby Stephen	5.32	6.55	8.31	10.80	13.51
6	Rural South	9.24	11.27	14.17	18.25	22.69
7	Rural West	12.42	14.91	18.67	24.03	29.79
Study Area Total		55.62	67.46	86.51	113.50	142.84
* Bulky Goods are defined as the MapInfo expenditure categories of furniture, floor coverings and household textiles; audio-visual equipment and other durables; and hardware and DIY supplies.						

APPENDIX 9A

CAPACITY ANALYSIS, CONVENIENCE GOODS				
Penrith Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	86.03	92.87	99.74	107.10
Existing Turnover in Penrith from study area (£m)	52.33	-	-	-
Retention level [1]	61%	74%	74%	74%
Future Expenditure Retained (£m)	-	68.7	73.8	79.3
less Future Turnover of Existing Shops (£m) [2]	-	53.9	55.6	56.9
plus Turnover from Visitors and Inflow [3]	1.4	1.5	1.6	1.7
Surplus Capacity (£m)	-	16.3	19.9	24.1
less Commitments (£m) [4]	-	24.9	25.7	26.3
Residual Capacity (£m)	-	-8.6	-5.8	-2.2
[1] assuming clawback to New Squares scheme representing 50% of scheme turnover				
[2] assuming increase in sales density at 0.6% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] Commitments in convenience goods:				
New Squares development, Penrith	sq.m. gross	sq.m. net	£ per sq.m.	Turnover
revised figures from Lowther Manelli	3,700	2,590	£9,614	£24.9
turnovers assumed to increase from 2012 at 0.6% per annum				

CAPACITY ANALYSIS, CONVENIENCE GOODS				
Alston Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	6.15	6.52	6.91	7.35
Existing Turnover in Alston from study area (£m)	2.26	-	-	-
Retention level [1]	37%	37%	37%	37%
Future Expenditure Retained (£m)	-	2.4	2.6	2.7
less Future Turnover of Existing Shops (£m) [2]	-	2.3	2.4	2.5
plus Turnover from Visitors and Inflow [3]	0.2	0.2	0.2	0.2
Surplus Capacity (£m)	-	0.3	0.3	0.5
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	0.3	0.3	0.5
[1] assuming a static retention level				
[2] assuming increase in sales density at 0.6% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] No known commitments in convenience goods				

CAPACITY ANALYSIS, CONVENIENCE GOODS				
Appleby Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	10.22	10.94	11.66	12.46
Existing Turnover in Appleby from study area (£m)	4.55	-	-	-
Retention level [1]	45%	60%	60%	60%
Future Expenditure Retained (£m)	-	6.6	7.0	7.5
less Future Turnover of Existing Shops (£m) [2]	-	4.7	4.8	4.9
plus Turnover from Visitors and Inflow [3]	0.3	0.3	0.3	0.4
Surplus Capacity (£m)	-	2.2	2.5	2.9
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	2.2	2.5	2.9
[1] assuming a small increase in retention level				
[2] assuming increase in sales density at 0.6% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] No known commitments in convenience goods				

CAPACITY ANALYSIS, CONVENIENCE GOODS				
Kirkby Stephen Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	8.44	9.02	9.59	10.24
Existing Turnover in Kirkby Stephen from study area (£m)	5.12	-	-	-
Retention level [1]	61%	61%	61%	61%
Future Expenditure Retained (£m)	-	5.5	5.8	6.2
less Future Turnover of Existing Shops (£m) [2]	-	5.3	5.4	5.6
plus Turnover from Visitors and Inflow [3]	0.3	0.3	0.4	0.4
Surplus Capacity (£m)	-	0.6	0.8	1.1
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	0.6	0.8	1.1
[1] assuming a static retention level				
[2] assuming increase in sales density at 0.6% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] No known commitments in convenience goods				

