

# South Staffordshire Retail Centres Study Appendices



**South  
Staffordshire  
Council**



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TOWN PLANNING AND  
DEVELOPMENT CONSULTANCY

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**R**eeves  
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Planning Consultancy

## Contents

## Appendices

1. Businesses and Use Classes: What Business is in Which Class
2. Retail Capacity Analysis
3. Stores most used for Main Food Shopping by Zone, Location and Operator

Where South Staffordshire Shoppers go most for their:

4. Clothing and Footwear
5. Electrical and Audio-Visual Goods
6. Furniture and Floor Coverings
7. DIY, Decorating and Garden Supplies
8. Household Goods and Personal Care Items
9. Books, CDs, DVDs and Toys

### 10. Where People Shop by Settlement: Household Survey Data

#### 11. Village Centre Analysis

##### a. Settlement Hierarchy Tier 1 Settlements

- i. Snapshot Health Checks
- ii. SWOT Analysis
- iii. Village Centre Surveys

##### b. Settlement Hierarchy Tier 2 Settlements

- i. Snapshot Health Checks
- ii. SWOT Analysis
- iii. Village Centre Surveys

##### c. Settlement Hierarchy Tier 3 Settlements

- i. Snapshot Health Checks
- ii. SWOT Analysis
- iii. Village Centre Surveys

### 12. Composition of Village Centres by Use Class

### 13. Neighbourhood Centre Surveys

### 14. Composition of Neighbourhood Centres by Use Class

## **15. Composition Totals by Centre Type**

## **16. Estimates of Convenience and Comparison Floorspace in South Staffordshire**

## **17. Telephone Survey of Business Owners and Managers**

- a. Assessment
- b. Questionnaire
- c. Redacted Report of Responses
- d. Map showing the Location of Respondents

## **18. Thresholds for Retail Impact Assessments in Staffordshire, Shropshire, the Black Country and Worcestershire**

## **19. Recommended Amended Boundaries for Village Centres:**

- a. Great Wyrley (recommended new Walsall Road North Neighbourhood Centre)
- b. Brewood
- c. Wombourne
- d. Pattingham

## **Freestanding Annex**

### **Results of the NEMS Household Survey for Residents of South Staffordshire**

## appendix one



# Business Types and Use Classes

The National Planning Policy Framework defines Main Town Centre Uses<sup>1</sup> as:

*Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).*

For the purposes of the South Staffordshire Retail Centres Study, the most important Main Town Centre Uses and their Use Class are detailed below.

Type of Business	Category, Use Classes Order up to 31st August 2020	Category, Use Classes Order August 2020 from 1st September 2020
Shop not more than 280 sq m sales area selling essential goods at least 1km from similar shop	Convenience retail, Class A1	F.2
Convenience Shop eg butcher, supermarket	Convenience retail, Class A1	E <sup>2</sup>
Comparison shop eg footwear, stationers	Comparison retail, Class A1	
Charity shop	Comparison retail, Class A1	
Sandwich shop	Service use, Class A1	
Travel agent	Service use, Class A1	
Hair salon	Service use, Class A1	
Barber	Service use, Class A1	
Dry cleaner / ironing service	Service use, Class A1	
Shoe repairs, key cutting, engraving (trophies etc)	Service use, Class A1	
Funeral director	Service use, Class A1	
Hire shops	Service use, Class A1	
Internet cafe	Service use, Class A1	
Photographer's studio	Service use, Class A1	
Post office	Service use, Class A1	
Tearoom / coffee shop	Service use, Class A1	
Creative design / marketing solutions	Service use, Class A1	
IT support, computer and phone repairs	Service use, Class A1	

<sup>1</sup> Annex 2: Glossary, page 68

<sup>2</sup> **Class E** comprises Commercial, Business and Service Uses

Type of Business	Category, Use Classes Order March 2020 up to 31st August 2020	Category, Use Classes Order August 2020 from 1st September 2020
Bank	Service use, Class A2	E
Building society	Service use, Class A2	
Estate agent	Service use, Class A2	
Solicitors	Service use, Class A2	
Accountant	Service use, Class A2	
Financial services / planning	Service use, Class A2	
Employment agency	Service use, Class A2	
Financial services	Service use, Class A2	
Café	Service use, Class A3	
Restaurant	Service use, Class A3	
Office other than financial and professional services, e.g. for building contractors	B1a	
Research and development of products or processes	B1b	
Light industry that can be carried out in a residential area without causing detriment to the amenity of the area	B1c	
Clinic	Service use, Class D1	
Dentist	Service use, Class D1	
Dental hygienist	Service use, Class D1	
Doctors / GP	Service use, Class D1	
Physiotherapist	Service use, Class D1	
Podiatrist	Service use, Class D1	
Veterinary Surgery	Service use, Class D1	
Massage	Service Use, Class D1	
Creche	Service use, Class D1	
Day nursery	Service Use, Class D1	
Day centre	Service Use, Class D1	
Gym	Service Use, Class D2	
Pilates studio	Service Use, Class D2	
Indoor recreation not involving motorised vehicles or firearms	Service Use, Class D2	

Type of Business	Category, Use Classes Order March 2020 up to 31st August 2020	Category, Use Classes Order August 2020 from 1st September 2020
Dog and cat grooming	Service use, <i>sui generis</i>	E
Health and beauty salon	Service use, <i>sui generis</i>	
Nail bar	Service use, <i>sui generis</i>	
Skincare and beautician	Service use, <i>sui generis</i>	
Spray tans and nails	Service use, <i>sui generis</i>	
Tattoo parlour	Service use, <i>sui generis</i>	
Place of worship	Service use, Class D1	F1 <sup>3</sup>
Public library	Service use, Class D1	
School	Service Use, Class D1	
Museum	Service use, Class D1	
Public hall	Service use, Class D1	
Exhibition hall	Service Use, Class D1	
Law court	Service Use, Class D1	
Meetings and events, including for and by Councils, including wedding receptions and clubs (not counted as businesses)	Service Use, Class D2	F2 <sup>4</sup>
Public house, wine bar, other drinking establishment	Service use, Class A4	<i>sui generis</i> <sup>5</sup>
Hot food takeaway	Service use, Class A5	
Betting office / bookmaker	Service use, <i>sui generis</i>	
Launderette	Service use, <i>sui generis</i>	
Petrol filling station	Service use, <i>sui generis</i>	
Taxi or vehicle hire	Service use, <i>sui generis</i>	
Car washing and valeting	Service use, <i>sui generis</i>	
Amusement Arcade	<i>Sui generis</i>	
Vehicle sales	<i>Sui generis</i>	
Retail warehouse club	<i>Sui generis</i>	
Pay day loan shop	<i>Sui generis</i>	
Concert hall / venue for live music performance	<i>Sui generis</i>	
Cinema	<i>Sui generis</i>	

<sup>3</sup> **Class F.1** comprises Learning and Non-Residential Institutions

<sup>4</sup> **Class F.2** comprises Local Community Uses

<sup>5</sup> *Sui generis* means, in this case, falling outside a defined Use Class

<b>Type of Business</b>	<b>Category, Use Classes Order March 2020 up to 31st August 2020</b>	<b>Category, Use Classes Order August 2020 from 1st September 2020</b>
Vehicle repairs / MoT	Use Class B2 (industrial)	B2
Hotel	Use Class C1	C1
Residential institutions, e.g. hospice (not counted as business)	Use Class C2	C2
Residential (not counted as a business)	Use Class C3	C3

## appendix two

**Table A3.1: Population by Zone**

Population	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total	Increase by Period	Cumulative increase from 2011	Increase by Period (%)	Cumulative increase from 2011
2011 Census	33,730	8,300	14,751	18,183	56,394	34,571	35,122	15,883	17,135	29,977	264,046				
2017	35,153	8,293	15,437	18,749	61,300	36,017	34,885	16,177	17,943	30,359	274,313	10,267	10,267	3.9%	3.9%
2020	35,843	8,405	15,673	19,025	63,053	36,869	35,696	16,411	18,295	30,892	280,162	5,849	16,116	2.1%	6.1%
2025	36,347	8,481	15,914	19,316	64,951	37,593	36,637	16,605	18,758	31,494	286,096	5,934	22,050	2.1%	8.4%
2030	36,730	8,553	16,129	19,619	66,838	38,300	37,348	16,823	19,123	32,015	291,478	5,382	27,432	1.9%	10.4%
2035	36,994	8,600	16,272	19,968	68,727	38,981	38,035	17,003	19,466	32,419	296,465	4,987	32,419	1.7%	12.3%
2037	37,064	8,581	16,291	20,076	69,563	39,189	38,357	17,063	19,635	32,552	298,371	1,906	34,325	0.6%	13.0%

Notes

2011 Population from Census

2017 Base Population estimates and 2018 - 2037 projections from Experian

**Table A3.2: Convenience Expenditure per Head 2017 - 2037 (2017 prices)**

Convenience Expenditure per Head (£) (2017 prices)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
2017 Total	£2,174	£2,553	£2,412	£2,118	£1,881	£2,044	£2,090	£2,291	£2,296	£2,176
2017 exc SFT	£2,098	£2,464	£2,328	£2,044	£1,815	£1,972	£2,017	£2,211	£2,216	£2,100
2020 exc SFT	£2,112	£2,480	£2,343	£2,058	£1,828	£1,986	£2,031	£2,226	£2,231	£2,114
2025 exc SFT	£2,116	£2,485	£2,348	£2,061	£1,831	£1,989	£2,034	£2,230	£2,235	£2,118
2030 exc SFT	£2,101	£2,467	£2,331	£2,047	£1,818	£1,976	£2,020	£2,214	£2,219	£2,103
2035 exc SFT	£2,095	£2,460	£2,324	£2,041	£1,813	£1,970	£2,014	£2,208	£2,212	£2,097
2037 exc SFT	£2,097	£2,463	£2,327	£2,043	£1,814	£1,972	£2,016	£2,210	£2,215	£2,099

Notes

2017 Convenience Expenditure from Experian

2017 Convenience expenditure exc SFT allows for SFT at 3.5% (Experian Retail Planner Briefing Note 18, Figure 5)

2020 - 2037 Projected expenditure based on expected change in spend (Experian Retail Planner Briefing Note 18, Figure 6)

**Table A3.3: Total Available Convenience Expenditure 2017 - 2037 excluding SFT (2017 prices)**

Convenience Expenditure per Head (£m) (2017 prices)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total	Increase in Expenditure from 2017
2017 Total	£76.42	£21.17	£37.23	£39.71	£115.31	£73.62	£72.91	£37.06	£41.20	£66.06	£580.69	
2017 exc SFT	£73.75	£20.43	£35.93	£38.32	£111.27	£71.04	£70.36	£35.76	£39.76	£63.75	£560.37	
2020 exc SFT	£75.71	£20.85	£36.73	£39.15	£115.23	£73.22	£72.48	£36.53	£40.81	£65.31	£576.02	£15.66
2025 exc SFT	£76.91	£21.07	£37.36	£39.82	£118.91	£74.79	£74.53	£37.03	£41.92	£66.70	£589.02	£28.65
2030 exc SFT	£77.18	£21.10	£37.60	£40.16	£121.51	£75.66	£75.44	£37.25	£42.44	£67.33	£595.67	£35.30
2035 exc SFT	£77.50	£21.16	£37.82	£40.75	£124.57	£76.78	£76.60	£37.54	£43.07	£67.98	£603.75	£43.38
2037 exc SFT	£77.72	£21.13	£37.90	£41.01	£126.21	£77.26	£77.32	£37.71	£43.48	£68.32	£608.08	£47.71

Notes

From Table A3.1 and A3.2

**Table A3.1: Population by Zone**

Population	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total	Increase by Period	Cumulative increase from 2011	Increase by Period (%)	Cumulative increase from 2011
2011 Census	33,730	8,300	14,751	18,183	56,394	34,571	35,122	15,883	17,135	29,977	264,046				
2017	35,153	8,293	15,437	18,749	61,300	36,017	34,885	16,177	17,943	30,359	274,313	10,267	10,267	3.9%	3.9%
2020	35,843	8,405	15,673	19,025	63,053	36,869	35,696	16,411	18,295	30,892	280,162	5,849	16,116	2.1%	6.1%
2025	36,347	8,481	15,914	19,316	64,951	37,593	36,637	16,605	18,758	31,494	286,096	5,934	22,050	2.1%	8.4%
2030	36,730	8,553	16,129	19,619	66,838	38,300	37,348	16,823	19,123	32,015	291,478	5,382	27,432	1.9%	10.4%
2035	36,994	8,600	16,272	19,968	68,727	38,981	38,035	17,003	19,466	32,419	296,465	4,987	32,419	1.7%	12.3%
2037	37,064	8,581	16,291	20,076	69,563	39,189	38,357	17,063	19,635	32,552	298,371	1,906	34,325	0.6%	13.0%

Notes

2011 Population from Census

2017 Base Population estimates and 2018 - 2037 projections from Experian

**Table A3.4: Comparison Expenditure per Head 2017 - 2037 (2017 prices)**

Comparison Expenditure per Head (£) (2017prices)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
2017 Total	£3,375	£4,538	£4,078	£3,334	£2,568	£2,975	£3,293	£3,941	£3,895	£3,605
2017 exc SFT	£2,849	£3,830	£3,442	£2,814	£2,167	£2,511	£2,779	£3,326	£3,287	£3,043
2020 exc SFT	£3,103	£4,173	£3,750	£3,066	£2,361	£2,736	£3,028	£3,624	£3,582	£3,315
2025 exc SFT	£3,092	£4,157	£3,736	£3,054	£2,353	£2,725	£3,017	£3,610	£3,568	£3,303
2030 exc SFT	£3,437	£4,621	£4,153	£3,395	£2,615	£3,030	£3,354	£4,014	£3,967	£3,671
2035 exc SFT	£3,896	£5,239	£4,708	£3,849	£2,965	£3,435	£3,802	£4,550	£4,497	£4,162
2037 exc SFT	£4,110	£5,526	£4,966	£4,060	£3,127	£3,623	£4,010	£4,799	£4,743	£4,390

Notes

2017 Comparison Expenditure from Experian

2017 Comparison expenditure exc SFT allows for SFT at 15.6% (Experian Retail Planner Briefing Note 18, Figure 5)

2020 - 2037 Projected expenditure based on expected change in spend (Experian Retail Planner Briefing Note 18, Figure 6)

**Table A3.5: Total Available Comparison Expenditure 2017 - 2037 excluding SFT (2017 prices)**

Comparison Expenditure per Head (£m) (2017 prices)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total	Increase in Expenditure from 2017
2017 Total	£118.64	£37.63	£62.95	£62.51	£157.42	£107.15	£114.88	£63.75	£69.89	£109.44	£904.27	
2017 exc SFT	£100.13	£31.76	£53.13	£52.76	£132.86	£90.44	£96.96	£53.81	£58.99	£92.37	£763.20	
2020 exc SFT	£111.24	£35.07	£58.77	£58.32	£148.89	£100.86	£108.09	£59.47	£65.52	£102.40	£848.64	£85.44
2025 exc SFT	£112.38	£35.26	£59.45	£59.00	£152.80	£102.46	£110.52	£59.95	£66.93	£104.01	£862.75	£99.55
2030 exc SFT	£126.24	£39.53	£66.98	£66.61	£174.80	£116.04	£125.25	£67.52	£75.85	£117.54	£976.37	£213.16
2035 exc SFT	£144.14	£45.06	£76.61	£76.86	£203.75	£133.88	£144.60	£77.36	£87.53	£134.92	£1,124.71	£361.51
2037 exc SFT	£152.32	£47.42	£80.89	£81.50	£217.52	£141.96	£153.80	£81.88	£93.12	£142.89	£1,193.31	£430.11

Notes

From Table A3.1 and A3.4

Table A3.6A : Main Food Shopping Destinations (Q01)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.02%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	0.21%	1.3%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%
1	Codsall - Other Local Shops	54	0.50%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
1	Great Wyrley - Co-op, Wardles Lane	38	0.07%	0.4%	0.0%	0.0%	0.0%	2.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Other Local Shops	38	0.03%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.08%	0.5%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.05%	0.3%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.05%	0.3%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.80%	0.5%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Co-op, High Street	26	0.07%	0.4%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.02%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	0.81%	3.2%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	1.9%	0.0%	40.4%	7.7%
2	Perton - Other Local Shops	53	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	1.43%	7.5%	8.2%	10.8%	0.0%	0.0%	0.0%	0.0%	2.9%	50.0%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.02%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.02%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
3	Essington - Local Shops	54	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.02%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
3	Shareshill - Local Shops	43	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.02%	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>4.19%</b>	<b>15.40%</b>	<b>8.2%</b>	<b>15.7%</b>	<b>22.5%</b>	<b>4.8%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>4.8%</b>	<b>51.0%</b>	<b>42.6%</b>	<b>21.1%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>53.56%</b>	<b>79.30%</b>	<b>88.2%</b>	<b>81.4%</b>	<b>69.6%</b>	<b>89.5%</b>	<b>92.9%</b>	<b>94.5%</b>	<b>89.5%</b>	<b>43.1%</b>	<b>53.2%</b>	<b>74.0%</b>
	Internet / delivery		5.99%	5.1%	2.7%	2.9%	7.8%	4.8%	6.3%	5.5%	5.7%	5.9%	4.3%	4.8%
	(Don't know / varies)		0.18%	0.2%	0.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	(Don't do this type of shopping)		0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	(Nowhere else)		0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>		<b>63.93%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q01



**Table A3.6B : Main Food Shopping Destinations (Q01) exc null responses and SFT**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	1.4%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%
1	Codsall - Other Local Shops	54	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
1	Great Wyrley - Co-op, Wardles Lane	38	0.4%	0.0%	0.0%	0.0%	3.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Other Local Shops	38	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.5%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.3%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.3%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.5%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Co-op, High Street	26	0.4%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	3.4%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	2.0%	0.0%	42.2%	8.1%
2	Perton - Other Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	7.9%	8.5%	11.1%	0.0%	0.0%	0.0%	0.0%	3.0%	53.1%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
3	Essington - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>16.3%</b>	<b>8.5%</b>	<b>16.2%</b>	<b>24.5%</b>	<b>5.0%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>5.1%</b>	<b>54.2%</b>	<b>44.4%</b>	<b>22.2%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>83.7%</b>	<b>91.5%</b>	<b>83.8%</b>	<b>75.5%</b>	<b>94.9%</b>	<b>99.1%</b>	<b>100.0%</b>	<b>94.9%</b>	<b>45.8%</b>	<b>55.6%</b>	<b>77.8%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.6A with null responses and SFT removed

Table A3.7A : Other Main Food Shopping Destinations (Q07)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	0.1%	0.4%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	1.9%
1	Codsall - Other Local Shops	54	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
1	Great Wryley - Co-op, Wardles Lane	38	0.0%	0.3%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wryley - Other Local Shops	38	0.0%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.0%	0.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.0%	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.1%	0.5%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Co-op, High Street	26	0.1%	0.5%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	0.3%	1.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	2.0%	6.4%	3.8%
2	Perton - Other Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	0.4%	1.7%	2.7%	2.0%	0.0%	0.0%	0.0%	0.0%	1.0%	10.8%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>1.16%</b>	<b>5.60%</b>	<b>2.7%</b>	<b>7.8%</b>	<b>9.8%</b>	<b>4.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>15.7%</b>	<b>10.6%</b>	<b>7.7%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>27.93%</b>	<b>53.20%</b>	<b>49.1%</b>	<b>54.9%</b>	<b>44.1%</b>	<b>53.3%</b>	<b>53.6%</b>	<b>70.0%</b>	<b>60.9%</b>	<b>49.0%</b>	<b>48.9%</b>	<b>45.2%</b>
	Internet / delivery		2.2%	2.0%	0.0%	2.0%	2.9%	1.0%	1.8%	0.9%	2.9%	2.0%	8.5%	1.9%
	(Don't know / varies)		2.4%	2.9%	7.3%	2.9%	2.0%	1.9%	2.7%	4.5%	2.9%	0.0%	0.0%	2.9%
	(Don't do this type of shopping)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	(Nowhere else)		36.1%	36.3%	40.9%	32.4%	41.2%	39.0%	42.0%	24.5%	32.4%	33.3%	31.9%	42.3%
	<b>Total</b>		<b>69.85%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q07