APPENDIX 9B

CAPACITY ANALYSIS, COMPARISON GOODS				
Penrith Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	158.41	203.15	266.51	335.38
Existing Turnover in Penrith from study area (£m)	71.68	-	-	-
Retention level [1]	45%	55%	55%	55%
Future Expenditure Retained (£m)	-	111.7	146.6	184.5
less Future Turnover of Existing Shops (£m) [2]	-	79.9	89.1	97.2
plus Turnover from Visitors and Inflow [3]	5.6	7.2	9.4	11.8
Surplus Capacity (£m)	-	39.0	66.9	99.1
less Commitments (£m) [4]	-	40.9	45.6	49.7
Residual Capacity (£m)	-	-1.9	21.3	49.3
[1] assumes clawback to New Squares scheme representing 60% of scheme turnover				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] Commitments in comparison goods:				
New Squares development, Penrith	sq.m. gross	sq.m. net	£ per sq.m.	Turnover
revised figures from Lowther Manelli				
foodstore comparison goods	1,400	1,200	£6,170	£7.4
other shops	7,804	6,228	£5,380	£33.5
total	9,204	7,428		£40.9
turnovers assumed to increase from 2012 at 2.2% per annum				

CAPACITY ANALYSIS, COMPARISON GOODS				
Alston Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	11.44	14.41	18.66	23.27
Existing Turnover in Alston from study area (£m)	0.74	-	-	-
Retention level [1]	6%	6%	6%	6%
Future Expenditure Retained (£m)	-	0.9	1.1	1.4
less Future Turnover of Existing Shops (£m) [2]	-	0.8	0.9	1.0
plus Turnover from Visitors and Inflow [3]	0.7	0.9	1.1	1.4
Surplus Capacity (£m)	-	0.9	1.3	1.8
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	0.9	1.3	1.8
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
Appleby Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	18.58	23.63	30.77	38.55
Existing Turnover in Appleby from study area (£m)	6.77	-	-	-
Retention level [1]	36%	36%	36%	36%
Future Expenditure Retained (£m)	-	8.5	11.1	13.9
less Future Turnover of Existing Shops (£m) [2]	-	7.5	8.4	9.2
plus Turnover from Visitors and Inflow [3]	1.2	1.5	1.9	2.4
Surplus Capacity (£m)	-	2.4	4.6	7.1
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	2.4	4.6	7.1
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
Kirkby Stephen Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	15.36	19.50	25.34	31.70
Existing Turnover in Kirkby Stephen from study area (£m)	2.62	-	-	-
Retention level [1]	17%	17%	17%	17%
Future Expenditure Retained (£m)	-	3.3	4.3	5.4
less Future Turnover of Existing Shops (£m) [2]	-	2.9	3.3	3.6
plus Turnover from Visitors and Inflow [3]	1.3	1.6	2.1	2.6
Surplus Capacity (£m)	-	2.0	3.1	4.4
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	2.0	3.1	4.4
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

APPENDIX 9C

CAPACITY ANALYSIS, BULKY GOODS				
Penrith Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	67.46	86.51	113.50	142.84
Existing Turnover in Penrith from study area (£m)	33.86	-	-	-
Retention level [1]	50%	60%	60%	60%
Future Expenditure Retained (£m)	-	51.9	68.1	85.7
Future Turnover of Existing Shops (£m) [2]	-	37.8	42.1	45.9
Surplus Capacity (£m)	-	14.1	26.0	39.8
Less Commitments (£m) [3]	-	-	-	-
Residual Capacity (£m)	-	14.1	26.0	39.8
[1] assuming potential for increase in market share to 60%				
[2] assuming increase in sales density at 2.2% per annum				
[3] No existing commitments in bulky goods				

APPENDIX 10: SENSITIVITY OF CAPACITY ANALYSIS

POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS						
SENSITIVITY ANALYSIS: HIGHER EXPENDITURE GROWTH						
Population Forecasts						
	Zone	2004	2007	2012	2017	2021
1	Penrith	11,013	11,750	13,010	14,150	14,990
2	Rural North	5,813	6,210	6,320	6,410	6,480
3	Alston	3,791	4,020	4,100	4,180	4,240
4	Appleby	6,104	6,480	6,670	6,840	6,970
5	Kirkby Stephen	5,016	5,420	5,570	5,700	5,800
6	Rural South	8,191	8,780	8,930	9,060	9,160
7	Rural West	11,138	11,740	11,900	12,060	12,160
Study Area Total		51,066	54,400	56,500	58,400	59,800
Expenditure per person assuming growth at 5.6% per annum from 2007						
	Zone	Expenditure per person including SFT				
		2004	2007	2012	2017	2021
1	Penrith	£2,628	£2,999	£3,938	£5,171	£6,430
2	Rural North	£2,749	£3,137	£4,119	£5,409	£6,726
3	Alston	£2,653	£3,027	£3,975	£5,220	£6,491
4	Appleby	£2,673	£3,050	£4,005	£5,259	£6,540
5	Kirkby Stephen	£2,642	£3,015	£3,959	£5,198	£6,464
6	Rural South	£2,820	£3,218	£4,225	£5,548	£6,900
7	Rural West	£2,784	£3,177	£4,171	£5,478	£6,812
	Zone	Expenditure per person excluding SFT				
		2004	2007	2012	2017	2021
SFT percentage		5.8%	6.0%	9.0%	12.0%	12.0%
1	Penrith	£2,476	£2,819	£3,583	£4,550	£5,658
2	Rural North	£2,590	£2,948	£3,748	£4,760	£5,919
3	Alston	£2,499	£2,845	£3,617	£4,594	£5,712
4	Appleby	£2,518	£2,867	£3,645	£4,628	£5,755
5	Kirkby Stephen	£2,489	£2,834	£3,602	£4,574	£5,688
6	Rural South	£2,656	£3,025	£3,845	£4,883	£6,072
7	Rural West	£2,623	£2,986	£3,796	£4,820	£5,994
Total Expenditure on Comparison Goods (excluding SFT) - £ million						
	Zone	2004	2007	2012	2017	2021
1	Penrith	27.26	33.12	46.62	64.39	84.82
2	Rural North	15.05	18.31	23.69	30.51	38.35
3	Alston	9.47	11.44	14.83	19.20	24.22
4	Appleby	15.37	18.58	24.31	31.66	40.11
5	Kirkby Stephen	12.48	15.36	20.06	26.07	32.99
6	Rural South	21.76	26.56	34.34	44.24	55.62
7	Rural West	29.21	35.06	45.17	58.13	72.89
Study Area Total		130.61	158.41	209.02	274.20	349.01

POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS						
SENSITIVITY ANALYSIS: HIGHER GROWTH OF INTERNET SHOPPING						
Population Forecasts						
	Zone	2004	2007	2012	2017	2021
1	Penrith	11,013	11,750	13,010	14,150	14,990
2	Rural North	5,813	6,210	6,320	6,410	6,480
3	Alston	3,791	4,020	4,100	4,180	4,240
4	Appleby	6,104	6,480	6,670	6,840	6,970
5	Kirkby Stephen	5,016	5,420	5,570	5,700	5,800
6	Rural South	8,191	8,780	8,930	9,060	9,160
7	Rural West	11,138	11,740	11,900	12,060	12,160
Study Area Total		51,066	54,400	56,500	58,400	59,800
Expenditure per person						
	Zone	Expenditure per person including SFT				
		2004	2007	2012	2017	2021
1	Penrith	£2,628	£2,999	£3,827	£5,026	£6,179
2	Rural North	£2,749	£3,137	£4,003	£5,257	£6,463
3	Alston	£2,653	£3,027	£3,863	£5,073	£6,238
4	Appleby	£2,673	£3,050	£3,893	£5,112	£6,285
5	Kirkby Stephen	£2,642	£3,015	£3,847	£5,052	£6,212
6	Rural South	£2,820	£3,218	£4,107	£5,393	£6,630
7	Rural West	£2,784	£3,177	£4,054	£5,324	£6,546
	Zone	Expenditure per person excluding SFT				
		2004	2007	2012	2017	2021
SFT percentage		5.8%	6.0%	11.0%	15.0%	15.0%
1	Penrith	£2,476	£2,819	£3,406	£4,272	£5,252
2	Rural North	£2,590	£2,948	£3,563	£4,469	£5,494
3	Alston	£2,499	£2,845	£3,438	£4,312	£5,302
4	Appleby	£2,518	£2,867	£3,464	£4,345	£5,342
5	Kirkby Stephen	£2,489	£2,834	£3,424	£4,295	£5,280
6	Rural South	£2,656	£3,025	£3,655	£4,584	£5,636
7	Rural West	£2,623	£2,986	£3,608	£4,525	£5,564
Total Expenditure on Comparison Goods (excluding SFT) - £ million						
	Zone	2004	2007	2012	2017	2021
1	Penrith	27.26	33.12	44.31	60.45	78.73
2	Rural North	15.05	18.31	22.52	28.64	35.60
3	Alston	9.47	11.44	14.10	18.03	22.48
4	Appleby	15.37	18.58	23.11	29.72	37.23
5	Kirkby Stephen	12.48	15.36	19.07	24.48	30.62
6	Rural South	21.76	26.56	32.64	41.53	51.62
7	Rural West	29.21	35.06	42.94	54.58	67.66
Study Area Total		130.61	158.41	198.68	257.42	323.95