**Table A3.7B : Other Main Food Shopping Destinations (Q07) exc null responses and SFT**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	0.7%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	3.6%
1	Codsall - Other Local Shops	54	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
1	Great Wyrley - Co-op, Wardles Lane	38	0.5%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Other Local Shops	38	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.3%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.2%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.9%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Co-op, High Street	26	0.9%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.2%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	1.7%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	3.0%	10.7%	7.3%
2	Perton - Other Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	2.9%	5.3%	3.1%	0.0%	0.0%	0.0%	0.0%	1.5%	16.7%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>9.5%</b>	<b>5.3%</b>	<b>12.5%</b>	<b>18.2%</b>	<b>8.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.5%</b>	<b>24.2%</b>	<b>17.9%</b>	<b>14.5%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>90.5%</b>	<b>94.7%</b>	<b>87.5%</b>	<b>81.8%</b>	<b>91.8%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>98.5%</b>	<b>75.8%</b>	<b>82.1%</b>	<b>85.5%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.7A with null responses and SFT removed

Table A3.8A : Top-Up Food Shopping Destinations (Q10)

In or Out S Staffs			Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.2%	1.2%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	0.5%	2.8%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	24.0%
1	Codsall - Other Local Shops	54	0.3%	1.8%	0.0%	0.0%	2.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	13.5%
1	Great Wyrley - Co-op, Wardles Lane	38	0.3%	1.6%	0.0%	0.0%	0.0%	13.3%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Other Local Shops	38	0.1%	0.4%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.1%	0.5%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.2%	1.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.4%	2.4%	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.2%	1.3%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Co-op, High Street	26	0.5%	3.2%	0.0%	31.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.1%	0.5%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	0.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	25.5%	1.0%
2	Perton - Other Local Shops	53	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	0.6%	3.1%	3.6%	2.0%	0.0%	0.0%	0.0%	0.0%	1.0%	23.5%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.6%	3.3%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.4%	0.0%	0.0%
3	Coven - Local Shops	54	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	4.8%
3	Essington - Local Shops	54	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.5%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>4.4%</b>	<b>26.2%</b>	<b>3.6%</b>	<b>39.2%</b>	<b>59.8%</b>	<b>28.6%</b>	<b>5.4%</b>	<b>2.7%</b>	<b>1.9%</b>	<b>55.9%</b>	<b>29.8%</b>	<b>43.3%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>20.4%</b>	<b>42.8%</b>	<b>62.7%</b>	<b>42.2%</b>	<b>9.8%</b>	<b>38.1%</b>	<b>62.5%</b>	<b>52.7%</b>	<b>68.6%</b>	<b>15.7%</b>	<b>31.9%</b>	<b>33.7%</b>
	Internet / delivery		1.2%	0.3%	0.0%	1.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	(Don't know / varies)		3.1%	2.0%	2.7%	1.0%	2.0%	2.9%	2.7%	5.5%	0.0%	0.0%	2.1%	1.0%
	(Don't do this type of shopping)		32.6%	28.7%	30.9%	16.7%	27.5%	29.5%	29.5%	39.1%	29.5%	28.4%	36.2%	22.1%
	(Nowhere else)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>		<b>61.6%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q10

Table A3.8B : Top-Up Shopping Destinations (Q07) exc null responses and SFT

In or Out S Staffs			Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	1.7%	0.0%	0.0%	0.0%	17.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	4.1%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	31.2%
1	Codsall - Other Local Shops	54	2.6%	0.0%	0.0%	2.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	17.5%
1	Great Wyrley - Co-op, Wardles Lane	38	2.3%	0.0%	0.0%	0.0%	20.0%	1.3%	1.6%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Other Local Shops	38	0.6%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.7%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	1.4%	0.0%	0.0%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	3.5%	0.0%	0.0%	33.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	1.9%	0.0%	0.0%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Co-op, High Street	26	4.6%	0.0%	38.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.7%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	41.4%	1.3%
2	Perton - Other Local Shops	53	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	4.5%	5.5%	2.4%	0.0%	0.0%	0.0%	0.0%	1.4%	32.9%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	4.8%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	43.8%	0.0%	0.0%
3	Coven - Local Shops	54	0.9%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	6.3%
3	Essington - Local Shops	54	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.1%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.7%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops		0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>38.0%</b>	<b>5.5%</b>	<b>48.2%</b>	<b>85.9%</b>	<b>42.8%</b>	<b>7.9%</b>	<b>4.9%</b>	<b>2.7%</b>	<b>78.1%</b>	<b>48.3%</b>	<b>56.3%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>62.0%</b>	<b>94.5%</b>	<b>51.8%</b>	<b>14.1%</b>	<b>57.1%</b>	<b>92.1%</b>	<b>95.1%</b>	<b>97.3%</b>	<b>21.9%</b>	<b>51.7%</b>	<b>43.8%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.8A with null responses and SFT removed

Table A3.9A : Other Top-Up Food Shopping Destinations (Q12)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.2%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%
1	Codsall - Other Local Shops	54	0.3%	1.7%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	11.1%
1	Great Wryley - Co-op, Wardles Lane	38	0.1%	0.8%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wryley - Other Local Shops	38	0.0%	0.6%	0.0%	0.0%	0.0%	4.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.1%	0.7%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.1%	0.6%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.1%	1.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.1%	0.8%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
2	Kinver - Co-op, High Street	26	0.1%	0.6%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.1%	0.8%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	0.2%	0.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	1.2%
2	Perton - Other Local Shops	53	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	0.1%	0.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	54	0.1%	0.4%	0.0%	0.0%	0.0%	1.4%	1.3%	1.5%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.3%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>2.1%</b>	<b>11.9%</b>	<b>1.3%</b>	<b>11.8%</b>	<b>33.9%</b>	<b>13.6%</b>	<b>2.5%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>16.4%</b>	<b>26.7%</b>	<b>21.0%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>9.2%</b>	<b>25.9%</b>	<b>38.2%</b>	<b>34.1%</b>	<b>6.8%</b>	<b>28.4%</b>	<b>26.6%</b>	<b>34.3%</b>	<b>32.4%</b>	<b>20.6%</b>	<b>16.7%</b>	<b>16.1%</b>
	Internet / delivery		0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
	(Don't know / varies)		4.1%	3.7%	6.6%	3.5%	1.4%	4.1%	2.5%	10.4%	2.7%	0.0%	3.3%	2.5%
	(Don't do this type of shopping)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	(Nowhere else)		58.5%	58.3%	53.9%	50.6%	58.0%	54.1%	68.4%	53.7%	64.9%	63.1%	53.3%	59.3%
	<b>Total</b>		<b>74.7%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q12

Table A3.9B : Other Top-Up Shopping Destinations (Q07) exc null responses and SFT

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	3.3%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%
1	Codsall - Other Local Shops	54	4.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	30.0%
1	Great Wyrley - Co-op, Wardles Lane	38	2.1%	0.0%	0.0%	0.0%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Other Local Shops	38	1.6%	0.0%	0.0%	0.0%	9.8%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	1.8%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	1.6%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	2.6%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	2.1%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
2	Kinver - Co-op, High Street	26	1.6%	0.0%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	2.1%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	2.1%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	30.8%	3.3%
2	Perton - Other Local Shops	53	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	0.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.7%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	54	1.1%	0.0%	0.0%	0.0%	3.2%	4.3%	4.2%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.8%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>31.5%</b>	<b>3.3%</b>	<b>25.6%</b>	<b>83.4%</b>	<b>32.4%</b>	<b>8.7%</b>	<b>4.2%</b>	<b>0.0%</b>	<b>44.4%</b>	<b>61.5%</b>	<b>56.6%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		68.5%	96.7%	74.3%	16.6%	67.7%	91.3%	95.8%	100.0%	55.7%	38.5%	43.3%
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.1%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.1%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.9A with null responses and SFT removed

**Table A3.10: Cumulative Spend on Weekly Main and Top-Up Food Shop**

	Main Food Shopping			Top-Up Food Shopping		
	Number of Respondents	Cumulative Responses	Cumulative Responses (%) exc null responses	Number of Respondents	Cumulative Responses	Cumulative Responses (%) exc null responses
Don't do	0	0	0.0%	286	286	33.6%
£1 - £10	6	6	0.7%	206	492	57.9%
£11 - £20	25	31	3.8%	215	707	83.2%
£21 - £30	62	93	11.3%	94	801	94.2%
£31 - £40	70	163	19.8%	17	818	96.2%
£41 - £50	104	267	32.4%	19	837	98.5%
£51 - £60	107	374	45.3%	5	842	99.1%
£61 - £70	104	478	57.9%	2	844	99.3%
£71 - £80	96	574	69.6%	1	845	99.4%
£81 - £90	51	625	75.8%	2	847	99.6%
£91 - £100	103	728	88.2%	2	849	99.9%
£101 - £110	14	742	89.9%	0	849	99.9%
£111 - £120	23	765	92.7%	0	849	99.9%
£121 - £130	7	772	93.6%	0	849	99.9%
£131 - £140	6	778	94.3%	0	849	99.9%
£141 - £150	25	803	97.3%	1	850	100.0%
£151 - £160	3	806	97.7%	0	850	100.0%
£161 - £170	3	809	98.1%	0	850	100.0%
£171 - £180	5	814	98.7%	0	850	100.0%
£181 - £190	0	814	98.7%	0	850	100.0%
£191 - £200	9	823	99.8%	0	850	100.0%
£201 - £210	0	823	99.8%	0	850	100.0%
£211 - £220	0	823	99.8%	0	850	100.0%
£221 - £230	0	823	99.8%	0	850	100.0%
£231 - £240	0	823	99.8%	0	850	100.0%
£241 - £250	1	824	99.9%	0	850	100.0%
£251+	1	825	100.0%	0	850	100.0%
(Don't know / varied)	158	983		131	981	
(Refused)	16	999		18	999	
Total	999			999		

*Notes*

*Number of Respondents for South Staffordshire area*

*Main Food responses from Q09*

*Top-Up responses from Q14*



Table A3.11 : Convenience Market Shares

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
1	Cheslyn Hay - Local Shops	38	0.3%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Co-op, Wood Lane	54	1.5%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	11.3%
1	Codsall - Other Local Shops	54	0.7%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.9%	5.8%
1	Great Wryley - Co-op, Wardles Lane	38	0.7%	0.0%	0.0%	0.0%	5.9%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%
1	Great Wryley - Other Local Shops	38	0.2%	0.0%	0.0%	0.0%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Sainsbury's Local, Stone Cross	29	0.6%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	0.4%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Other Local Shops	29	0.7%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.8%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
2	Kinver - Co-op, High Street	26	1.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Other Local Shops	26	0.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Sainsbury's Superstore, Anders Square	53	2.8%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.5%	0.6%	35.4%	7.0%
2	Perton - Other Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	6.3%	7.3%	8.1%	0.0%	0.0%	0.0%	0.0%	2.4%	41.6%	0.0%	0.0%
2	Wombourne - Other Local Shops	52	0.9%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.3%
3	Essington - Local Shops	54	0.1%	0.0%	0.0%	0.0%	0.1%	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops (including Co-op)	53	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.2%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (including Farm Shops)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>17.9%</b>	<b>7.3%</b>	<b>19.3%</b>	<b>32.3%</b>	<b>10.9%</b>	<b>1.8%</b>	<b>0.7%</b>	<b>3.9%</b>	<b>50.4%</b>	<b>40.2%</b>	<b>25.8%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>82.1%</b>	<b>92.7%</b>	<b>80.7%</b>	<b>67.7%</b>	<b>89.1%</b>	<b>98.2%</b>	<b>99.3%</b>	<b>96.1%</b>	<b>49.6%</b>	<b>59.8%</b>	<b>74.2%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Derived from Tables A3.6B - A3.9B weighted as follows: 65% Main shopping destination; 20% Other Main; 11% firstTop-up shop and 4% Other Top-up shop destination

Table A3.12A : Convenience Turnover by Store / Location 2017

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total
	Available Expenditure 2017		£73.75	£20.43	£35.93	£38.32	£111.27	£71.04	£70.36	£35.76	£39.76	£63.75	£560.37
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.09	£0.21
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10
1	Codsall - Co-op, Wood Lane	54	£0.00	£0.00	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	£7.18	£8.60
1	Codsall - Other Local Shops	54	£0.00	£0.00	£0.16	£0.00	£0.32	£0.00	£0.00	£0.00	£0.37	£3.71	£4.56
1	Great Wyrley - Co-op, Wardles Lane	38	£0.00	£0.00	£0.00	£2.27	£0.85	£0.13	£0.00	£0.00	£0.00	£0.00	£3.25
1	Great Wyrley - Other Local Shops	38	£0.00	£0.00	£0.00	£0.77	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.96
1	Penkridge - Sainsbury's Local, Stone Cross	29	£0.00	£0.00	£2.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.02
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	£0.00	£0.00	£1.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.49
1	Penkridge - Other Local Shops	29	£0.00	£0.00	£2.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.55
2	Brewood - Local Shops	29	£0.00	£0.00	£2.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£2.94
2	Kinver - Co-op, High Street	26	£0.00	£1.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.81
2	Kinver - Other Local Shops	26	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46
2	Perton - Sainsbury's Superstore, Anders Square	53	£0.00	£0.00	£0.92	£0.00	£0.00	£0.00	£1.03	£0.22	£14.06	£4.45	£20.68
2	Perton - Other Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.09	£0.24
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	£5.39	£1.66	£0.00	£0.00	£0.00	£0.00	£1.71	£14.89	£0.00	£0.00	£23.64
2	Wombourne - Other Local Shops	52	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£2.87	£0.00	£0.00	£2.90
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.86	£1.02
3	Essington - Local Shops	54	£0.00	£0.00	£0.00	£0.05	£0.19	£0.37	£0.00	£0.00	£0.00	£0.00	£0.62
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops (including Co-op)	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86	£0.00	£0.86
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62
4	Other South Staffordshire Stores (including Farm Shops)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.05
	<b>Sub-Total - South Staffordshire</b>		<b>£5.39</b>	<b>£3.95</b>	<b>£11.61</b>	<b>£4.19</b>	<b>£2.04</b>	<b>£0.50</b>	<b>£2.74</b>	<b>£18.03</b>	<b>£15.99</b>	<b>£16.45</b>	<b>£80.90</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£68.36</b>	<b>£16.48</b>	<b>£24.31</b>	<b>£34.13</b>	<b>£109.23</b>	<b>£70.54</b>	<b>£67.62</b>	<b>£17.73</b>	<b>£23.76</b>	<b>£47.30</b>	<b>£479.47</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>£73.74</b>	<b>£20.43</b>	<b>£35.93</b>	<b>£38.32</b>	<b>£111.28</b>	<b>£71.04</b>	<b>£70.35</b>	<b>£35.76</b>	<b>£39.76</b>	<b>£63.75</b>	<b>£560.36</b>

Notes

Available Convenience Expenditure from Table A3.3

Market Shares from Table A3.11

Table A3.12B: Convenience Turnover by Store / Location 2020

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total
	Available Expenditure 2020		£75.71	£20.85	£36.73	£39.15	£115.23	£73.22	£72.48	£36.53	£40.81	£65.31	£576.02
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.09	£0.21
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12
1	Codsall - Co-op, Wood Lane	54	£0.00	£0.00	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£7.36	£8.81
1	Codsall - Other Local Shops	54	£0.00	£0.00	£0.16	£0.00	£0.33	£0.00	£0.00	£0.00	£0.38	£3.80	£4.67
1	Great Wyrley - Co-op, Wardles Lane	38	£0.00	£0.00	£0.00	£2.32	£0.88	£0.13	£0.00	£0.00	£0.00	£0.00	£3.33
1	Great Wyrley - Other Local Shops	38	£0.00	£0.00	£0.00	£0.78	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98
1	Penkridge - Sainsbury's Local, Stone Cross	29	£0.00	£0.00	£2.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.07
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	£0.00	£0.00	£1.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.53
1	Penkridge - Other Local Shops	29	£0.00	£0.00	£2.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.60
2	Brewood - Local Shops	29	£0.00	£0.00	£2.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£3.01
2	Kinver - Co-op, High Street	26	£0.00	£1.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.84
2	Kinver - Other Local Shops	26	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
2	Perton - Sainsbury's Superstore, Anders Square	53	£0.00	£0.00	£0.94	£0.00	£0.00	£0.00	£1.06	£0.22	£14.44	£4.56	£21.22
2	Perton - Other Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.09	£0.24
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	£5.53	£1.69	£0.00	£0.00	£0.00	£0.00	£1.76	£15.21	£0.00	£0.00	£24.19
2	Wombourne - Other Local Shops	52	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£2.93	£0.00	£0.00	£2.96
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.88	£1.04
3	Essington - Local Shops	54	£0.00	£0.00	£0.00	£0.05	£0.20	£0.39	£0.00	£0.00	£0.00	£0.00	£0.64
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops (including Co-op)	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.88	£0.00	£0.88
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64
4	Other South Staffordshire Stores (including Farm Shops)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
	<b>Sub-Total - South Staffordshire</b>		<b>£5.53</b>	<b>£4.03</b>	<b>£11.87</b>	<b>£4.28</b>	<b>£2.11</b>	<b>£0.52</b>	<b>£2.82</b>	<b>£18.42</b>	<b>£16.42</b>	<b>£16.85</b>	<b>£82.85</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£70.17</b>	<b>£16.82</b>	<b>£24.85</b>	<b>£34.87</b>	<b>£113.13</b>	<b>£72.70</b>	<b>£69.66</b>	<b>£18.11</b>	<b>£24.39</b>	<b>£48.46</b>	<b>£493.17</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>£75.71</b>	<b>£20.85</b>	<b>£36.73</b>	<b>£39.15</b>	<b>£115.24</b>	<b>£73.22</b>	<b>£72.48</b>	<b>£36.53</b>	<b>£40.81</b>	<b>£65.31</b>	<b>£576.02</b>
<b>Notes</b>													

Available Convenience Expenditure from Table A3.3

Market Shares from Table A3.11

Table A3.12C : Convenience Turnover by Store / Location 2025

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total
	Available Expenditure 2025		£76.91	£21.07	£37.36	£39.82	£118.91	£74.79	£74.53	£37.03	£41.92	£66.70	£589.02
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.09	£0.22
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14
1	Codsall - Co-op, Wood Lane	54	£0.00	£0.00	£1.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£7.51	£9.00
1	Codsall - Other Local Shops	54	£0.00	£0.00	£0.17	£0.00	£0.34	£0.00	£0.00	£0.00	£0.39	£3.88	£4.78
1	Great Wyrley - Co-op, Wardles Lane	38	£0.00	£0.00	£0.00	£2.36	£0.91	£0.13	£0.00	£0.00	£0.00	£0.00	£3.40
1	Great Wyrley - Other Local Shops	38	£0.00	£0.00	£0.00	£0.80	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
1	Penkridge - Sainsbury's Local, Stone Cross	29	£0.00	£0.00	£2.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.10
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	£0.00	£0.00	£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55
1	Penkridge - Other Local Shops	29	£0.00	£0.00	£2.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.65
2	Brewood - Local Shops	29	£0.00	£0.00	£2.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£3.06
2	Kinver - Co-op, High Street	26	£0.00	£1.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.86
2	Kinver - Other Local Shops	26	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
2	Perton - Sainsbury's Superstore, Anders Square	53	£0.00	£0.00	£0.96	£0.00	£0.00	£0.00	£1.09	£0.22	£14.83	£4.65	£21.75
2	Perton - Other Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.09	£0.25
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	£5.62	£1.71	£0.00	£0.00	£0.00	£0.00	£1.81	£15.41	£0.00	£0.00	£24.55
2	Wombourne - Other Local Shops	52	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£2.97	£0.00	£0.00	£3.00
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.90	£1.07
3	Essington - Local Shops	54	£0.00	£0.00	£0.00	£0.05	£0.21	£0.39	£0.00	£0.00	£0.00	£0.00	£0.65
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops (including Co-op)	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91	£0.00	£0.91
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
4	Other South Staffordshire Stores (including Farm Shops)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
	<b>Sub-Total - South Staffordshire</b>		<b>£5.62</b>	<b>£4.07</b>	<b>£12.08</b>	<b>£4.35</b>	<b>£2.18</b>	<b>£0.53</b>	<b>£2.90</b>	<b>£18.67</b>	<b>£16.86</b>	<b>£17.21</b>	<b>£84.47</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£71.28</b>	<b>£17.00</b>	<b>£25.28</b>	<b>£35.46</b>	<b>£116.73</b>	<b>£74.26</b>	<b>£71.62</b>	<b>£18.36</b>	<b>£25.05</b>	<b>£49.49</b>	<b>£504.55</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>£76.90</b>	<b>£21.07</b>	<b>£37.36</b>	<b>£39.82</b>	<b>£118.92</b>	<b>£74.79</b>	<b>£74.52</b>	<b>£37.03</b>	<b>£41.92</b>	<b>£66.70</b>	<b>£589.02</b>