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER EXPENDITURE GROWTH				
Penrith Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	158.41	209.02	274.20	349.01
Existing Turnover in Penrith from study area (£m)	71.68	-	-	-
Retention level [1]	45%	55%	55%	55%
Future Expenditure Retained (£m)	-	115.0	150.8	192.0
less Future Turnover of Existing Shops (£m) [2]	-	79.9	89.1	97.2
plus Turnover from Visitors and Inflow [3]	5.6	7.4	9.7	12.3
Surplus Capacity (£m)	-	42.4	71.4	107.0
less Commitments (£m) [4]	-	40.9	45.6	49.7
Residual Capacity (£m)	-	1.5	25.8	57.3
[1] assumes clawback to New Squares scheme representing 60% of scheme turnover				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] Commitments in comparison goods:				
New Squares development, Penrith	sq.m. gross	sq.m. net	£ per sq.m.	Turnover
revised figures from Lowther Manelli				
foodstore comparison goods	1,400	1,200	£6,170	£7.4
other shops	7,804	6,228	£5,380	£33.5
total	9,204	7,428		£40.9
turnovers assumed to increase from 2012 at 2.2% per annum				

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER EXPENDITURE GROWTH				
Alston Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	11.44	14.83	19.20	24.22
Existing Turnover in Alston from study area (£m)	0.74	-	-	-
Retention level [1]	6%	6%	6%	6%
Future Expenditure Retained (£m)	-	0.9	1.2	1.5
less Future Turnover of Existing Shops (£m) [2]	-	0.8	0.9	1.0
plus Turnover from Visitors and Inflow [3]	0.7	0.9	1.2	1.5
Surplus Capacity (£m)	-	1.0	1.4	1.9
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	1.0	1.4	1.9
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER EXPENDITURE GROWTH				
Appleby Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	18.58	24.31	31.66	40.11
Existing Turnover in Appleby from study area (£m)	6.77	-	-	-
Retention level [1]	36%	36%	36%	36%
Future Expenditure Retained (£m)	-	8.8	11.4	14.4
less Future Turnover of Existing Shops (£m) [2]	-	7.5	8.4	9.2
plus Turnover from Visitors and Inflow [3]	1.2	1.5	2.0	2.5
Surplus Capacity (£m)	-	2.7	5.0	7.8
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	2.7	5.0	7.8
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER EXPENDITURE GROWTH				
Kirkby Stephen Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	15.36	20.06	26.07	32.99
Existing Turnover in Kirkby Stephen from study area (£m)	2.62	-	-	-
Retention level [1]	17%	17%	17%	17%
Future Expenditure Retained (£m)	-	3.4	4.4	5.6
less Future Turnover of Existing Shops (£m) [2]	-	2.9	3.3	3.6
plus Turnover from Visitors and Inflow [3]	1.3	1.6	2.1	2.7
Surplus Capacity (£m)	-	2.1	3.3	4.7
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	2.1	3.3	4.7
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER GROWTH IN INTERNET SHOPPING				
Penrith Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	158.41	198.68	257.42	323.95
Existing Turnover in Penrith from study area (£m)	71.68	-	-	-
Retention level [1]	45%	55%	55%	55%
Future Expenditure Retained (£m)	-	109.3	141.6	178.2
less Future Turnover of Existing Shops (£m) [2]	-	79.9	89.1	97.2
plus Turnover from Visitors and Inflow [3]	5.6	7.0	9.1	11.4
Surplus Capacity (£m)	-	36.4	61.5	92.4
less Commitments (£m) [4]	-	40.9	45.6	49.7
Residual Capacity (£m)	-	-4.5	15.9	42.6
[1] assumes clawback to New Squares scheme representing 60% of scheme turnover				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] Commitments in comparison goods:				
New Squares development, Penrith	sq.m. gross	sq.m. net	£ per sq.m.	Turnover
revised figures from Lowther Manelli				
foodstore comparison goods	1,400	1,200	£6,170	£7.4
other shops	7,804	6,228	£5,380	£33.5
total	9,204	7,428		£40.9
turnovers assumed to increase from 2012 at 2.2% per annum				

TABLE 3

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER GROWTH IN INTERNET SHOPPING				
Alston Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	11.44	14.10	18.03	22.48
Existing Turnover in Alston from study area (£m)	0.74	-	-	-
Retention level [1]	6%	6%	6%	6%
Future Expenditure Retained (£m)	-	0.8	1.1	1.3
less Future Turnover of Existing Shops (£m) [2]	-	0.8	0.9	1.0
plus Turnover from Visitors and Inflow [3]	0.7	0.9	1.1	1.4
Surplus Capacity (£m)	-	0.9	1.3	1.7
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	0.9	1.3	1.7
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER GROWTH IN INTERNET SHOPPING				
Appleby Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	18.58	23.11	29.72	37.23
Existing Turnover in Appleby from study area (£m)	6.77	-	-	-
Retention level [1]	36%	36%	36%	36%
Future Expenditure Retained (£m)	-	8.3	10.7	13.4
less Future Turnover of Existing Shops (£m) [2]	-	7.5	8.4	9.2
plus Turnover from Visitors and Inflow [3]	1.2	1.5	1.9	2.3
Surplus Capacity (£m)	-	2.2	4.2	6.6
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	2.2	4.2	6.6
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

CAPACITY ANALYSIS, COMPARISON GOODS				
SENSITIVITY ANALYSIS: HIGHER GROWTH IN INTERNET SHOPPING				
Kirkby Stephen Catchment Area (2004 prices)				
	2007	2012	2017	2021
Expenditure (£m)	15.36	19.07	24.48	30.62
Existing Turnover in Kirkby Stephen from study area (£m)	2.62	-	-	-
Retention level [1]	17%	17%	17%	17%
Future Expenditure Retained (£m)	-	3.2	4.2	5.2
less Future Turnover of Existing Shops (£m) [2]	-	2.9	3.3	3.6
plus Turnover from Visitors and Inflow [3]	1.3	1.6	2.0	2.5
Surplus Capacity (£m)	-	1.9	2.9	4.1
less Commitments (£m) [4]	-	-	-	-
Residual Capacity (£m)	-	1.9	2.9	4.1
[1] assuming a static retention level				
[2] assuming increase in sales density at 2.2% per annum				
[3] assumed to increase at same rate as expenditure by residents				
[4] no commitments in comparison goods				

APPENDIX 11A: FLOORSPACE CAPACITY, CONVENIENCE GOODS				
		2012	2017	2021
Penrith				
residual capacity (£m) [1]		-8.6	-5.8	-2.2
turnover/floorspace ratio (£ per sq.m. net)	upper	11,300	11,700	12,000
	lower	6,200	6,400	6,500
net floorspace (sq.m.)	minimum	nil	nil	nil
	maximum	nil	nil	nil
gross floorspace (sq.m.) [2]	minimum	nil	nil	nil
	maximum	nil	nil	nil
Alston				
residual capacity (£m) [1]		0.3	0.3	0.5
turnover/floorspace ratio (£ per sq.m. net)	upper	11,300	11,700	12,000
	lower	6,200	6,400	6,500
net floorspace (sq.m.)	minimum	27	26	42
	maximum	48	47	77
gross floorspace (sq.m.) [2]	minimum	38	37	60
	maximum	69	67	110
Appleby				
residual capacity (£m) [1]		2.2	2.5	2.9
turnover/floorspace ratio (£ per sq.m. net)	upper	11,300	11,700	12,000
	lower	6,200	6,400	6,500
net floorspace (sq.m.)	minimum	195	214	242
	maximum	355	391	446
gross floorspace (sq.m.) [2]	minimum	278	305	345
	maximum	507	558	637
Kirkby Stephen				
residual capacity (£m) [1]		0.6	0.8	1.1
turnover/floorspace ratio (£ per sq.m. net)	upper	11,300	11,700	12,000
	lower	6,200	6,400	6,500
net floorspace (sq.m.)	minimum	53	68	92
	maximum	97	125	169
gross floorspace (sq.m.) [2]	minimum	76	98	131
	maximum	138	179	242
[1] after allowing for commitments				
[2] assuming a net/gross floorspace ratio of 70%				