Notes

Available Convenience Expenditure from Table A3.3

Market Shares from Table A3.11

Table A3.12D : Convenience Turnover by Store / Location 2030

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total
	Available Expenditure 2030		£77.18	£21.10	£37.60	£40.16	£121.51	£75.66	£75.44	£37.25	£42.44	£67.33	£595.67
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.09	£0.22
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.15
1	Codsall - Co-op, Wood Lane	54	£0.00	£0.00	£1.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£7.58	£9.08
1	Codsall - Other Local Shops	54	£0.00	£0.00	£0.17	£0.00	£0.35	£0.00	£0.00	£0.00	£0.39	£3.92	£4.83
1	Great Wyrley - Co-op, Wardles Lane	38	£0.00	£0.00	£0.00	£2.38	£0.93	£0.14	£0.00	£0.00	£0.00	£0.00	£3.45
1	Great Wyrley - Other Local Shops	38	£0.00	£0.00	£0.00	£0.80	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02
1	Penkridge - Sainsbury's Local, Stone Cross	29	£0.00	£0.00	£2.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	£0.00	£0.00	£1.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.56
1	Penkridge - Other Local Shops	29	£0.00	£0.00	£2.67	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.67
2	Brewood - Local Shops	29	£0.00	£0.00	£2.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£3.08
2	Kinver - Co-op, High Street	26	£0.00	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87
2	Kinver - Other Local Shops	26	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
2	Perton - Sainsbury's Superstore, Anders Square	53	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£1.10	£0.23	£15.01	£4.70	£22.00
2	Perton - Other Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.09	£0.25
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	£5.64	£1.71	£0.00	£0.00	£0.00	£0.00	£1.83	£15.51	£0.00	£0.00	£24.69
2	Wombourne - Other Local Shops	52	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£2.99	£0.00	£0.00	£3.02
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.91	£1.08
3	Essington - Local Shops	54	£0.00	£0.00	£0.00	£0.05	£0.21	£0.40	£0.00	£0.00	£0.00	£0.00	£0.66
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops (including Co-op)	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.92
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
4	Other South Staffordshire Stores (including Farm Shops)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
	<b>Sub-Total - South Staffordshire</b>		<b>£5.64</b>	<b>£4.08</b>	<b>£12.15</b>	<b>£4.39</b>	<b>£2.23</b>	<b>£0.54</b>	<b>£2.93</b>	<b>£18.78</b>	<b>£17.07</b>	<b>£17.37</b>	<b>£85.19</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£71.53</b>	<b>£17.02</b>	<b>£25.44</b>	<b>£35.77</b>	<b>£119.29</b>	<b>£75.12</b>	<b>£72.50</b>	<b>£18.47</b>	<b>£25.36</b>	<b>£49.96</b>	<b>£510.48</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>£77.17</b>	<b>£21.10</b>	<b>£37.60</b>	<b>£40.16</b>	<b>£121.52</b>	<b>£75.66</b>	<b>£75.44</b>	<b>£37.25</b>	<b>£42.44</b>	<b>£67.33</b>	<b>£595.66</b>

Notes

Available Convenience Expenditure from Table A3.3

Market Shares from Table A3.11

Table A3.12E : Convenience Turnover by Store / Location 2035

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total
	Available Expenditure 2035		£77.50	£21.16	£37.82	£40.75	£124.57	£76.78	£76.60	£37.54	£43.07	£67.98	£603.75
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.09	£0.22
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17
1	Codsall - Co-op, Wood Lane	54	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£7.66	£9.17
1	Codsall - Other Local Shops	54	£0.00	£0.00	£0.17	£0.00	£0.36	£0.00	£0.00	£0.00	£0.40	£3.95	£4.88
1	Great Wyrley - Co-op, Wardles Lane	38	£0.00	£0.00	£0.00	£2.42	£0.95	£0.14	£0.00	£0.00	£0.00	£0.00	£3.51
1	Great Wyrley - Other Local Shops	38	£0.00	£0.00	£0.00	£0.82	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03
1	Penkridge - Sainsbury's Local, Stone Cross	29	£0.00	£0.00	£2.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	£0.00	£0.00	£1.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.57
1	Penkridge - Other Local Shops	29	£0.00	£0.00	£2.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.68
2	Brewood - Local Shops	29	£0.00	£0.00	£3.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£3.10
2	Kinver - Co-op, High Street	26	£0.00	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87
2	Kinver - Other Local Shops	26	£0.00	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48
2	Perton - Sainsbury's Superstore, Anders Square	53	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£1.12	£0.23	£15.23	£4.74	£22.30
2	Perton - Other Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.09	£0.25
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	£5.66	£1.72	£0.00	£0.00	£0.00	£0.00	£1.86	£15.63	£0.00	£0.00	£24.86
2	Wombourne - Other Local Shops	52	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£3.02	£0.00	£0.00	£3.04
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.91	£1.09
3	Essington - Local Shops	54	£0.00	£0.00	£0.00	£0.05	£0.22	£0.40	£0.00	£0.00	£0.00	£0.00	£0.67
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops (including Co-op)	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	£0.00	£0.93
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65
4	Other South Staffordshire Stores (including Farm Shops)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
	<b>Sub-Total - South Staffordshire</b>		<b>£5.66</b>	<b>£4.09</b>	<b>£12.22</b>	<b>£4.45</b>	<b>£2.29</b>	<b>£0.54</b>	<b>£2.98</b>	<b>£18.93</b>	<b>£17.33</b>	<b>£17.54</b>	<b>£86.03</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£71.83</b>	<b>£17.07</b>	<b>£25.59</b>	<b>£36.30</b>	<b>£122.29</b>	<b>£76.23</b>	<b>£73.62</b>	<b>£18.61</b>	<b>£25.74</b>	<b>£50.44</b>	<b>£517.71</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>£77.49</b>	<b>£21.16</b>	<b>£37.82</b>	<b>£40.75</b>	<b>£124.58</b>	<b>£76.77</b>	<b>£76.59</b>	<b>£37.54</b>	<b>£43.07</b>	<b>£67.98</b>	<b>£603.74</b>

Notes

Available Convenience Expenditure from Table A3.3

Market Shares from Table A3.11

Table A3.12F : Convenience Turnover by Store / Location 2037

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total
	Available Expenditure 2037		£77.72	£21.13	£37.90	£41.01	£126.21	£77.26	£77.32	£37.71	£43.48	£68.32	£608.08
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.09	£0.22
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.18
1	Codsall - Co-op, Wood Lane	54	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	£7.70	£9.21
1	Codsall - Other Local Shops	54	£0.00	£0.00	£0.17	£0.00	£0.37	£0.00	£0.00	£0.00	£0.40	£3.97	£4.91
1	Great Wyrley - Co-op, Wardles Lane	38	£0.00	£0.00	£0.00	£2.43	£0.96	£0.14	£0.00	£0.00	£0.00	£0.00	£3.53
1	Great Wyrley - Other Local Shops	38	£0.00	£0.00	£0.00	£0.82	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04
1	Penkridge - Sainsbury's Local, Stone Cross	29	£0.00	£0.00	£2.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13
1	Penkridge - Co-op, (Petrol) Wolverhampton Road	29	£0.00	£0.00	£1.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.58
1	Penkridge - Other Local Shops	29	£0.00	£0.00	£2.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.69
2	Brewood - Local Shops	29	£0.00	£0.00	£3.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£3.11
2	Kinver - Co-op, High Street	26	£0.00	£1.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87
2	Kinver - Other Local Shops	26	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47
2	Perton - Sainsbury's Superstore, Anders Square	53	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£1.13	£0.23	£15.38	£4.77	£22.48
2	Perton - Other Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.09	£0.26
2	Wombourne - Sainsbury's Superstore, Heath Mill Road	52	£5.68	£1.71	£0.00	£0.00	£0.00	£0.00	£1.88	£15.70	£0.00	£0.00	£24.97
2	Wombourne - Other Local Shops	52	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£3.03	£0.00	£0.00	£3.06
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.92	£1.10
3	Essington - Local Shops	54	£0.00	£0.00	£0.00	£0.05	£0.22	£0.41	£0.00	£0.00	£0.00	£0.00	£0.68
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops (including Co-op)	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£0.00	£0.94
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.66
4	Other South Staffordshire Stores (including Farm Shops)		£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
	<b>Sub-Total - South Staffordshire</b>		<b>£5.68</b>	<b>£4.08</b>	<b>£12.25</b>	<b>£4.48</b>	<b>£2.32</b>	<b>£0.55</b>	<b>£3.01</b>	<b>£19.01</b>	<b>£17.49</b>	<b>£17.63</b>	<b>£86.50</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£72.04</b>	<b>£17.05</b>	<b>£25.65</b>	<b>£36.53</b>	<b>£123.90</b>	<b>£76.71</b>	<b>£74.31</b>	<b>£18.69</b>	<b>£25.99</b>	<b>£50.70</b>	<b>£521.57</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping) (Nowhere else)												
	<b>Total</b>		<b>£77.72</b>	<b>£21.13</b>	<b>£37.90</b>	<b>£41.01</b>	<b>£126.22</b>	<b>£77.26</b>	<b>£77.32</b>	<b>£37.71</b>	<b>£43.49</b>	<b>£68.32</b>	<b>£608.07</b>

Notes

Available Convenience Expenditure from Table A3.3

Market Shares from Table A3.11

**Table A3.13: Convenience Capacity - South Staffordshire (Base excluding Commitments)**

		2017	2020	2025	2030	2035	2037
Total Available Convenience Expenditure in Study Area (£m)	(a)	£560.37	£576.02	£589.02	£595.67	£603.75	£608.08
Current Market share of Convenience destinations in study area	(b)	14.4%	14.4%	14.4%	14.4%	14.4%	14.4%
Available Convenience Expenditure for destinations in study area	(c)	£80.90	£83.16	£85.03	£85.99	£87.16	£87.78
Change in available spend to study area destinations (cumulative from 2018)	(d)		£2.26	£4.14	£5.10	£6.26	£6.89
Turnover of Convenience destinations (assuming no change in provision or sales efficiencies)	(e)	£80.90	£80.90	£80.90	£80.90	£80.90	£80.90
Turnover of Convenience destinations (allowing for changes in sales efficiencies)	(f)	£80.90	£83.56	£80.83	£82.05	£83.29	£83.79
<b>Residual Convenience spend to support new convenience floorspace (cumulative) (£m)</b>	<b>(g)</b>		-£0.40	£4.20	£3.94	£3.87	£4.00
Benchmark Sales density for Convenience Floorspace (£ per sqm)	(h)		£9,806	£9,482	£9,736	£9,736	£9,736
<b>Amount of new convenience floorspace required (cumulative) (sqm net)</b>	<b>(j)</b>		<b>-41</b>	<b>443</b>	<b>405</b>	<b>398</b>	<b>411</b>

*Notes*

(a) From Table A3.3

(b) Calculated from Table A3.12A

(c) (a) x (b)

(d) Calculated from (c)

(e) From Table A3.12A

(f) Calculated from (e) using forecast changes in sales efficiencies from ERPBN 18, Figure 3a (and assuming no change in 2018 as per ERPBN 17)

(g) From (c) - (f)

(h) From ERPBN18, Figure 3a

(i) Calculated from (g) and (h)



**Table A3.14: Convenience Capacity - South Staffordshire with commitments and improved market share**

		2017	2020	2025	2030	2035	2037
Total Available Convenience Expenditure in Study Area (£m)	(a)	£560.37	£576.02	£589.02	£595.67	£603.75	£608.08
Current Market share of Convenience destinations in study area	(b)	14.4%	14.4%	15.4%	15.4%	15.4%	15.4%
Available Convenience Expenditure for destinations in study area	(c)	£80.90	£83.16	£90.92	£91.95	£93.20	£93.86
Change in available spend to study area destinations (cumulative from 2018)	(d)		£2.26	£10.03	£11.05	£12.30	£12.97
Turnover of Convenience destinations (assuming no change in provision or sales efficiencies)	(e)	£80.90	£80.90	£80.90	£80.90	£80.90	£80.90
Turnover of Convenience destinations (allowing for changes in sales efficiencies)	(f)	£80.90	£83.56	£80.83	£82.05	£83.29	£83.79
Residual Convenience spend to support new convenience floorspace (cumulative) (£m)	(g)		-£0.40	£10.09	£9.90	£9.91	£10.08
Committed Developments (Wombourne Business Park - minimum development)	(h)	£0.00	£0.00	£13.50	£13.70	£13.91	£13.99
Benchmark Sales density for Convenience Floorspace (£ per sqm)	(i)		£9,387	£9,535	£9,857	£9,857	£9,857
<b>Amount of new convenience floorspace required (cumulative) (sqm net)</b>	<b>(j)</b>		<b>-43</b>	<b>-357</b>	<b>-386</b>	<b>-406</b>	<b>-397</b>

*Notes*

(a) From Table A3.3

(b) Calculated from Table A3.12A

(c) (a) x (b)

(d) Calculated from (c)

(e) From Table A3.12A

(f) Calculated from (e) using forecast changes in sales efficiencies from ERPBN 18, Figure 3a (and assuming no change in 22018 as per ERPBN 17)

(g) From (c) -(f)

(h) From Retail Assessment for Application 20/00312/FUL assuming singel foodstore (Lidl)

(i) From ERPBN18, Figure 3a

(j) Calculated from (g) and (h)

Table A3.15A: Comparison Shopping Destination - Clothing and Footwear (Q22)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)		Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.0%	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.1%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>2.1%</b>	<b>1.0%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>63.9%</b>	<b>71.2%</b>	<b>77.3%</b>	<b>67.6%</b>	<b>60.8%</b>	<b>66.7%</b>	<b>69.6%</b>	<b>70.0%</b>	<b>76.2%</b>	<b>76.5%</b>	<b>72.3%</b>	<b>76.0%</b>
	Internet / delivery		21.0%	22.3%	18.2%	27.5%	29.4%	25.7%	26.8%	20.0%	18.1%	18.6%	19.1%	17.3%
	(Don't know / varies)		4.7%	3.2%	3.6%	2.0%	4.9%	4.8%	3.6%	1.8%	3.8%	1.0%	2.1%	3.8%
	(Don't do this type of shopping)		3.1%	2.5%	0.9%	2.9%	2.0%	2.9%	0.0%	8.2%	1.9%	1.0%	4.3%	1.9%
	<b>Total</b>		<b>92.9%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q22

**Table A3.15B: Comparison Shopping Destination - Clothing and Footwear (Q22) exc null responses and SFT**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.7%</b>	<b>2.9%</b>	<b>1.3%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>98.9%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>95.4%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>96.3%</b>	<b>97.1%</b>	<b>98.8%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.15A with null responses and SFT removed

**Table A3.16A: Comparison Shopping Destination - CDs, Vinyls, DVDs, Blurays etc (Q24)**

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.1%	0.7%	0.9%	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.9%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.2%</b>	<b>0.9%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>3.9%</b>	<b>0.0%</b>	<b>1.9%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		12.4%	16.6%	22.7%	14.7%	9.8%	12.4%	18.8%	19.1%	21.9%	15.7%	14.9%	14.4%
	Internet / delivery		23.5%	20.8%	19.1%	18.6%	22.5%	18.1%	27.7%	19.1%	21.0%	21.6%	19.1%	20.2%
	(Don't know / varies)		0.9%	1.0%	0.0%	1.0%	1.0%	3.8%	0.9%	0.0%	1.9%	0.0%	2.1%	0.0%
	(Don't do this type of shopping)		57.6%	60.7%	57.3%	64.7%	66.7%	65.7%	52.7%	61.8%	54.3%	58.8%	63.8%	63.5%
	<b>Total</b>		<b>70.2%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q24

**Table A3.16B: Comparison Shopping Destination - CDs, Vinyls, DVDs, Blurays etc (Q24) exc null responses and SFT**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%
2	Wombourne - Local Shops (inc Sainsbury's)	52	4.0%	3.8%	6.2%	0.0%	0.0%	0.0%	0.0%	4.2%	20.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>5.1%</b>	<b>3.8%</b>	<b>6.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>20.0%</b>	<b>0.0%</b>	<b>11.8%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>94.9%</b>	<b>96.1%</b>	<b>93.7%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>95.8%</b>	<b>80.0%</b>	<b>100.0%</b>	<b>88.2%</b>
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.16A with null responses and SFT removed

Table A3.17A: Comparison Shopping Destination - Audio Visual, Photographic and computers (Q25)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.5%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>38.1%</b>	<b>49.8%</b>	<b>55.5%</b>	<b>55.9%</b>	<b>37.3%</b>	<b>43.8%</b>	<b>52.7%</b>	<b>50.0%</b>	<b>52.4%</b>	<b>52.0%</b>	<b>38.3%</b>	<b>53.9%</b>
	Internet / delivery		23.0%	21.1%	23.6%	15.7%	19.6%	15.2%	24.1%	20.0%	25.7%	23.5%	31.9%	17.3%
	(Don't know / varies)		3.4%	3.6%	3.6%	2.0%	3.9%	4.8%	3.6%	7.3%	1.0%	2.0%	0.0%	5.8%
	(Don't do this type of shopping)		24.2%	25.2%	17.3%	26.5%	39.2%	36.2%	19.6%	22.7%	21.0%	19.6%	29.8%	23.1%
	<b>Total</b>		<b>89.3%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q25

**Table A3.17B: Comparison Shopping Destination - Audio Visual, Photographic and computers (Q25)**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.4%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		99.4%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	94.6%	100.0%	100.0%
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.17A with null responses and SFT removed

Table A3.18A: Comparison Shopping Destination - Books and Stationery (Q26)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.02%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
1	Cheslyn Hay - Local Shops	38	0.02%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.07%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.9%
1	Great Wyrley - Local Shops	38	0.05%	0.3%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.12%	0.7%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.03%	0.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.03%	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.03%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.36%	2.1%	2.7%	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	15.7%	0.0%	0.0%
3	Coven - Local Shops	54	0.02%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
3	Essington - Local Shops	44	0.02%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shreshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.02%	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.8%</b>	<b>4.5%</b>	<b>2.7%</b>	<b>2.9%</b>	<b>9.8%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>15.7%</b>	<b>2.1%</b>	<b>5.8%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		29.0%	40.2%	40.9%	43.1%	37.3%	39.0%	42.9%	32.7%	52.4%	28.4%	44.7%	43.3%
	Internet / delivery		23.88%	24.3%	25.5%	26.5%	21.6%	23.8%	25.9%	22.7%	21.0%	27.5%	31.9%	21.2%
	(Don't know / varies)		2.72%	2.3%	0.9%	2.0%	2.0%	1.9%	3.6%	6.4%	1.0%	0.0%	4.3%	1.9%
	(Don't do this type of shopping)		29.43%	28.7%	30.0%	25.5%	29.4%	31.4%	27.7%	37.3%	24.8%	28.4%	17.0%	27.9%
	<b>Total</b>		<b>85.8%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q26