APPENDIX 11B: FLOORSPACE CAPACITY, COMPARISON GOODS				
		2012	2017	2021
Penrith				
residual capacity (£m) [1]		-1.9	21.3	49.3
turnover/floorspace ratio (£ per sq.m. net)	upper	8,800	9,800	10,700
	lower	4,900	5,500	6,000
net floorspace (sq.m.)	minimum	nil	2,173	4,607
	maximum	nil	3,873	8,217
gross floorspace (sq.m.) [2]	minimum	nil	3,105	6,582
	maximum	nil	5,532	11,738
Alston				
residual capacity (£m) [1]		0.9	1.3	1.8
turnover/floorspace ratio (£ per sq.m. net)	upper	8,800	9,800	10,700
	lower	4,900	5,500	6,000
net floorspace (sq.m.)	minimum	102	133	168
	maximum	184	236	300
gross floorspace (sq.m.) [2]	minimum	146	190	240
	maximum	262	338	429
Appleby				
residual capacity (£m) [1]		2.4	4.6	7.1
turnover/floorspace ratio (£ per sq.m. net)	upper	8,800	9,800	10,700
	lower	4,900	5,500	6,000
net floorspace (sq.m.)	minimum	273	469	664
	maximum	490	836	1,183
gross floorspace (sq.m.) [2]	minimum	390	671	948
	maximum	700	1,195	1,690
Kirkby Stephen				
residual capacity (£m) [1]		2.0	3.1	4.4
turnover/floorspace ratio (£ per sq.m. net)	upper	8,800	9,800	10,700
	lower	4,900	5,500	6,000
net floorspace (sq.m.)	minimum	227	316	411
	maximum	408	564	733
gross floorspace (sq.m.) [2]	minimum	325	452	587
	maximum	583	805	1,048
[1] after allowing for commitments				
[2] assuming a net/gross floorspace ratio of 70%				

APPENDIX 11C: FLOORSPACE CAPACITY, BULKY GOODS			
	2012	2017	2021
Penrith			
residual capacity (£m)	14.1	26.0	39.8
turnover/floorspace ratio (£ per sq.m. net)	2,800	3,100	3,400
net floorspace (sq.m.)	5,036	8,387	11,706
gross floorspace (sq.m.) [1]	6,295	10,484	14,632
[1] assuming a net/gross floorspace ratio of 80%			

APPENDIX 12A: RETAIL IMPACT ASSESSMENT, CONVENIENCE GOODS

PROPOSALS FOR NEW SQUARES SCHEME, PENRITH

ASSESSMENT BY SAVILLS FOR 2010 (in 2000 prices)

	New Squares Development				
	convenience goods turnover 2010 (£m)	share of trade draw	trade diversion £m	trade diversion %	
	Morrisons, Penrith	29.53	43%	12.21	41.3%
	Somerfield, Penrith	5.82	5%	1.42	24.4%
Co-op, Penrith	4.73	4%	1.14	24.0%	
Other, Penrith town centre	3.65	1%	0.28	7.8%	
Aldi, Penrith	3.59	6%	1.70	47.4%	
Kendal	-	13%	3.69	-	
Carlisle	-	18%	5.11	-	
Other	-	10%	2.84	-	
Total	47.32	100%	28.39	-	

ASSESSMENT BY ENGLAND & LYLE FOR 2012 (in 2004 prices)