**Table A3.18B: Comparison Shopping Destination - Books and Stationery (Q26) exc null responses and SFT**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
1	Cheslyn Hay - Local Shops	38	0.2%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	5.9%
1	Great Wyrley - Local Shops	38	0.7%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	1.6%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.4%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.4%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	4.7%	6.3%	2.1%	0.0%	0.0%	0.0%	0.0%	1.8%	35.6%	0.0%	0.0%
3	Coven - Local Shops	54	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
3	Essington - Local Shops	44	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shreshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.2%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>10.1%</b>	<b>6.3%</b>	<b>6.4%</b>	<b>20.8%</b>	<b>8.9%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>1.8%</b>	<b>35.6%</b>	<b>4.5%</b>	<b>11.8%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>89.9%</b>	<b>93.8%</b>	<b>93.6%</b>	<b>79.2%</b>	<b>91.1%</b>	<b>100.0%</b>	<b>97.3%</b>	<b>98.2%</b>	<b>64.4%</b>	<b>95.5%</b>	<b>88.2%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.18A with null responses and SFT removed

Table A3.19A: Comparison Shopping Destination - Games, Toys, Pet, Hobby, Sports, Camping, Bicycles and Musical Instruments (Q27)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.2%	1.1%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.0%	2.1%	5.8%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.1%	0.4%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	4.3%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>1.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>2.9%</b>	<b>8.5%</b>	<b>5.8%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		27.5%	36.5%	37.3%	34.3%	30.4%	31.4%	46.4%	40.9%	45.7%	27.4%	36.2%	33.7%
	Internet / delivery		16.7%	16.4%	19.1%	16.7%	14.7%	17.1%	16.1%	16.4%	14.3%	21.6%	14.9%	12.5%
	(Don't know / varies)		1.8%	1.8%	1.8%	1.0%	1.0%	1.9%	2.7%	1.8%	0.0%	2.9%	0.0%	3.8%
	(Don't do this type of shopping)		42.0%	43.2%	41.8%	48.0%	47.1%	49.5%	34.8%	40.9%	39.0%	45.1%	40.4%	44.2%
	<b>Total</b>		<b>89.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q27

Table A3.19B: Comparison Shopping Destination - Games, Toys, Pet, Hobby, Sports, Camping, Bicycles and Musical Instruments (Q27)

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	2.8%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	3.2%	4.8%	14.6%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	1.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	9.5%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>5.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>18.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>9.7%</b>	<b>19.1%</b>	<b>14.6%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>94.6%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>81.6%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>98.0%</b>	<b>90.3%</b>	<b>81.0%</b>	<b>85.4%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.19A with null responses and SFT removed

**Table A3.20A: Comparison Shopping Destination - Furniture, Carpets, Floor Coverings and Household Textiles (Q28)**

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.2%	0.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.3%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>1.0%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.8%</b>	<b>0.0%</b>	<b>2.9%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		39.2%	48.5%	42.7%	52.0%	48.0%	48.6%	46.4%	52.7%	46.7%	46.1%	63.8%	47.1%
	Internet / delivery		10.6%	8.7%	10.9%	7.8%	2.0%	9.5%	12.5%	10.9%	9.5%	6.9%	6.4%	8.7%
	(Don't know / varies)		11.9%	11.2%	17.3%	9.8%	9.8%	11.4%	11.6%	10.9%	10.5%	6.9%	6.4%	14.4%
Out	(Don't do this type of shopping)		28.4%	30.1%	29.1%	28.4%	39.2%	29.5%	29.5%	25.5%	33.3%	32.4%	23.4%	26.9%
	<b>Total</b>		<b>90.4%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q28

**Table A3.20B: Comparison Shopping Destination - Furniture, Carpets, Floor Coverings and Household Textiles (Q28)**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.2%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	1.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%
3	Coven - Local Shops	54	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>3.0%</b>	<b>0.0%</b>	<b>3.6%</b>	<b>2.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>14.5%</b>	<b>0.0%</b>	<b>5.8%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>97.0%</b>	<b>100.0%</b>	<b>96.4%</b>	<b>98.0%</b>	<b>98.1%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>85.5%</b>	<b>100.0%</b>	<b>94.2%</b>
Out	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.20A with null responses and SFT removed

Table A3.21A: Comparison Shopping Destination - DIY, Decorating and Garden Products (Q29)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.1%	0.4%	0.0%	0.0%	2.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.0%	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.5%	0.3%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.3%	1.2%	0.9%	0.0%	2.9%	0.0%	0.0%	2.7%	0.0%	1.0%	2.1%	2.9%
	<b>Sub-Total - South Staffordshire</b>		<b>1.1%</b>	<b>2.6%</b>	<b>2.7%</b>	<b>2.0%</b>	<b>5.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>2.0%</b>	<b>2.1%</b>	<b>7.7%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		<b>53.2%</b>	<b>72.1%</b>	<b>67.3%</b>	<b>77.4%</b>	<b>72.5%</b>	<b>77.1%</b>	<b>79.5%</b>	<b>62.7%</b>	<b>80.0%</b>	<b>73.5%</b>	<b>66.0%</b>	<b>62.5%</b>
	Internet / delivery		4.8%	2.5%	3.6%	2.0%	2.0%	1.0%	2.7%	4.5%	1.9%	2.0%	2.1%	2.9%
	(Don't know / varies)		5.9%	4.7%	7.3%	2.0%	2.9%	1.0%	3.6%	6.4%	1.9%	6.9%	10.6%	7.7%
	(Don't do this type of shopping)		18.4%	18.1%	19.1%	16.7%	16.7%	21.0%	14.3%	22.7%	16.2%	15.7%	19.1%	19.2%
	<b>Total</b>		<b>83.4%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q29

**Table A3.21B: Comparison Shopping Destination - DIY, Decorating and Garden Products (Q29)**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.5%	0.0%	0.0%	3.7%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.3%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		1.6%	1.3%	0.0%	3.7%	0.0%	0.0%	4.1%	0.0%	1.3%	3.1%	4.1%
	<b>Sub-Total - South Staffordshire</b>		<b>3.5%</b>	<b>3.9%</b>	<b>2.5%</b>	<b>7.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.5%</b>	<b>0.0%</b>	<b>2.6%</b>	<b>3.1%</b>	<b>11.0%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>96.5%</b>	<b>96.1%</b>	<b>97.5%</b>	<b>92.5%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>94.5%</b>	<b>100.0%</b>	<b>97.4%</b>	<b>96.9%</b>	<b>89.1%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.21A with null responses and SFT removed

Table A3.22A: Comparison Shopping Destination - Personal Care, Medical and Pharmaceutical Products (Q30)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
1	Cheslyn Hay - Local Shops	38	0.2%	1.1%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%
1	Great Wyrley - Local Shops	38	0.2%	1.3%	0.0%	0.0%	0.0%	11.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.2%	1.3%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.1%	0.9%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
2	Kinver - Local Shops	26	0.3%	1.8%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	0.3%	1.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%	0.0%	21.3%	1.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	1.1%	6.3%	2.7%	2.0%	0.0%	0.0%	0.0%	0.0%	1.0%	55.9%	0.0%	0.0%
3	Coven - Local Shops	54	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	3.8%
3	Essington - Local Shops	44	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.3%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>3.0%</b>	<b>18.0%</b>	<b>2.7%</b>	<b>19.6%</b>	<b>24.5%</b>	<b>21.9%</b>	<b>4.5%</b>	<b>3.6%</b>	<b>1.9%</b>	<b>55.9%</b>	<b>25.5%</b>	<b>27.9%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		45.0%	65.2%	80.0%	64.7%	54.9%	62.9%	73.2%	80.0%	82.9%	33.3%	57.4%	54.8%
	Internet / delivery		7.3%	6.4%	5.5%	7.8%	8.8%	4.8%	8.9%	4.5%	7.6%	3.9%	6.4%	5.8%
	(Don't know / varies)		6.6%	4.1%	6.4%	1.0%	2.0%	4.8%	6.3%	2.7%	4.8%	2.9%	2.1%	6.7%
	(Don't do this type of shopping)		6.8%	6.3%	5.5%	6.9%	9.8%	5.7%	7.1%	9.1%	2.9%	3.9%	8.5%	4.8%
	<b>Total</b>		68.8%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes

Responses from Black Country Household Survey, Q30



Table A3.22B: Comparison Shopping Destination - Personal Care, Medical and Pharmaceutical Products (Q30)

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
1	Cheslyn Hay - Local Shops	38	1.3%	0.0%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.3%
1	Great Wyrley - Local Shops	38	1.6%	0.0%	0.0%	0.0%	13.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	1.6%	0.0%	0.0%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	1.1%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
2	Kinver - Local Shops	26	2.2%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainbury's)	53	1.6%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.1%	0.0%	25.6%	1.2%
2	Wombourne - Local Shops (inc Sainsbury's)	52	7.6%	3.3%	2.3%	0.0%	0.0%	0.0%	0.0%	1.1%	62.6%	0.0%	0.0%
3	Coven - Local Shops	54	0.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	4.7%
3	Essington - Local Shops	44	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.4%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.4%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>21.6%</b>	<b>3.3%</b>	<b>23.3%</b>	<b>30.9%</b>	<b>25.8%</b>	<b>5.7%</b>	<b>4.3%</b>	<b>2.2%</b>	<b>62.6%</b>	<b>30.8%</b>	<b>33.7%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>78.4%</b>	<b>96.7%</b>	<b>76.7%</b>	<b>69.1%</b>	<b>74.2%</b>	<b>94.3%</b>	<b>95.6%</b>	<b>97.8%</b>	<b>37.4%</b>	<b>69.2%</b>	<b>66.3%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.22A with null responses and SFT removed

Table A3.23A: Comparison Shopping Destination - Other Goods (jewellery, glassware, china, tableware and other personal effects (Q31)

Centre Tier / Area		Zone	Total	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	0.2%	1.2%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.0%	2.1%	6.7%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	0.1%	0.4%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>0.4%</b>	<b>2.0%</b>	<b>0.0%</b>	<b>3.9%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.9%</b>	<b>2.1%</b>	<b>6.7%</b>
<b>Outside South Staffordshire</b>														
	<b>Outside of South Staffordshire - All Stores</b>		30.8%	<b>38.0%</b>	<b>42.7%</b>	<b>41.2%</b>	<b>35.3%</b>	<b>34.3%</b>	<b>31.3%</b>	<b>30.9%</b>	<b>42.9%</b>	<b>37.3%</b>	<b>51.1%</b>	<b>41.3%</b>
	Internet / delivery		11.7%	10.0%	6.4%	7.8%	9.8%	10.5%	15.2%	8.2%	12.4%	12.7%	10.6%	6.7%
	(Don't know / varies)		4.0%	4.0%	3.6%	2.9%	5.9%	6.7%	0.9%	0.9%	6.7%	2.9%	8.5%	3.8%
	(Don't do this type of shopping)		45.6%	46.0%	47.3%	44.1%	46.1%	48.6%	51.8%	60.0%	38.1%	43.1%	27.7%	41.3%
	<b>Total</b>		<b>92.5%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Responses from Black Country Household Survey, Q31

**Table A3.23B: Comparison Shopping Destination - Other Goods (jewellery, glassware, china, tableware and other personal effects (Q31)**

Centre Tier / Area		Zone	Total S Staffs area (unweighted)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
1	Bilbrook - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Cheslyn Hay - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Codsall - Local Shops	54	3.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	2.4%	4.0%	14.0%
1	Great Wyrley - Local Shops	38	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Penkridge - Local Shops	29	0.3%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Brewood - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kinver - Local Shops	26	1.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Perton - Local Shops (inc Sainsbury's)	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Wombourne - Local Shops (inc Sainsbury's)	52	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%
3	Coven - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Essington - Local Shops	44	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Featherstone - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Huntington - Local Shops	33	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Pattingham - Local Shops	53	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Shareshill - Local Shops	43	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Swindon - Local Shops	54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3	Wheaton Aston - Local Shops	29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Sub-Total - South Staffordshire</b>		<b>5.0%</b>	<b>0.0%</b>	<b>8.7%</b>	<b>7.7%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.5%</b>	<b>4.0%</b>	<b>14.0%</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>95.0%</b>	<b>100.0%</b>	<b>91.3%</b>	<b>92.3%</b>	<b>100.0%</b>	<b>97.2%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>90.5%</b>	<b>96.0%</b>	<b>86.0%</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

From Table A3.23A with null responses and SFT removed

Table A3.24: Comparison Expenditure by Goods Category

Survey Question	Comparison Spend per head by Category (£) (2017 prices)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
Q22	Shoes and other footwear	£177.68	£185.31	£179.47	£174.30	£151.38	£164.06	£169.11	£181.37	£186.75	£172.36
Q22	Clothing materials and garments	£797.79	£990.14	£908.86	£811.57	£609.66	£714.50	£802.82	£878.56	£868.98	£831.56
Q22	Clothing and Footwear	£975.47	£1,175.45	£1,088.33	£985.87	£761.04	£878.56	£971.93	£1,059.93	£1,055.73	£1,003.92
Q24	CDs, Vinyls, DVDs, Blurays etc	£54.00	£92.44	£74.10	£55.70	£44.32	£46.95	£52.02	£63.88	£68.35	£61.60
Q25	Small electrical household appliances	£18.85	£21.82	£21.05	£20.06	£12.30	£15.52	£20.02	£20.38	£21.37	£18.56
Q25	Major household appliances (electric or not)	£109.49	£143.95	£140.13	£106.99	£93.32	£101.27	£106.07	£137.07	£135.37	£126.22
Q25	Audio-visual, photographic and information processing equipment	£212.97	£274.74	£249.87	£212.11	£146.94	£178.87	£194.42	£249.06	£231.04	£236.49
Q25	Audio visual, photographic, computer and other domestic electrical goods	£341.31	£440.51	£411.05	£339.16	£252.56	£295.66	£320.51	£406.51	£387.78	£381.27
Q26	Books, Stationery and drawing materials	£118.54	£185.63	£150.70	£115.46	£82.59	£102.51	£114.06	£152.32	£144.73	£128.76
Q27	Games, toys & hobbies; sports & camping; musical instruments	£365.89	£474.16	£432.56	£353.03	£319.10	£336.42	£337.22	£422.27	£437.14	£395.32
Q27	Bicycles	£33.26	£67.33	£58.61	£34.66	£29.22	£31.15	£32.59	£45.85	£49.68	£43.43
Q27	Pets and related products	£80.54	£119.19	£115.45	£82.74	£61.23	£71.55	£78.59	£104.54	£102.57	£91.44
Q27	Games, toys & hobbies; pets & pet products, hobby items, sports clothing /footwear & equipment, camping goods, bicycles & musical instruments	£479.69	£660.68	£606.62	£470.43	£409.55	£439.12	£448.40	£572.66	£589.39	£530.19
Q28	Household textiles	£104.34	£130.55	£129.08	£98.43	£70.94	£90.93	£99.93	£117.36	£107.10	£101.48
Q28	Furniture and Furnishings; carpets & floor coverings	£347.80	£520.71	£431.97	£348.53	£251.33	£311.10	£366.46	£424.61	£418.46	£372.19
Q28	Furniture and Furnishings; carpets & floor coverings and household textiles	£452.14	£651.26	£561.05	£446.96	£322.27	£402.03	£466.39	£541.97	£525.56	£473.67
Q29	Major tools and equipment	£12.20	£17.69	£14.77	£13.24	£8.69	£9.93	£14.03	£14.39	£14.36	£12.93
Q29	Materials for maintenance & repair of dwelling	£13.83	£21.64	£19.40	£13.95	£10.87	£12.92	£14.31	£17.42	£18.45	£15.56
Q29	Small tools and miscellaneous accessories	£66.32	£89.50	£77.33	£70.08	£46.66	£54.31	£65.53	£78.99	£77.87	£70.33
Q29	Garden, plants and flowers	£66.18	£114.24	£93.45	£64.69	£39.07	£49.43	£60.99	£91.39	£86.00	£76.61
Q29	DIY Goods. Decorating supplies and garden products	£158.53	£243.07	£204.95	£161.96	£105.29	£126.59	£154.86	£202.19	£196.68	£175.43
Q30	Medical goods and other pharmaceutical products	£104.97	£163.04	£134.75	£98.87	£67.44	£79.34	£98.75	£143.96	£130.99	£123.27
Q30	Therapeutic appliances and equipment	£46.94	£67.79	£56.81	£42.85	£30.00	£35.91	£38.66	£59.80	£52.16	£52.12
Q30	Appliances for personal care	£344.03	£438.39	£410.88	£341.89	£279.33	£313.78	£346.14	£388.60	£389.77	£359.97
Q30	Personal care items, other medical and pharmaceutical products and therapeutic aids	£495.94	£669.22	£602.44	£483.61	£376.77	£429.03	£483.55	£592.36	£572.92	£535.36
Q31	Jewellery, clocks and watches	£146.13	£202.62	£189.38	£129.55	£104.76	£126.74	£136.99	£165.48	£165.57	£151.81
Q31	Glassware, tableware and household utensils	£66.86	£113.55	£99.52	£64.51	£50.48	£58.30	£65.17	£86.10	£88.27	£74.82
Q31	Other personal effects	£80.27	£94.71	£91.27	£74.87	£53.82	£63.79	£72.55	£90.30	£92.23	£81.82
Q31	All Other Goods including jewellery, glassware, china, tableware and household utensils and other personal effects	£293.26	£410.88	£380.17	£268.93	£209.06	£248.83	£274.71	£341.88	£346.07	£308.45
N/a	Other	£6.27	£9.27	£7.82	£6.20	£4.90	£5.47	£6.31	£7.59	£7.37	£6.73
	<b>Total</b>	<b>£3,375</b>	<b>£4,538</b>	<b>£4,087</b>	<b>£3,334</b>	<b>£2,568</b>	<b>£2,975</b>	<b>£3,293</b>	<b>£3,941</b>	<b>£3,895</b>	<b>£3,605</b>

Notes

Available Expenditure per head from Experian

**Table A3.25: Comparison Expenditure by Goods Category (%)**

Survey Question	Comparison Spend by Goods Category (%)	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54
Q22	Clothing and Footwear	29.0%	26.0%	26.7%	29.6%	29.7%	29.6%	29.6%	26.9%	27.2%	27.9%
Q24	CDs, Vinyls, DVDs, Blurays etc	1.6%	2.0%	1.8%	1.7%	1.7%	1.6%	1.6%	1.6%	1.8%	1.7%
Q25	Audio visual, photographic, computer and other domestic electrical goods	10.1%	9.7%	10.1%	10.2%	9.9%	10.0%	9.8%	10.3%	10.0%	10.6%
Q26	Books, Stationery and drawing materials	3.5%	4.1%	3.7%	3.5%	3.2%	3.5%	3.5%	3.9%	3.7%	3.6%
Q27	Games, toys & hobbies; pets & pet products, hobby items, sports clothing /footwear & equipment, camping goods, bicycles & musical instruments	14.2%	14.6%	14.9%	14.1%	16.0%	14.8%	13.6%	14.6%	15.2%	14.7%
Q28	Furniture and Furnishings; carpets & floor coverings and household textiles	13.4%	14.4%	13.8%	13.4%	12.6%	13.5%	14.2%	13.8%	13.5%	13.2%
Q29	DIY Goods. Decorating supplies and garden products	4.7%	5.4%	5.0%	4.9%	4.1%	4.3%	4.7%	5.1%	5.1%	4.9%
Q30	Personal care items, other medical and pharmaceutical products and therapeutic aids	14.7%	14.8%	14.8%	14.5%	14.7%	14.4%	14.7%	15.1%	14.7%	14.9%
Q31	All Other Goods including jewellery, glassware, china, tableware and household utensils and other personal effects	8.7%	9.1%	9.3%	8.1%	8.2%	8.4%	8.4%	8.7%	8.9%	8.6%
N/a	Other										
	<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes

Derived from Table A3.24

Table A3.26A : Comparison Turnover by Location 2017

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total S Staffs area
	<b>Available Comparison Spend 2017</b>		<b>£100.13</b>	<b>£31.76</b>	<b>£53.13</b>	<b>£52.76</b>	<b>£132.86</b>	<b>£90.44</b>	<b>£96.96</b>	<b>£53.81</b>	<b>£58.99</b>	<b>£92.37</b>	<b>£763.20</b>
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£0.54
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12
1	Codsall - Local Shops	54	£0.00	£0.00	£1.22	£0.00	£0.00	£0.00	£0.00	£0.36	£0.74	£7.62	£9.94
1	Great Wyrley - Local Shops	38	£0.00	£0.00	£0.00	£1.16	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£1.38
1	Penkridge - Local Shops	29	£0.00	£0.00	£2.91	£0.00	£0.30	£0.05	£0.00	£0.00	£0.00	£0.00	£3.27
2	Brewood - Local Shops	29	£0.00	£0.00	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£1.16
2	Kinver - Local Shops	26	£0.00	£1.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.41
2	Perton - Local Shops (inc Sainbury's)	53	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.43	£0.00	£3.08	£0.32	£3.93
2	Wombourne - Local Shops (inc Sainsbury's)	52	£0.89	£0.26	£0.00	£0.00	£0.00	£0.00	£0.28	£8.78	£0.00	£0.00	£10.21
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.94	£1.16
3	Essington - Local Shops	44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	£0.00	£0.00	£0.00	£0.00	£0.65
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.67	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90	£0.00	£0.90
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.06
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		£0.06	£0.00	£0.14	£0.00	£0.00	£0.16	£0.00	£0.04	£0.52	£0.18	£1.10
	<b>Sub-Total - South Staffordshire</b>		<b>£0.95</b>	<b>£1.67</b>	<b>£5.67</b>	<b>£2.28</b>	<b>£1.42</b>	<b>£0.86</b>	<b>£0.71</b>	<b>£9.18</b>	<b>£5.24</b>	<b>£9.83</b>	<b>£37.82</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£99.18</b>	<b>£30.09</b>	<b>£47.46</b>	<b>£50.47</b>	<b>£131.44</b>	<b>£89.57</b>	<b>£96.24</b>	<b>£44.63</b>	<b>£53.75</b>	<b>£82.55</b>	<b>£725.38</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>£100.13</b>	<b>£31.76</b>	<b>£53.13</b>	<b>£52.75</b>	<b>£132.87</b>	<b>£90.43</b>	<b>£96.95</b>	<b>£53.80</b>	<b>£58.99</b>	<b>£92.38</b>	<b>£763.20</b>

Notes

Available Convenience Expenditure from Table A3.5B

Market Shares from Table A3.25

Table A3.26B : Comparison Turnover by Location 2020

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total S Staffs area
	<b>Available Comparison Spend 2020</b>		<b>£111.24</b>	<b>£35.07</b>	<b>£58.77</b>	<b>£58.32</b>	<b>£148.89</b>	<b>£100.86</b>	<b>£108.09</b>	<b>£59.47</b>	<b>£65.52</b>	<b>£102.40</b>	<b>£848.64</b>
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£0.60
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24
1	Codsall - Local Shops	54	£0.00	£0.00	£1.35	£0.00	£0.00	£0.00	£0.00	£0.40	£0.82	£8.45	£11.02
1	Great Wyrley - Local Shops	38	£0.00	£0.00	£0.00	£1.28	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£1.53
1	Penkridge - Local Shops	29	£0.00	£0.00	£3.22	£0.00	£0.34	£0.06	£0.00	£0.00	£0.00	£0.00	£3.62
2	Brewood - Local Shops	29	£0.00	£0.00	£1.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£1.29
2	Kinver - Local Shops	26	£0.00	£1.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.56
2	Perton - Local Shops (inc Sainbury's)	53	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.48	£0.00	£3.42	£0.35	£4.36
2	Wombourne - Local Shops (inc Sainsbury's)	52	£0.99	£0.29	£0.00	£0.00	£0.00	£0.00	£0.32	£9.70	£0.00	£0.00	£11.30
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£1.04	£1.29
3	Essington - Local Shops	44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.73	£0.00	£0.00	£0.00	£0.00	£0.73
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£1.00
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		£0.07	£0.00	£0.16	£0.00	£0.00	£0.18	£0.00	£0.04	£0.58	£0.20	£1.22
	<b>Sub-Total - South Staffordshire</b>		<b>£1.06</b>	<b>£1.85</b>	<b>£6.27</b>	<b>£2.52</b>	<b>£1.60</b>	<b>£0.96</b>	<b>£0.80</b>	<b>£10.14</b>	<b>£5.82</b>	<b>£10.89</b>	<b>£41.91</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£110.18</b>	<b>£33.22</b>	<b>£52.50</b>	<b>£55.80</b>	<b>£147.30</b>	<b>£99.89</b>	<b>£107.29</b>	<b>£49.32</b>	<b>£59.71</b>	<b>£91.52</b>	<b>£806.73</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>£111.23</b>	<b>£35.07</b>	<b>£58.77</b>	<b>£58.32</b>	<b>£148.90</b>	<b>£100.85</b>	<b>£108.08</b>	<b>£59.47</b>	<b>£65.53</b>	<b>£102.41</b>	<b>£848.64</b>

Notes

Available Convenience Expenditure from Table A3.5B

Market Shares from Table A3.25

Table A3.26C : Comparison Turnover by Location 2025

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total S Staffs area
	<b>Available Comparison Spend 2025</b>		<b>£112.38</b>	<b>£35.26</b>	<b>£59.45</b>	<b>£59.00</b>	<b>£152.80</b>	<b>£102.46</b>	<b>£110.52</b>	<b>£59.95</b>	<b>£66.93</b>	<b>£104.01</b>	<b>£862.75</b>
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£0.61
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26
1	Codsall - Local Shops	54	£0.00	£0.00	£1.37	£0.00	£0.00	£0.00	£0.00	£0.41	£0.84	£8.58	£11.19
1	Great Wyrley - Local Shops	38	£0.00	£0.00	£0.00	£1.29	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55
1	Penkridge - Local Shops	29	£0.00	£0.00	£3.26	£0.00	£0.35	£0.06	£0.00	£0.00	£0.00	£0.00	£3.67
2	Brewood - Local Shops	29	£0.00	£0.00	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£1.30
2	Kinver - Local Shops	26	£0.00	£1.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.57
2	Perton - Local Shops (inc Sainbury's)	53	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.49	£0.00	£3.50	£0.36	£4.45
2	Wombourne - Local Shops (inc Sainsbury's)	52	£1.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.32	£9.78	£0.00	£0.00	£11.39
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£1.06	£1.31
3	Essington - Local Shops	44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.74
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.77
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£1.03
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		£0.07	£0.00	£0.16	£0.00	£0.00	£0.18	£0.00	£0.04	£0.59	£0.21	£1.24
	<b>Sub-Total - South Staffordshire</b>		<b>£1.07</b>	<b>£1.86</b>	<b>£6.34</b>	<b>£2.55</b>	<b>£1.64</b>	<b>£0.98</b>	<b>£0.81</b>	<b>£10.23</b>	<b>£5.95</b>	<b>£11.06</b>	<b>£42.48</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£111.31</b>	<b>£33.40</b>	<b>£53.11</b>	<b>£56.44</b>	<b>£151.17</b>	<b>£101.47</b>	<b>£109.71</b>	<b>£49.72</b>	<b>£60.99</b>	<b>£92.95</b>	<b>£820.27</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>£112.38</b>	<b>£35.26</b>	<b>£59.45</b>	<b>£58.99</b>	<b>£152.81</b>	<b>£102.45</b>	<b>£110.52</b>	<b>£59.95</b>	<b>£66.94</b>	<b>£104.02</b>	<b>£862.75</b>

Notes

Available Convenience Expenditure from Table A3.5B

Market Shares from Table A3.25



Table A3.26D : Comparison Turnover by Location 2030

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total S Staffs area
	<b>Available Comparison Spend 2030</b>		<b>£126.24</b>	<b>£39.53</b>	<b>£66.98</b>	<b>£66.61</b>	<b>£174.80</b>	<b>£116.04</b>	<b>£125.25</b>	<b>£67.52</b>	<b>£75.85</b>	<b>£117.54</b>	<b>£976.37</b>
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.69	£0.69
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.42
1	Codsall - Local Shops	54	£0.00	£0.00	£1.54	£0.00	£0.00	£0.00	£0.00	£0.46	£0.95	£9.70	£12.64
1	Great Wyrley - Local Shops	38	£0.00	£0.00	£0.00	£1.46	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£1.75
1	Penkridge - Local Shops	29	£0.00	£0.00	£3.67	£0.00	£0.40	£0.07	£0.00	£0.00	£0.00	£0.00	£4.14
2	Brewood - Local Shops	29	£0.00	£0.00	£1.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£1.47
2	Kinver - Local Shops	26	£0.00	£1.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.76
2	Perton - Local Shops (inc Sainbury's)	53	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.56	£0.00	£3.96	£0.40	£5.05
2	Wombourne - Local Shops (inc Sainsbury's)	52	£1.12	£0.32	£0.00	£0.00	£0.00	£0.00	£0.37	£11.02	£0.00	£0.00	£12.83
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£1.19	£1.49
3	Essington - Local Shops	44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£0.00	£0.84
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.89
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.16	£0.00	£1.16
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		£0.08	£0.00	£0.18	£0.00	£0.00	£0.20	£0.00	£0.05	£0.67	£0.24	£1.41
	<b>Sub-Total - South Staffordshire</b>		<b>£1.20</b>	<b>£2.08</b>	<b>£7.14</b>	<b>£2.88</b>	<b>£1.87</b>	<b>£1.11</b>	<b>£0.92</b>	<b>£11.52</b>	<b>£6.74</b>	<b>£12.50</b>	<b>£47.97</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£125.04</b>	<b>£37.44</b>	<b>£59.84</b>	<b>£63.73</b>	<b>£172.93</b>	<b>£114.93</b>	<b>£124.32</b>	<b>£56.00</b>	<b>£69.12</b>	<b>£105.04</b>	<b>£928.39</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>£126.24</b>	<b>£39.53</b>	<b>£66.98</b>	<b>£66.61</b>	<b>£174.81</b>	<b>£116.03</b>	<b>£125.24</b>	<b>£67.52</b>	<b>£75.86</b>	<b>£117.55</b>	<b>£976.36</b>

Notes

Available Convenience Expenditure from Table A3.5B

Market Shares from Table A3.25

Table A3.26E: Comparison Turnover by Location 2035

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total S Staffs area
	<b>Available Comparison Spend 2035</b>		<b>£144.14</b>	<b>£45.06</b>	<b>£76.61</b>	<b>£76.86</b>	<b>£203.75</b>	<b>£133.88</b>	<b>£144.60</b>	<b>£77.36</b>	<b>£87.53</b>	<b>£134.92</b>	<b>£1,124.71</b>
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£0.79
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64
1	Codsall - Local Shops	54	£0.00	£0.00	£1.76	£0.00	£0.00	£0.00	£0.00	£0.52	£1.09	£11.13	£14.51
1	Great Wyrley - Local Shops	38	£0.00	£0.00	£0.00	£1.68	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£2.03
1	Penkridge - Local Shops	29	£0.00	£0.00	£4.20	£0.00	£0.46	£0.08	£0.00	£0.00	£0.00	£0.00	£4.74
2	Brewood - Local Shops	29	£0.00	£0.00	£1.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£1.68
2	Kinver - Local Shops	26	£0.00	£2.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.00
2	Perton - Local Shops (inc Sainbury's)	53	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.64	£0.00	£4.57	£0.46	£5.82
2	Wombourne - Local Shops (inc Sainsbury's)	52	£1.28	£0.37	£0.00	£0.00	£0.00	£0.00	£0.42	£12.62	£0.00	£0.00	£14.70
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£1.37	£1.71
3	Essington - Local Shops	44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£0.00	£0.97
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£1.03	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34	£0.00	£1.34
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.09
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		£0.09	£0.00	£0.20	£0.00	£0.00	£0.23	£0.00	£0.05	£0.77	£0.27	£1.62
	<b>Sub-Total - South Staffordshire</b>		<b>£1.37</b>	<b>£2.37</b>	<b>£8.17</b>	<b>£3.32</b>	<b>£2.18</b>	<b>£1.28</b>	<b>£1.06</b>	<b>£13.20</b>	<b>£7.78</b>	<b>£14.35</b>	<b>£55.09</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£142.77</b>	<b>£42.68</b>	<b>£68.43</b>	<b>£73.53</b>	<b>£201.58</b>	<b>£132.60</b>	<b>£143.53</b>	<b>£64.16</b>	<b>£79.76</b>	<b>£120.58</b>	<b>£1,069.62</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>£144.14</b>	<b>£45.05</b>	<b>£76.60</b>	<b>£76.85</b>	<b>£203.76</b>	<b>£133.88</b>	<b>£144.59</b>	<b>£77.36</b>	<b>£87.54</b>	<b>£134.94</b>	<b>£1,124.71</b>

Notes

Available Convenience Expenditure from Table A3.5B

Market Shares from Table A3.25

Table A3.26F: Comparison Turnover by Location 2037

Centre Tier / Area		Zone	Zone 22	Zone 26	Zone 29	Zone 38	Zone 43	Zone 44	Zone 51	Zone 52	Zone 53	Zone 54	Total S Staffs area
	<b>Available Comparison Spend 2037</b>		<b>£152.32</b>	<b>£47.42</b>	<b>£80.89</b>	<b>£81.50</b>	<b>£217.52</b>	<b>£141.96</b>	<b>£153.80</b>	<b>£81.88</b>	<b>£93.12</b>	<b>£142.89</b>	<b>£1,193.31</b>
1	Bilbrook - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	£0.84
1	Cheslyn Hay - Local Shops	38	£0.00	£0.00	£0.00	£1.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74
1	Codsall - Local Shops	54	£0.00	£0.00	£1.86	£0.00	£0.00	£0.00	£0.00	£0.55	£1.16	£11.79	£15.36
1	Great Wyrley - Local Shops	38	£0.00	£0.00	£0.00	£1.79	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£2.15
1	Penkridge - Local Shops	29	£0.00	£0.00	£4.44	£0.00	£0.49	£0.08	£0.00	£0.00	£0.00	£0.00	£5.01
2	Brewood - Local Shops	29	£0.00	£0.00	£1.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£1.77
2	Kinver - Local Shops	26	£0.00	£2.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11
2	Perton - Local Shops (inc Sainbury's)	53	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.68	£0.00	£4.87	£0.49	£6.19
2	Wombourne - Local Shops (inc Sainsbury's)	52	£1.35	£0.39	£0.00	£0.00	£0.00	£0.00	£0.45	£13.36	£0.00	£0.00	£15.55
3	Coven - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£1.45	£1.82
3	Essington - Local Shops	44	£0.00	£0.00	£0.00	£0.00	£0.00	£1.02	£0.00	£0.00	£0.00	£0.00	£1.02
3	Featherstone - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10
3	Huntington - Local Shops	33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Pattingham - Local Shops	53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.43	£0.00	£1.43
3	Shareshill - Local Shops	43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10
3	Swindon - Local Shops	54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
3	Wheaton Aston - Local Shops	29	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44
4	Other South Staffordshire Stores (inc Farm Shops & Garden Centres)		£0.09	£0.00	£0.21	£0.00	£0.00	£0.25	£0.00	£0.05	£0.82	£0.29	£1.72
	<b>Sub-Total - South Staffordshire</b>		<b>£1.45</b>	<b>£2.50</b>	<b>£8.63</b>	<b>£3.52</b>	<b>£2.33</b>	<b>£1.36</b>	<b>£1.13</b>	<b>£13.97</b>	<b>£8.27</b>	<b>£15.20</b>	<b>£58.36</b>
<b>Outside South Staffordshire</b>													
	<b>Outside of South Staffordshire - All Stores</b>		<b>£150.87</b>	<b>£44.92</b>	<b>£72.26</b>	<b>£77.97</b>	<b>£215.20</b>	<b>£140.60</b>	<b>£152.66</b>	<b>£67.91</b>	<b>£84.86</b>	<b>£127.70</b>	<b>£1,134.95</b>
	Internet / delivery (Don't know / varies) (Don't do this type of shopping)												
	<b>Total</b>		<b>£152.32</b>	<b>£47.41</b>	<b>£80.89</b>	<b>£81.50</b>	<b>£217.53</b>	<b>£141.96</b>	<b>£153.80</b>	<b>£81.88</b>	<b>£93.13</b>	<b>£142.90</b>	<b>£1,193.31</b>

Notes

Available Convenience Expenditure from Table A3.5B

Market Shares from Table A3.25

**Table A3.27 : Comparison Capacity - South Staffordshire (Base excluding Commitments)**

		2017	2020	2025	2030	2035	2037
Total Available Comparison Expenditure in Study Area	(a)	£763.20	£848.64	£862.75	£976.37	£1,124.71	£1,193.31
Current Market share of Comparison destinations in study area	(b)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Available Comparison Expenditure for destinations in study area	(c)	£37.82	£42.05	£42.75	£48.38	£55.73	£59.13
Change in available spend to study area destinations (cumulative)	(d)		£4.23	£4.93	£10.56	£17.91	£21.31
Turnover of Comparison destinations (assuming no change in provision or sales efficiencies)	(e)	£37.82	£37.82	£37.82	£37.82	£37.82	£37.82
Turnover of Comparison destinations (allowing for changes in sales efficiencies)	(f)	£37.82	£34.53	£41.88	£48.03	£55.41	£58.67
<b>Residual Comparison spend to support new comparison floorspace (cumulative)</b>	<b>(g)</b>		<b>£7.52</b>	<b>£0.88</b>	<b>£0.35</b>	<b>£0.32</b>	<b>£0.46</b>
Benchmark Sales density for Comparison Floorspace (£ per sqm)	(h)		£4,450	£5,410	£6,971	£6,971	£6,971
<b>Amount of new comparison floorspace required (cumulative) (sqm net)</b>	<b>(i)</b>		<b>1,691</b>	<b>162</b>	<b>50</b>	<b>46</b>	<b>66</b>

*Notes*

(a) From Table A3.5

(b) Calculated from Table A3.26

(c) (a) x (b)

(d) Calculated from (c)

(e) From Table A3.26

(f) Calculated from (e) using forecast changes in sales efficiencies from ERPBN 18, Figure 3b and ERPBN 17 for 2018 (+2.1%)

(g) From (c) -(f)

(h) From ERPBN 18, Figure 3b

(i) Calculated from (g) and (h)

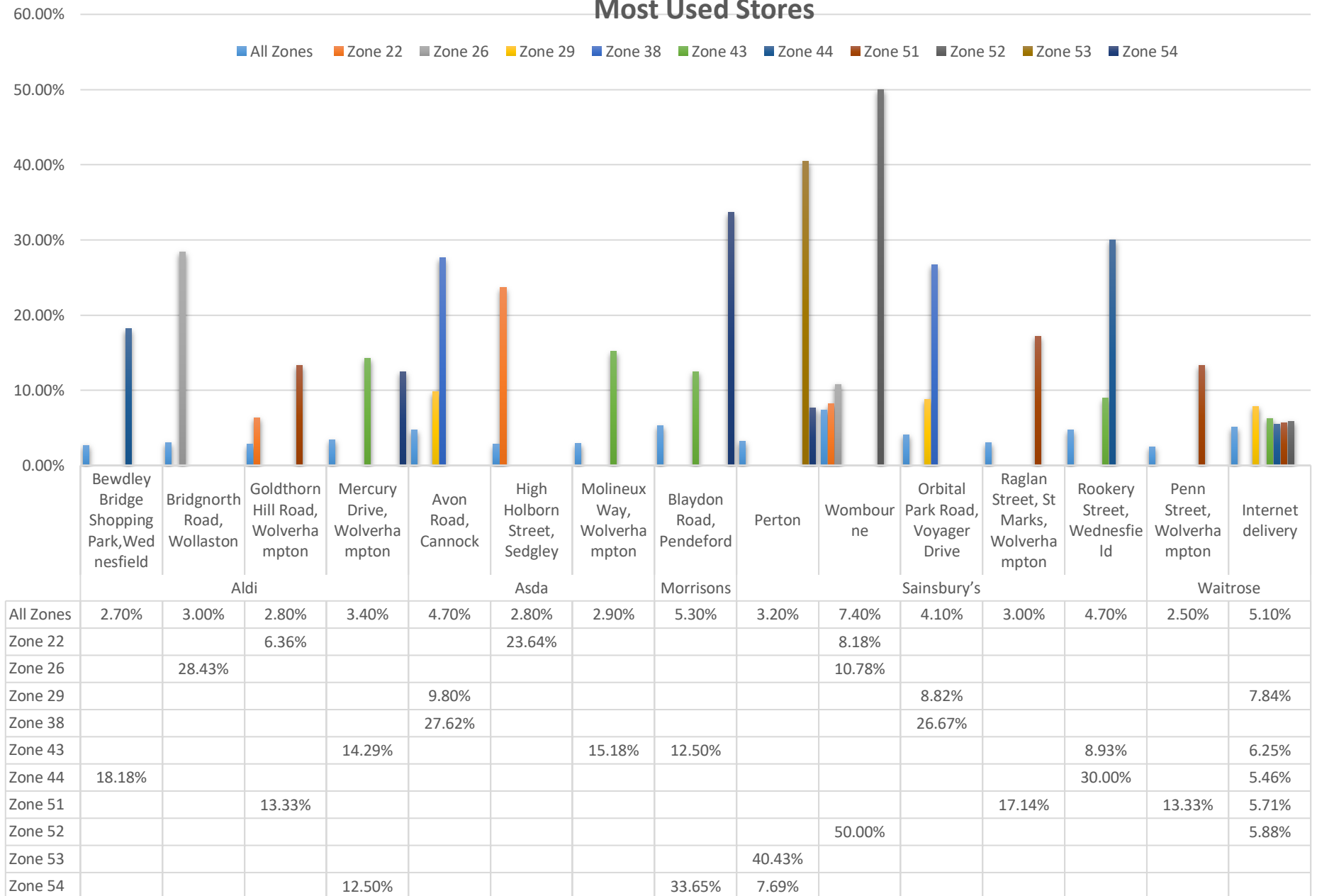
## appendix three

### Stores most used for Main Food Shopping by Zone, Location and Operator

Stores / Zones	South Staffs	22	26	29	38	43	44	51	52	53	54
<b>Aldi</b>											
Mercury Drive, Wolverhampton	3.4%					14.29%					12.50%
Bridgnorth Road, Wollaston	3.0%		28.43%								
Goldthorn Hill Road, Wolverhampton	2.8%	6.36%						13.33%			
Bewdley Bridge Shopping Park, Wednesfield	2.7%						18.18%				
Walsall Road, Cannock	1.7%				10.48%						
Howard Street, Wolverhampton	1.5%							5.71%			
Stourbridge Road, Bridgnorth	0.8%									8.51%	
<b>Asda</b>											
Avon Road, Cannock	4.7%			9.8%	27.62%						
Molineux Way, Wolverhampton	2.9%					15.18%					
High Holborn Street, Sedgley	2.8%	23.64%									
Queensway, Stafford	0.9%			5.88%							
<b>Co-op</b>											
Wood Road, Codsall	1.3%										9.62%
<b>Lidl</b>											
Stallings Lane, Kingswinford	1.6%								6.86%		

Stores / Zones	S Staffs	22	26	29	38	43	44	51	52	53	54
<b>Morrisons</b>											
Blaydon Road, Pendeford	5.3%					12.50%					33.65%
Charterfield Shopping Centre, Kingswinford	2.3%	9.09%							5.88%		
Black Country Route, Bilston	2.0%							11.43%			
Middle Piece Way, Willenhall	1.5%						11.82%				
Mill Street, Cannock	1.3%				6.67%						
<b>Sainsbury's</b>											
Anders Square, Perton	3.2%									40.43%	7.69%
Heath Mill Road, Wombourne	7.4%	8.18%	10.78%						50.00%		
Voyager Drive, Orbital Retail Park, Cannock	4.1%			8.82%	26.67%						
Raglan Street, St Marks, Wolverhampton	3.0%							17.14%			
Rookery Street, Wednesfield	4.7%					8.93%	30.00%				
<b>Tesco Extra</b>											
Town Gate Retail Park, Dudley	1.1%	6.36%	6.36%								
Newport Road, Stafford	0.8%			5.88%							
Crown Centre, Stourbridge	0.6%		5.88%								
<b>Waitrose</b>											
Penn Street, Wolverhampton	2.5%							13.33%			
Ryemarket, Stourbridge	0.8%		7.84%								
<b>Internet delivery</b>	5.1%	(2.73%)	(2.94%)	7.84%	(4.76%)	6.25%	5.46%	5.71%	5.88%	(4.26%)	(4.81%)

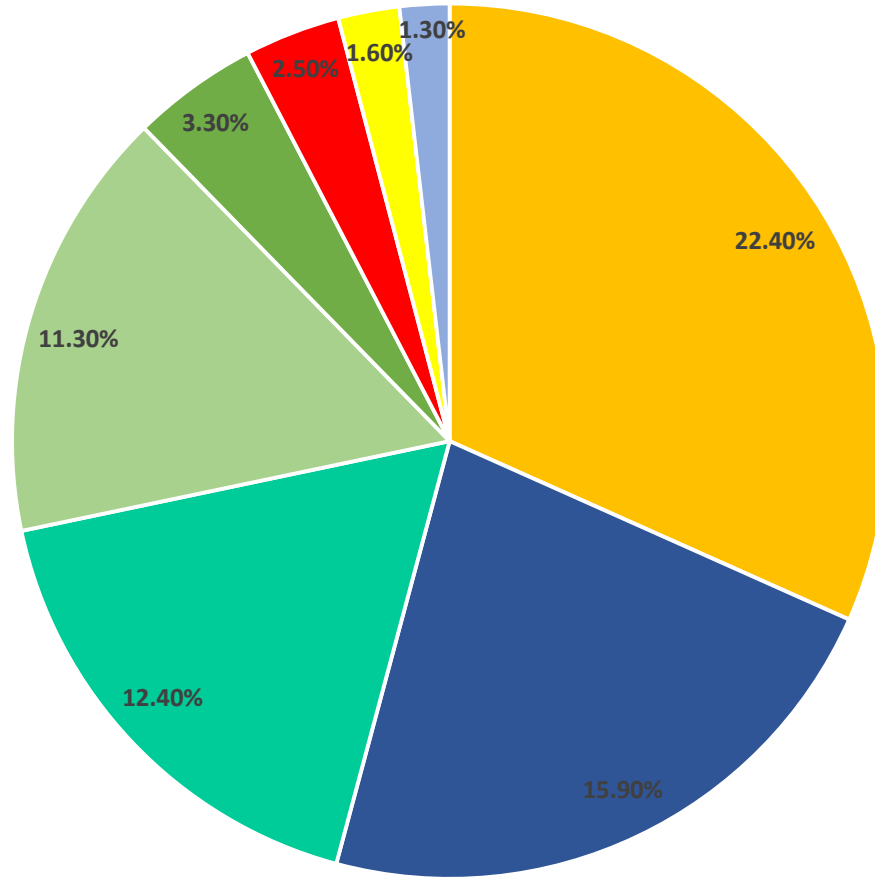
## Most Used Stores







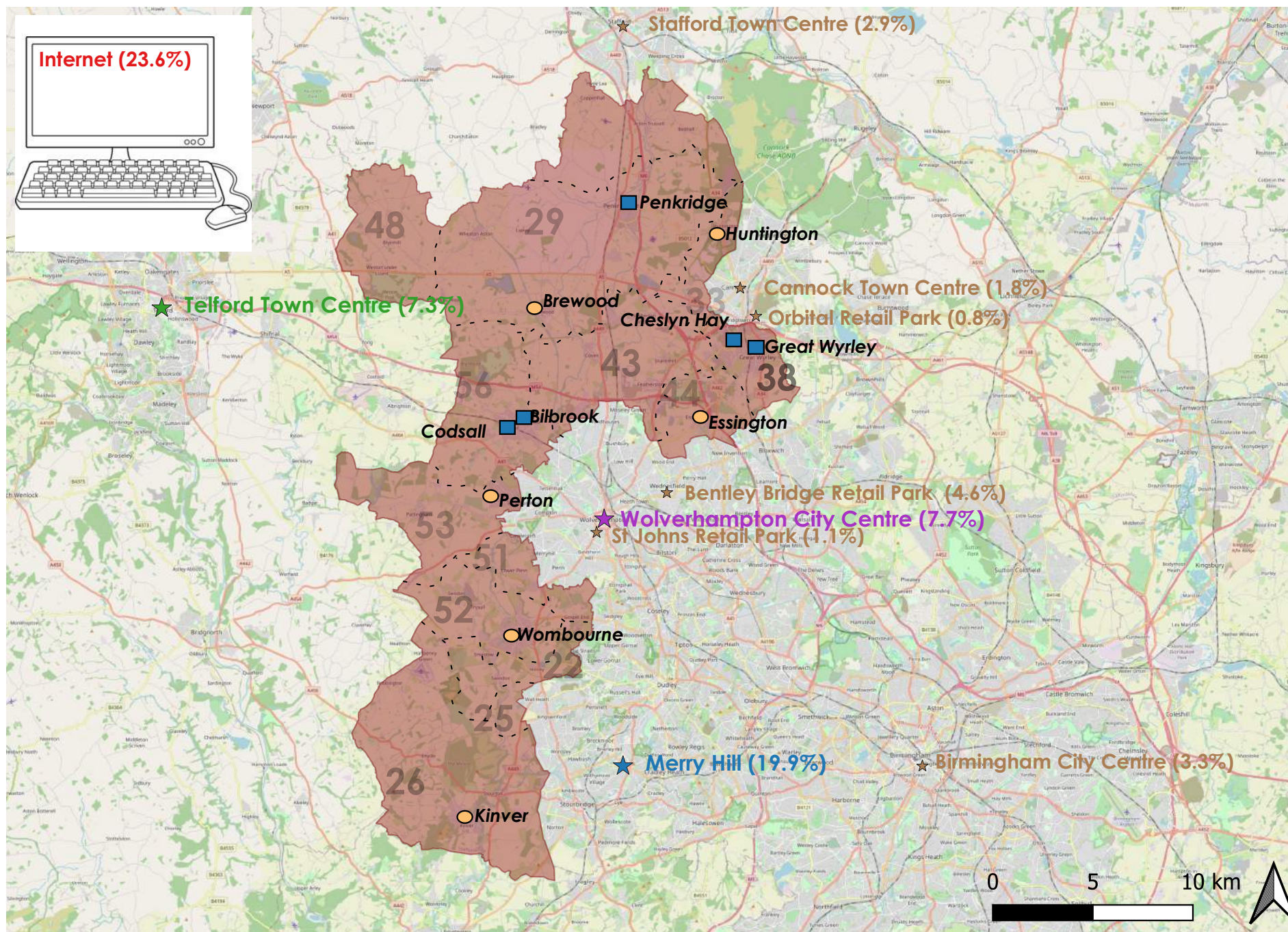
## Operators of foodstores used by most shoppers



■ Sainsbury's ■ Aldi ■ Morrisons ■ Asda ■ Waitrose ■ Tesco ■ Lidl ■ Co-op

## appendix four

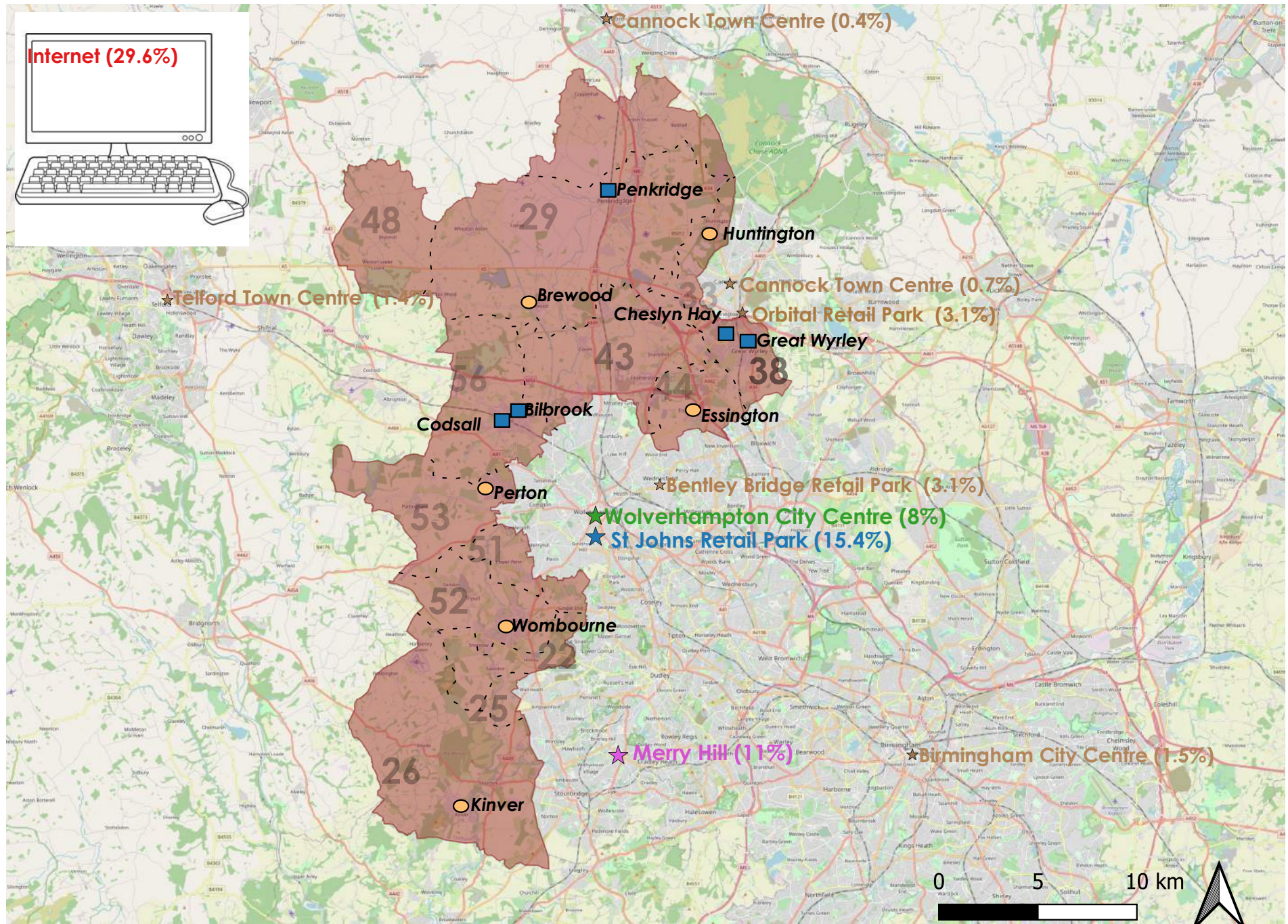
## Where South Staffordshire Residents do most of their Shopping for Comparison Goods - Clothing and Footwear



## appendix five



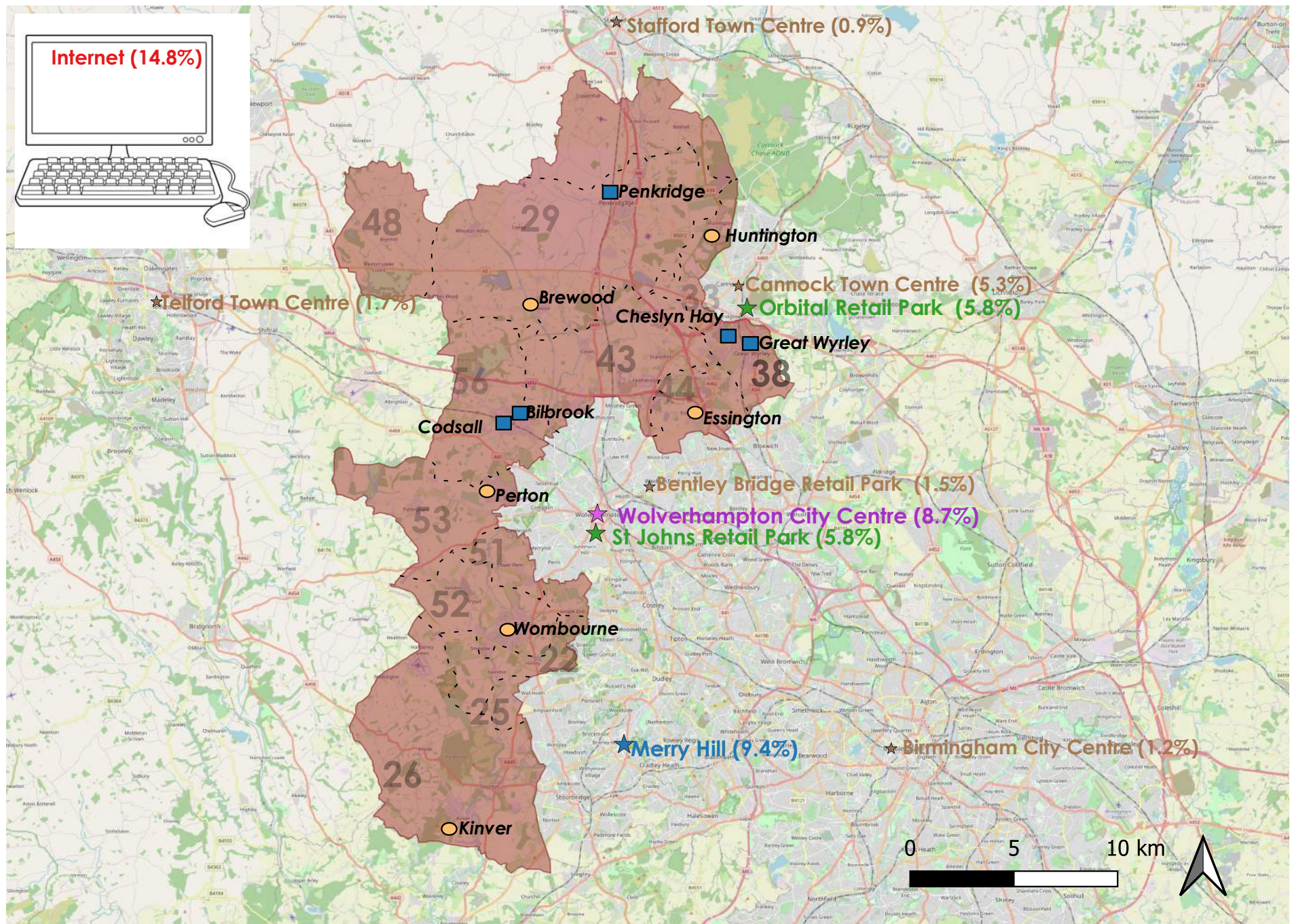
## Where South Staffordshire Residents do most of their Shopping for Comparison Goods - Electrical and Audio Visual