	New Squares Development				
	convenience goods turnover 2012 (£m) [1]	share of trade draw	trade diversion £m	trade diversion %	
	Morrisons, Penrith	35.52	35%	8.7	24.5%
	Somerfield, Penrith	7.68	6%	1.5	19.4%
Co-op, Penrith	7.21	6%	1.5	20.7%	
Other, Penrith town centre	1.27	0.5%	0.1	9.8%	
Aldi, Penrith	3.67	4%	1.0	27.2%	
Alston	2.50	0.5%	0.1	5.0%	
Appleby	5.00	1%	0.2	5.0%	
Kirkby Stephen	5.59	1%	0.2	4.5%	
Local shops	7.79	-	-	-	
Clawback of leakage	-	40%	10.0	-	
Inflow and visitors	-	6%	1.5	-	
Total	76.24	100%	24.9	-	

[1] allowing for increases in sales density of 0.6% per annum

APPENDIX 12B: RETAIL IMPACT ASSESSMENT, COMPARISON GOODS**PROPOSALS FOR NEW SQUARES SCHEME, PENRITH****ASSESSMENT BY SAVILLS FOR 2010 (in 2000 prices)**

	comparison goods turnover 2010 (£m)	New Squares Development		
		share of trade draw	trade diversion £m	trade diversion %
Penrith	50.55	33%	10.38	20.5%
Carlisle	134.63	51%	16.04	11.9%
Kendal	58.41	9%	2.83	4.8%
Other	-	7%	2.20	-
Total	-	100%	31.45	-

ASSESSMENT BY ENGLAND & LYLE FOR 2012 (in 2004 prices)

	comparison goods turnover 2012 (£m) [1]	New Squares Development		
		share of trade draw	trade diversion £m	trade diversion %
Penrith town centre	83.68	30%	12.3	14.7%
Penrith out-of-centre	1.35	-	-	-
Alston	1.61	-	-	-
Appleby	8.85	2%	0.8	9.2%
Kirkby Stephen	4.31	1%	0.4	9.5%
Local shops	0.22	-	-	-
Clawback of leakage	-	60%	24.5	-
Inflow and visitors	-	7%	2.9	-
Total	100.02	100%	40.9	-

[1] allowing for increases in sales density of 2.2% per annum

APPENDIX 12C: RETAIL IMPACT ASSESSMENT, ALL SHOPPING

PROPOSALS FOR NEW SQUARES SCHEME, PENRITH

ASSESSMENT BY ENGLAND & LYLE FOR 2012 (in 2004 prices)

	New Squares Development				
	all retail goods turnover 2012 (£m)	convenience trade diversion £m	comparison trade diversion £m	total trade diversion £m	percentage trade diversion
Penrith town centre	135.36	11.8	12.3	24.1	17.8%
Penrith out-of-centre	5.02	1.0	-	1.0	19.1%
Alston	4.11	0.1	-	0.1	2.9%
Appleby	13.85	0.2	0.8	1.0	7.5%
Kirkby Stephen	9.90	0.2	0.4	0.6	6.5%
Local shops	8.01	-	-	-	-
Clawback of leakage	-	10.0	24.5	34.5	-
Inflow and visitors	-	1.5	2.9	4.4	-
Total	176.25	24.9	40.9	65.8	-

APPENDIX 12D: RETAIL IMPACT ASSESSMENT, COMPARISON GOODS				
PROPOSALS FOR RETAIL WAREHOUSE DEVELOPMENT, PENRITH				
ASSESSMENT BY ENGLAND & LYLE FOR 2012 (in 2004 prices)				
		Retail Warehouse Development [1]		
	comparison goods turnover 2012 (£m) [2]	share of trade draw	trade diversion £m	trade diversion %
Penrith town centre [3]	112.3	25%	3.5	3%
Penrith out-of-centre [4]	8.6	10%	1.4	16%
Alston	1.6	-	-	-
Appleby	8.9	1%	0.1	2%
Kirkby Stephen	4.3	1%	0.1	3%
Local shops	0.2	-	-	-
Clawback of leakage	-	60%	8.4	-
Inflow	-	3%	0.4	-
Total	135.9	100%	14.0	-
[1] based on a retail warehouse development of 6,300 sq.m. gross, 5,000 sq.m. net floorspace				
[2] allowing for increases in sales density of 2.2% per annum				
[3] including estimated additional turnover of New Squares development				
[4] includes B&Q and retail warehouses on Ullswater Road and Brunswick Road; turnover estimated from floorspace, adjusted to exclude trade sales				