## appendix six



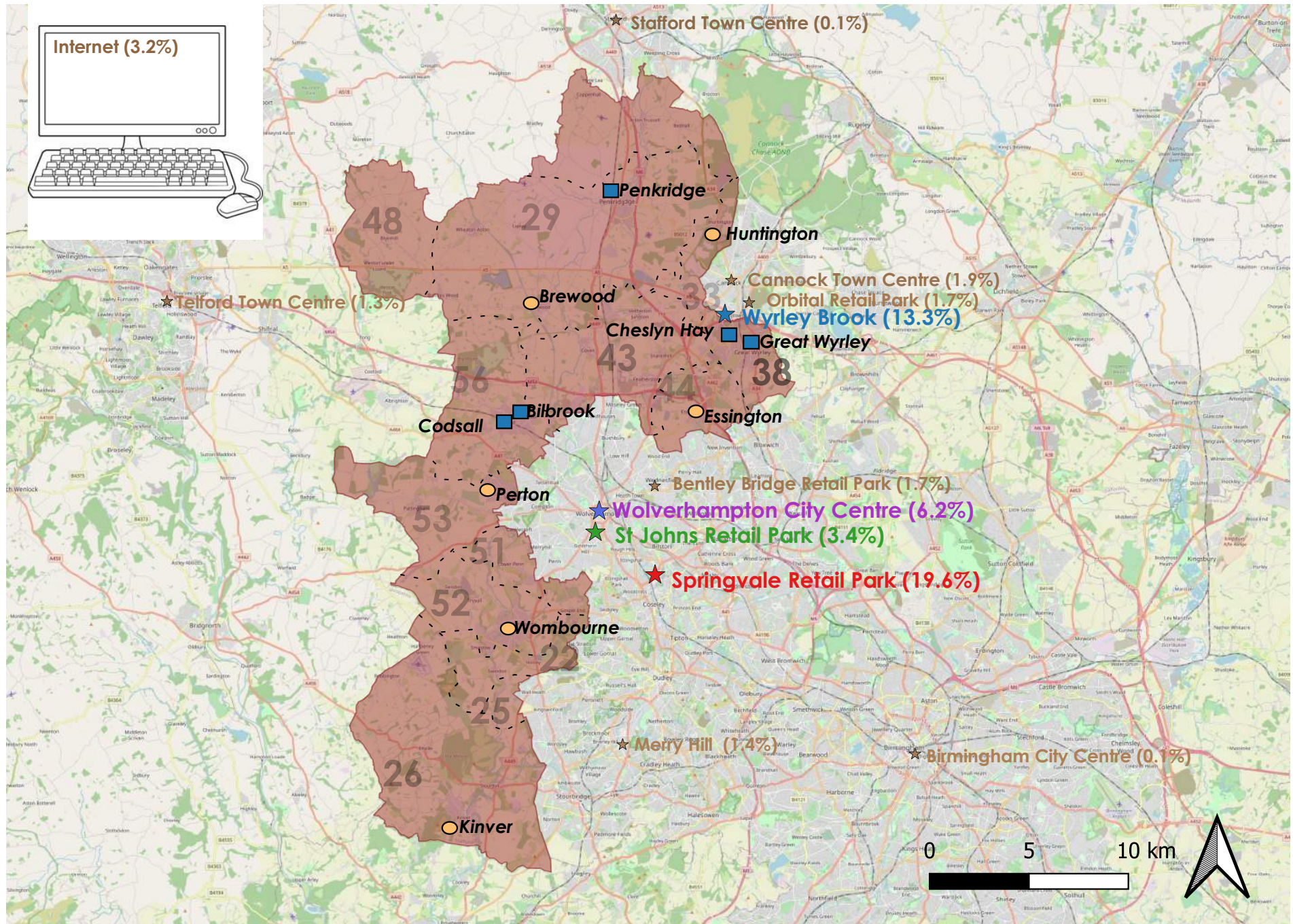
## Where South Staffordshire Residents do most of their Shopping for Comparison Goods - Furniture and Floor Coverings





## appendix seven

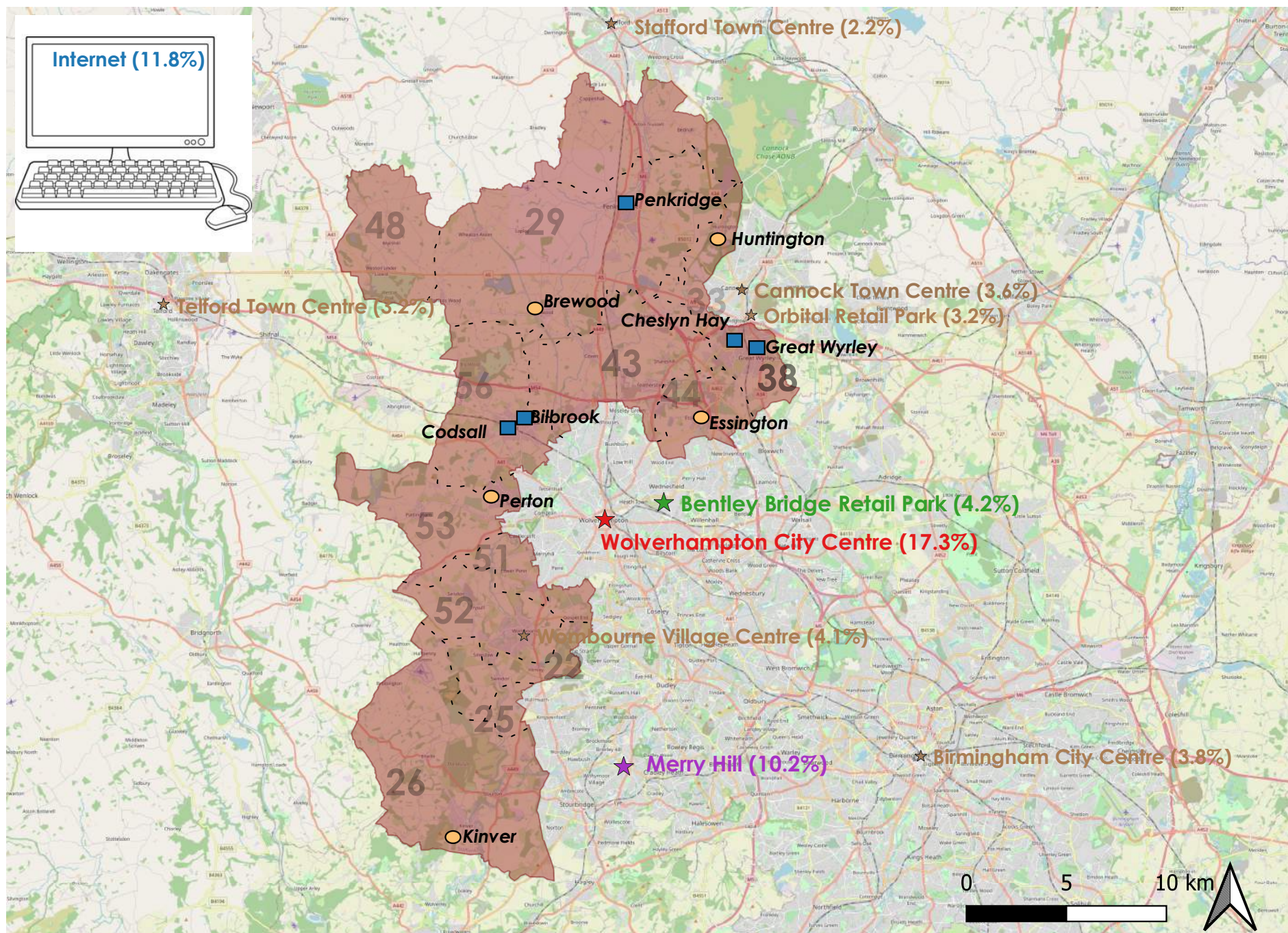
## Where South Staffordshire Residents do most of their Shopping for Comparison Goods - DIY, Decorating & Garden



## appendix eight



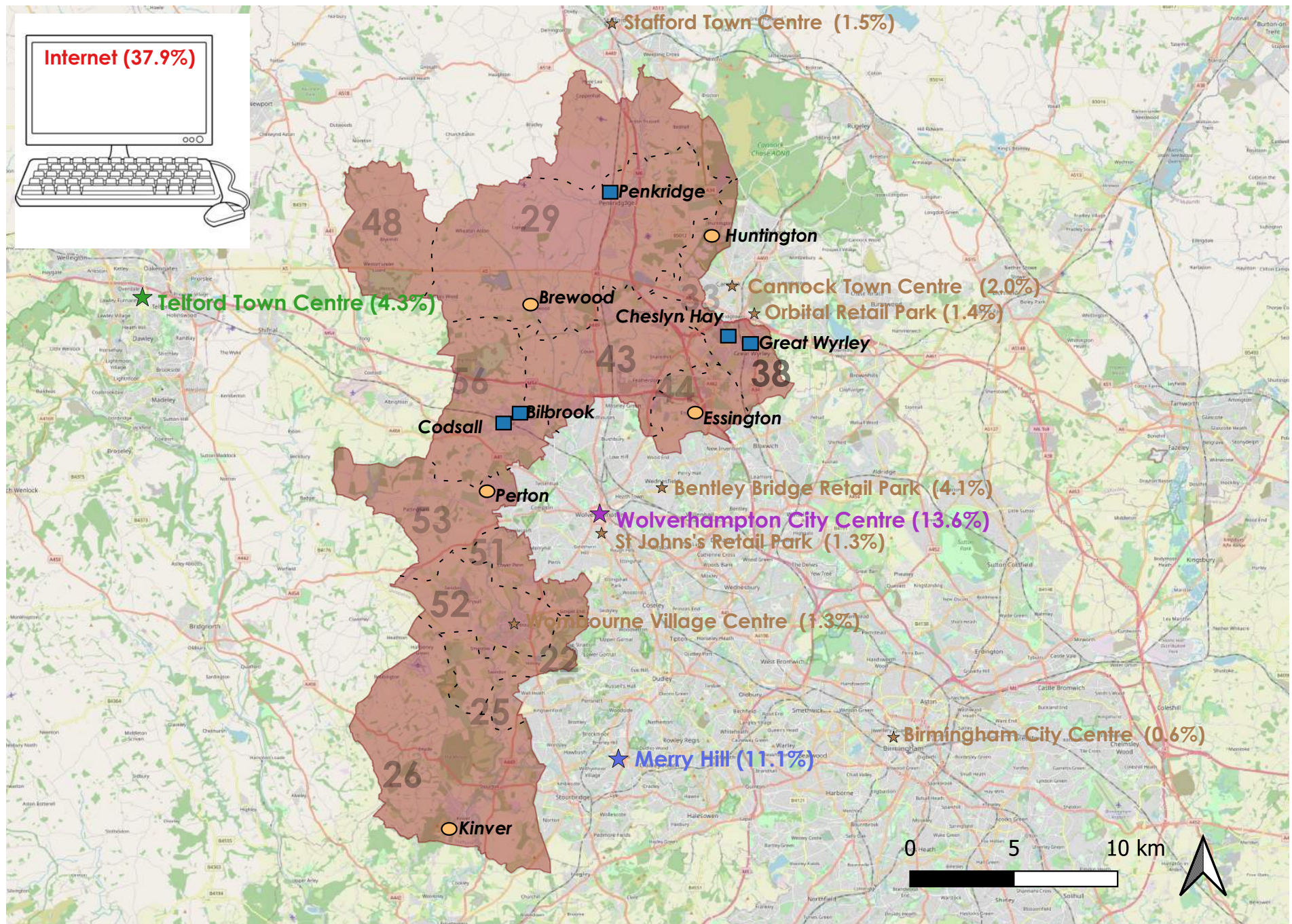
## Where South Staffordshire Residents do most of their Shopping for Comparison Goods - Houseware and Personal Care



## appendix nine



## Where South Staffordshire Residents do most of their Shopping for Comparison Goods - Books, CDs, DVDs, Toys



## appendix ten

## South Staffordshire Village Centre Health Checks – Household Survey Data

Note: \* Figures refer to % excluding SFT and null responses. Unless otherwise stated all other % figures refer to unweighted base survey data ie including SFT and null responses

Centre - Bilbrook		Current Status – Tier 1
Location	<p>Bilbrook is located in Zone 54 in the northern part of the district and is within postcode sector WV8 1, which also includes the northern part of Codsall and the Dovecotes area of Wolverhampton.</p> <p>It is located close to Codsall where the main retail provision is provided. Retail provision within Bilbrook is very limited.</p>	
Household Survey Data	<p>There are a total of 51 household survey responses from Postcode sector WV8 1 and therefore responses from the Bilbrook area are likely to be low. The survey is therefore unlikely to fully reflect the usage of the retail provision in Bilbrook.</p>	
Catchment Area and use of the centre	<p>The convenience stores within Bilbrook have a restricted catchment area and limited draw. The survey indicates usage is limited to other top-up shops with customers coming from the home zone (Zone 54) and Zone 53.</p> <p>The comparison draw is also limited to the home zone, with the centre attracting primarily spend on personal care, medical and pharmaceutical spend reflecting the presence of a pharmacy in the centre. There is also very limited spend on books / stationery.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 54 currently spend approximately 26%* of their total convenience expenditure in stores within South Staffordshire, primarily the Co-op at Wood Lane Codsall (11.3%*) and other local shops (5.8%*) and Sainsbury's in Perton (7.0%*).</p> <p>The main leakage for main food shopping is to Morrisons at Pendeford (33.7%), Aldi at Mercury Drive, Wolverhampton (12.5%). These stores are also used on a less regular basis for main food shopping (11.5% and 5.8%) respectively, along with Asda, Molineux Way, Wolverhampton (8.7%).</p> <p>A higher proportion of top-up spend is retained locally, with the stores in Codsall the main beneficiaries. Much of the remainder is going to Morrisons at Pendeford (16.3% main top-up destination).</p> <p>For comparison spend Zone 54 retains just 14%* of all spend, almost all of which is spent in Codsall stores, with highest retention rates for personal care and medical / pharmaceutical goods (19.2%), games / toys / pet etc goods (5.8%) and other items (6.7%).</p> <p>Key comparison locations for Zone 54 residents include Telford town centre (clothing / footwear; books / stationery; toys / games etc and Other goods); Wolverhampton city centre (clothing / footwear; books / stationery; personal care items and Other goods) and St Johns Retail Park, Wolverhampton (audio visual / photographic / computers).</p>	



Centre - Cheslyn Hay		Current Status – Tier 1
Location	<p>Cheslyn Hay is located in Zone 38 in the eastern part of the district and is within postcode sector WS6 7, which covers the Cheslyn Hay residential area.</p> <p>It is located close to Great Wyrley where the main retail provision is provided. Retail provision within Cheslyn Hay is limited.</p>	
Household Survey Data	<p>There are a total of 46 household survey responses from Postcode sector WS6 7. The survey is therefore likely to provide a reasonable reflection on shopping patterns in Cheslyn Hay.</p>	
Catchment Area and use of the centre	<p>The convenience stores within Cheslyn Hay have a restricted catchment area limited to the home zone (Zone 38). The survey indicates usage is primarily limited to top-up shopping with 11.4% of Zone 38 respondents indicating this is their main top-up shopping destination.</p> <p>The comparison draw is also limited to the home zone, with the centre primarily attracting spend on personal care, medical and pharmaceutical items. There is also very limited spend on books / stationery and furniture / floor coverings / household textiles.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 38 currently spend approximately 10.9%* of their total convenience expenditure in stores within South Staffordshire, primarily the Co-op at Wardles Lane, Great Wyrley (5.9%*) and the local shops in Cheslyn Hay (2.9%*) and Great Wyrley (2.0%*).</p> <p>The main leakage for main food shopping is to stores in Cannock, including Asda (27.6%), Sainsbury's (26.7%) and Aldi (10.5%).</p> <p>A higher proportion of top-up spend is retained locally (28.6%), with the stores in Great Wyrley and Cheslyn Hay the main beneficiaries (17.15 and 11.4% respectively). The main top-up destination outside of the District is Sainsbury's at the Orbital Retail Park (8.6%).</p> <p>For comparison spend Zone 38 retains just 4.3%* of available expenditure, which is split between local shops in Cheslyn Hay and Great Wyrley, with highest retention rates for personal care and medical / pharmaceutical goods (10.5% and 11.4% respectively). There is also limited spend on books and stationery in Great Wyrley (2.9%) and Cheslyn Hay (1.0%) and furniture / floor coverings / household textiles in Cheslyn Hay (1.0%)</p> <p>Cannock is the main draw for comparison purchases, with Zone 38 residents mainly using Cannock town centre (clothing / footwear; books / stationery; furniture / floor coverings / household textiles; personal care items and Other goods); the Orbital Retail Park, Cannock (audio visual / photographic / computers; toys / games etc; furniture / floor coverings / household textiles; personal care items); B&amp;Q Wyrley Brook Retail Park, Cannock (DIY) and the Linkway Retail Park, Cannock (audio visual / photographic / computers).</p>	

Centre - Codsall		Current Status – Tier 1
Location	<p>Codsall is located in Zone 54 in the northern part of the district and the main retail offer is provided within postcode sector WV8 1, which also includes Bilbrook and the Dovecotes area of Wolverhampton.</p> <p>Some residential parts of Codsall also fall within postal sector WV8 2</p>	
Household Survey Data	<p>There are a total of 51 household survey responses from Postcode sector WV8 1 and just 15 from WV8 2. The survey is therefore unlikely to fully reflect the usage of the retail provision in Codsall.</p>	
Catchment Area and use of the centre	<p>The Co-op store at Wood Lane, Codsall has a relatively wide draw, attracting 11.3%* of total convenience spend from its home zone of Zone 54, 2.7%* of trade from Zone 29 and 1.1%* of trade from Zone 53. It is the main food destination for 9.6% of Zone 54 respondents and 2.9% of Zone 29 respondents. It is the usual top-up shop for 24.0% of Zone 54 respondents.</p> <p>Other shops in Codsall have a more restricted draw attracting 5.8%* of available convenience spend in Zone 54, and small amounts from Zones 29, 43 and 53. 2.9% of Zone 54 respondents use the other shops for main food shopping and 3.6% as their main top-up shop destination. Respondents in other zones tend to use the shops for top-up shopping on an occasional basis.</p> <p>Approximately three-quarters of comparison spend at Codsall shops comes from the home zone, Zone 54 with some inflow from Zones 29, 52 and 53. The key spend is on personal care / medical / pharmaceutical goods. There is also more limited spend on toys / games etc, CDs / Vinyls /DVD /Blurays, books / stationery and other non-food goods.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 54 currently spend approximately 26%* of their total convenience expenditure in stores within South Staffordshire, primarily the Co-op at Wood Lane Codsall (11.3%*) and other local shops (5.8%*) and Sainsbury's in Perton (7.0%*).</p> <p>The main leakage for main food shopping is to Morrisons at Pendeford (33.7%) and Aldi at Mercury Drive, Wolverhampton (12.5%). These stores are also used on a less regular basis for main food shopping (11.5% and 5.8%) respectively, along with Asda, Molineux Way, Wolverhampton (8.7%).</p> <p>A higher proportion of top-up spend is retained locally, with much of the remainder going to Morrisons at Pendeford (16.3% main top-up destination).</p> <p>For comparison spend Zone 54 retains just 14%* of all spend, almost all of which is spent in Codsall stores.</p> <p>Key comparison locations for Zone 54 residents include Telford town centre (clothing / footwear; books / stationery; toys / games etc and Other goods); Wolverhampton city centre (clothing / footwear; books / stationery; personal care items and Other goods) and St Johns Retail Park, Wolverhampton (audio visual / photographic / computers).</p>	

Centre - Great Wyrley		Current Status – Tier 1
Location	<p>Great Wyrley is located in Zone 38 in the eastern part of the district and is within postcode sector WS6 6, which covers the main residential area.</p> <p>It is located close to Cheslyn Hay.</p>	
Household Survey Data	<p>There are a total of 59 household survey responses from Postcode sector WS6 6. The survey is therefore likely to provide a reasonable reflection on shopping patterns in Great Wyrley.</p>	
Catchment Area and use of the centre	<p>The Co-op store at Wardles Lane, Great Wyrley draws its main trade from the home zone (Zone 38), attracting 5.9%* of all convenience spend in the zone. It also draws a small amount of trade from Zones 43 and 44. It is primarily a top-up food location, being the first choice for 13.3% of Zone 38 residents, with a further 8.1% using it on an occasional basis.</p> <p>Other shops in Great Wyrley have a more restricted draw attracting 2.0%* of available convenience spend in Zone 54, and a small amount from Zone 43. Again the use of the centre is primarily for top-up shopping.</p> <p>Use of the Great Wyrley stores for comparison purchases is limited, with over 80% of trade comes from the home zone. The key spend is on personal care / medical / pharmaceutical goods (11.4% of Zone 38 expenditure), with a small amount of additional spend on books / stationery.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 38 currently spend approximately 10.9%* of their total convenience expenditure in stores within South Staffordshire, primarily the Co-op at Wardles Lane, Great Wyrley (5.9%*) and the local shops in Cheslyn Hay (2.9%*) and Great Wyrley (2.0%*).</p> <p>The main leakage for main food shopping is to stores in Cannock, including Asda (27.6%), Sainsbury's (26.7%) and Aldi (10.5%).</p> <p>A higher proportion of top-up spend is retained locally (28.6%), with the stores in Great Wyrley and Cheslyn Hay the main beneficiaries (17.15 and 11.4% respectively). The main top-up destination outside of the District is Sainsbury's at the Orbital Retail Park (8.6%).</p> <p>For comparison spend Zone 38 retains just 4.3%* of available expenditure, which is split between local shops in Cheslyn Hay and Great Wyrley.</p> <p>Cannock is the main draw for comparison purchases, with Zone 38 residents mainly using Cannock town centre (clothing / footwear; books / stationery; furniture / floor coverings / household textiles; personal care items and Other goods); the Orbital Retail Park, Cannock (audio visual / photographic / computers; toys / games etc; furniture / floor coverings / household textiles; personal care items); B&amp;Q Wyrley Brook Retail Park, Cannock (DIY) and the Linkway Retail Park, Cannock (audio visual / photographic / computers).</p>	

Centre - Penkridge		Current Status – Tier 1
Location	Penkridge is located in Zone 29 in the northern part of the district and is within postcode sector ST19 5.	
Household Survey Data	There are a total of 54 household survey responses from Postcode sector ST19 5. The survey is therefore likely to provide a reasonable reflection on shopping patterns in Penkridge.	
Catchment Area and use of the centre	<p>The convenience stores within Penkridge include a Sainsbury's Local, a Co-op store within the Texaco petrol station at Wolverhampton Road and a range of local shops. All have a restricted catchment area limited to Zone 29, with the local shops attracting 7.1%* of total convenience spend in the zone. Sainsbury's Local attracts 5.6%* and the Co-op 4.2%*.</p> <p>This market share is derived mainly from top-up shopping, with local shops being the first choice top-up location for 23.5% of Zone 29 respondents. The Sainsbury's Local tends to attract slightly more main food shopping trips but less top-up spend.</p> <p>The comparison draw of Penkridge is slightly more extensive. Although nearly 90% of spend comes from the home zone, there is also some inflow from Zones 43 and 44. The centre primarily attracts spend on personal care / medical / pharmaceutical spend (12.7%), but there is also limited spend on clothing (2.0% of Zone 29 expenditure), books / stationery (6.9%), games / toys (3.9%) and DIY (2.9%).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 29 currently spend approximately 32%* of their total convenience expenditure in stores within South Staffordshire, instead using a variety of other stores and locations for main food purchases.</p> <p>The most used destinations for main food shopping are Asda and Sainsbury's in Cannock (9.8% and 8.8% respectively) but stores in Stafford also attract around 20% of man-food expenditure.</p> <p>Very little top-up spend however is spent outside the District.</p> <p>For comparison spend Zone 29 retains just 11%* of all expenditure.</p> <p>Key comparison locations for Zone 29 residents include Stafford town centre (clothing / footwear; books / stationery; personal care items and Other goods); Telford town centre (clothing / footwear and Other goods); Linkway Retail Park, Cannock (audio visual / photographic / computers); Cannock town centre and the Orbital Retail Park, Cannock (both for furniture / floor coverings / household textiles) and B&amp;Q stores at the Wyrley Brook Retail Park and in Stafford (DIY).</p>	

Centre - Brewood		Current Status – Tier 2
Location	Brewood is located in Zone 29 in the northern part of the district and is within postcode sector ST19 9. The postcode sector also includes Wheaton Aston and is close to Penkridge.	
Household Survey Data	There are a total of 48 household survey responses from Postcode sector ST19 9. The survey is therefore unlikely to provide a reasonable reflection on shopping patterns in Brewood given the presence of two separate settlements.	
Catchment Area and use of the centre	<p>The local convenience shops in Brewood account for 8.0%* of total convenience spend within Zone 29. There is also a very limited inflow from Zone 54. This spend comes from a mixture of main food shopping from respondents in the zone (4.9% for both main and other main food destinations) and top-up shopping (12.7% for main destination and 6.8% for other).</p> <p>The comparison draw of Brewood is similar with 86% of trade coming from the home zone (Zone 29) and 15% from Zone 54. The centre primarily attracts spend on personal care / medical / pharmaceutical spend (7.8% of home zone spend and 1.0% of Zone 54 expenditure), but there is also limited spend on books / stationery (2.0%) and furniture / floor coverings /household textiles (1.0%) in Zone 29.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 29 currently spend approximately 32%* of their total convenience expenditure in stores within South Staffordshire, with approximately half of this spent in stores in Penkridge. Outside the District, respondents indicate that a variety of other stores and locations are used for food purchases.</p> <p>The most popular destinations for main food shopping are Asda and Sainsbury's in Cannock (9.8% and 8.8% respectively) but stores in Stafford also attract around 20% of main-food expenditure.</p> <p>Very little top-up spend however is spent outside the District.</p> <p>For comparison spend Zone 29 retains just 11%* of all expenditure.</p> <p>Key comparison locations for Zone 29 residents include Stafford town centre (clothing / footwear; books / stationery; personal care items and Other goods); Telford town centre (clothing / footwear and Other goods); Linkway Retail Park, Cannock (audio visual / photographic / computers); Cannock town centre and the Orbital Retail Park (both for furniture / floor coverings / household textiles) and B&amp;Q stores at the Wyrley Brook Retail Park and in Stafford (DIY).</p>	

Centre - Huntingdon		Current Status – Tier 2
Location	Huntingdon is located in Zone 33 in the northern part of the district and is within postcode sector WS12 4, which also includes the northern part of Hednesford.	
Household Survey Data	There are a total of 14 household survey responses from Postcode sector WS12 4, but very few are likely to be Respondents in Huntingdon. The survey is therefore unable to provide reliable information on shopping patterns in Huntingdon.	
Catchment Area and use of the centre	The household survey responses include just 4 references to shopping in Huntingdon, all of whom indicate that they use the Co-op in Huntingdon as their main top-up food destination. Two of these respondents live in WS12 4 and another elsewhere in Zone 33. One respondent lives in Zone 35.	
Residents Use of Other Locations	Respondents in Zone 33 primarily live in Cannock, outside of the South Staffordshire area and look to the retail offer within the town (in and out of centre) to meet their main shopping needs.	

Centre - Kinver		Current Status – Tier 2
Location	Kinver is located in Zone 26 in the south of the district and is within postcode sector DY7 6.	
Household Survey Data	There are a total of 86 household survey responses from Postcode sector DY7 6. The survey is therefore likely to provide a good reflection on shopping patterns in Kinver.	
Catchment Area and use of the centre	<p>The convenience stores in Kinver have a restricted catchment area reflecting the location of the village but usage within the home zone (Zone 26) is relatively good, with the Co-op attracting 8.8%* of all convenience spend in the zone and the other shops attracting a further 2.2%. This comes from a mixture of main food and top-up shopping but with the Co-op being particularly popular as the most frequently used top-up shopping destination for 31.4% of zone respondents.</p> <p>The comparison draw is also limited to the home zone, with the centre attracting primarily spend on personal care / medical /pharmaceutical spend (17.6% of respondents). There is also very limited spend on books / stationery (4.3%), DIY (2.0%), furniture / floor coverings / household textiles (1.0%) and other non-food goods (3.9%).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 26 currently spend approximately 19%* of their total convenience expenditure in stores within South Staffordshire, with almost as much trade going to Sainsbury's in Wombourne (8.1%) as to the Kinver shops (11.0%).</p> <p>The main leakage for main food shopping is to Aldi at Wollaston (28.4%). There is also trade going to stores in Kidderminster and Stourbridge.</p> <p>A higher proportion of top-up spend is retained locally (39.2% for most used destination) but a similar amount of trade is lost from the area, the Aldi and Sainsbury's Local in Wollaston being the two most popular destinations (10.8% and 4.9% respectively).</p> <p>For comparison spend Zone 26 retains under 5%* of all spend. The Merry Hill Shopping Centre and Retail Park attract a considerable amount of spend and are popular for Clothing / footwear; CDs / vinyls / DVDs/ Blurays; Audio visual / photographic / computing; Games / Toys etc; Furniture / floor coverings / household textiles; Personal care items and other non-food items. Other frequently used locations include Crossley Park, Kidderminster (Audio visual / photographic / computing; Furniture / floor coverings / household textiles); Stourbridge town centre (Books / stationery; Personal care items) Kidderminster town centre (Furniture / floor coverings / household textiles) and B&amp;Q, Kidderminster (DIY).</p>	

Centre - Perton		Current Status – Tier 2
Location	<p>Perton is located in Zone 53 in the central part of the district and is within postcode sector WV6 7.</p> <p>The centre and associated residential area are located on the outskirts of Wolverhampton, but the postcode sector extends beyond Perton to include the rural area to the west, including the village of Pattingham.</p>	
Household Survey Data	<p>There are a total of 37 household survey responses from Postcode sector WV6 7. The survey is therefore unlikely to fully reflect the usage of the retail provision in Perton.</p>	
Catchment Area and use of the centre	<p>Perton contains one of two large Sainsbury's stores located within the district and this is reflected in the resulting market share of the centre. The store attracts 35.4%* of all convenience expenditure within the home zone (Zone 53) and also attracts trade from Zones 29, 51, 52 and 54 and from the wider Black Country study area. The latter contributes around a quarter of the store's trade with around, with half coming from Zone 53 and the remaining quarter coming from the other zones within South Staffordshire.</p> <p>The store is used for both main food and top-up shopping, attracting 40.4% of first choice main food shopping trips in Zone 53 and 41.4% of first choice top-up trips.</p> <p>The other convenience shops in Perton are primarily used by local residents for top-up shopping, attracting 25.5% of Zone 53 respondents for this purpose.</p> <p>The comparison draw of Perton is more limited, with nearly 80% of comparison spend coming from Zone 53, with the rest of the trade coming from Zones 51, 54 and to a lesser extent Zone 29. Inflow from beyond the study area appears to be very limited and is related to convenience visits to Sainsbury's.</p> <p>The centre primarily attracts spend on personal care / medical / pharmaceutical spend (21.3% of Zone 53 expenditure), but there is also limited spend on games / toys (4.3%).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 53 currently spend approximately 40%* of their total convenience expenditure in stores within South Staffordshire, with much of the rest spent in a variety of stores in Wolverhampton and Bridgnorth, and to a lesser extent, Telford as part of main food shopping trips. Top-up leakage is primarily to stores in Bridgnorth.</p> <p>Less than 10% of comparison spend in Zone 53 is retained within South Staffordshire, with the majority going to Wolverhampton city centre (Clothing / footwear; Audio visual / photographic / computing; Books / stationery; games / toys etc) and Merry Hill Shopping Centre and Retail Park (Clothing / footwear). There is also some leakage to Telford and Bridgnorth.</p>	



Centre - Wombourne		Current Status – Tier 2
Location	Wombourne is located in Zone 52 in the central part of the district. It is covered by three main postcode sectors - WV5 9 which includes the retail centre, WV5 8 which includes the Sainsbury's store at Heath Mill Road and WV5 0 which covers the residential area to the south.	
Household Survey Data	There are a total of 90 household survey responses from the three postcode sectors covering Wombourne (WV5 8, WV5 9 and WV5 0). The survey is therefore likely to provide a good reflection on shopping patterns in Wombourne.	
Catchment Area and use of the centre	<p>Wombourne contains the largest foodstore within the South Staffordshire area (Sainsbury's) and this is reflected in the resulting market shares of the town. The store attracts 41.6%* of all convenience expenditure within the home zone (Zone 52) and also significant inflows from Zones 22 (7.3%* of convenience expenditure), 26 (8.1%*) and 51 (2.4%) and the wider Black Country study area. The latter contributes around a fifth of the store's trade. Approximately half of the store's trade comes from the home zone (Zone 52) with the rest coming from Zones 22, 26 and 51.</p> <p>The store is primarily used for main food shopping, attracting 50.0% of first choice main food shopping trips in Zone 52 but only 23.5% of first choice top-up trips.</p> <p>The other convenience shops in Wombourne which are within the local centre serve a more local market, attracting 8.0%* of all convenience spend in Zone 52, but with minimal inflow from further afield. This comes primarily from top-up shopping with 31.4% of respondents in Zone 52 indicating they use the shops as their main top-up destination and 15% indicating it is their second choice.</p> <p>The comparison draw of Wombourne is more limited, with approximately 85%* of comparison spend coming from Zone 52, with the rest of the trade coming from Zones 22, 26 and 51 and is often related to convenience visits to Sainsbury's.</p> <p>Wombourne shops primarily attract spend on personal care / medical / pharmaceutical spend (55.9% of Zone 52 expenditure), and books / stationery (15.7%). However, there is limited spend on most non-food items.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 52 currently spend approximately 50%* of their total convenience expenditure in stores within South Staffordshire, most of this in the Wombourne Sainsbury's. However, there is also some main food leakage primarily to stores in Kingswinford and Wolverhampton.</p> <p>Less than 10% of comparison spend in Zone 52 is retained within South Staffordshire, with the majority going to Merry Hill Shopping Centre and Retail Park (Clothing / footwear; CDs / vinyls / DVDs / Blurays; Audio visual / photographic / computing; Books / stationery; Games / toys; Furniture / floor coverings / household textiles; Personal care items and Other non-food items). There is also relatively high levels of leakage to Wolverhampton city centre (Clothing / footwear); St Johns Retail Park, Wolverhampton (Audio visual / photographic / computing) and B&amp;Q, Bilston (DIY).</p>	

Centre - Coven		Current Status – Tier 3
Location	<p>Coven is located in Zone 54 in the northern part of the district and is within postcode sector WV9 5, which also includes parts of the Pendeford area of Wolverhampton.</p> <p>It is located close to Codsall and Bilbrook, Brewood, Featherstone and Shareshill.</p>	
Household Survey Data	<p>There are a total of 30 household survey responses from Postcode sector WV9 5. The survey is therefore unlikely to fully reflect the usage of the retail provision in Coven.</p>	
Catchment Area and use of the centre	<p>The convenience stores within Coven have a limited draw, attracting just 1.3%* of available convenience spend in Zone 54. This comes primarily from top-up shopping (4.8%) with very limited main food shopping undertaken.</p> <p>The comparison spend mainly comes from the home zone (Zone 54 – 81%) but with a small inflow from Zone 43. This is primarily spend on personal care / medical / pharmaceutical goods (3.8% of Zone 54 spend and 0.9% of Zone 43).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 54 currently spend approximately 26%* of their total convenience expenditure in stores within South Staffordshire, primarily the Co-op at Wood Lane Codsall (11.3%*) and other local shops (5.8%*) and Sainsbury's in Perton (7.0%*).</p> <p>The main leakage for main food shopping is to Morrisons at Pendeford (33.7%), Aldi at Mercury Drive, Wolverhampton (12.5%). These stores are also used on a less regular basis for main food shopping (11.5% and 5.8%) respectively, along with Asda, Molineux Way, Wolverhampton (8.7%).</p> <p>A higher proportion of top-up spend is retained locally, with the stores in Codsall the main beneficiaries. Much of the remainder is going to Morrisons at Pendeford (16.3% main top-up destination).</p> <p>For comparison spend Zone 54 retains just 14%* of all spend, almost all of which is spent in Codsall stores, with highest retention rates for personal care and medical / pharmaceutical goods (19.2%), games / toys / pet etc goods (5.8%) and other items (6.7%).</p> <p>Key comparison locations for Zone 54 residents include Telford town centre (clothing / footwear; books / stationery; toys / games etc and Other goods); Wolverhampton city centre (clothing / footwear; books / stationery; personal care items and Other goods) and St Johns Retail Park, Wolverhampton (audio visual / photographic / computers).</p>	

Centre - Essington		Current Status – Tier 3
Location	Essington is located in Zone 44 in the north eastern part of the district and is within postcode sector WV11 2, which also includes parts of Ashmore Park, Wolverhampton. Wolverhampton.	
Household Survey Data	There are a total of 49 household survey responses from Postcode sector WV11 2. The survey is therefore unlikely to fully reflect the usage of the retail provision in Essington.	
Catchment Area and use of the centre	<p>The convenience stores within Coven have a very limited draw, attracting just 0.5%* of available convenience spend in Zone 44. This comes entirely from top-up shopping. The survey also indicates occasional use of the shops for the same purpose by respondents in Zones 38 and 43.</p> <p>The comparison is limited to just the home zone (Zone 44) and primarily comes from spend on personal care / medical / pharmaceutical goods (3.6% of Zone 44 spend), although there is also some expenditure on books / stationery goods.</p>	
Residents Use of Other Locations	<p>Respondents in Zone 44 currently spend less than 1%* of their total convenience expenditure in stores within South Staffordshire, using just the Essington stores.</p> <p>Main food shopping is mainly undertaken at Sainsbury's and Aldi in Wednesfield and Morrisons at Willenhall, with top-up shopping destinations also including the Co-op at Ashmore Park, Lidl at Blackhalve Lane and Heron Foods, Wednesfield.</p> <p>Nearly all comparison spend is undertaken outside of South Staffordshire, with the main destinations being Wolverhampton city centre (Clothing / footwear; Books / stationery; Furniture / floor coverings / household textiles; Personal care items and Other non-food goods); Bentley Bridge Retail Park, Wednesfield (Clothing / footwear; Audio visual / photographic / computing; Books / stationery; Games / toys etc; Personal care items); Gallagher Retail Park (Audio visual / photographic / computing); Wednesfield local centre (Books / stationery; Games / toys etc; Furniture / floor coverings / household textiles; Personal care items) and B&amp;Q stores in Bilston, Cannock and Wednesbury (DIY).</p>	

Centre - Featherstone		Current Status – Tier 3
Location	Featherstone is located in Zone 43 in the northern part of the district and is within postcode sector WV10 7, which also includes Shareshill and Four Ashes.	
Household Survey Data	There are a total of 17 household survey responses from Postcode sector WV10 7. The survey is therefore unlikely to accurately reflect shopping patterns in Featherstone.	
Catchment Area and use of the centre	<p>The convenience stores within Featherstone have a very limited draw, attracting just 0.1%* of available convenience spend in Zone 43. This comes from top-up shopping (0.9%).</p> <p>The draw for comparison spend is also restricted to the home zone (Zone 43) and comes from spend on personal care / medical / pharmaceutical goods (2.7% of Zone 43 spend).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 43 currently spend just 1.8%* of their total convenience expenditure in stores within South Staffordshire.</p> <p>The main leakage for main food shopping is to Asda at Molineux Way, Wolverhampton (15.2%), Aldi at Mercury Drive, Wolverhampton (14.3%) and Morrisons at Pendeford (12.5%). The latter is also used for top-up shopping along with the Co-op at Wednesbury.</p> <p>For comparison spend Zone 43 retains just 1.1%* of all spend, approximately half of which is spent in Featherstone and the rest in Penkridge, Coven and Great Wyrley.</p> <p>The key comparison location for Zone 43 residents is Wolverhampton city centre for most non-food goods. St Johns Retail Park, Wolverhampton (audio visual / photographic / computers); Bentley Bridge Retail Park (Games / toys etc; Personal care items); Wednesfield local centre (Games / toys etc) and B&amp;Q, Bilston and Wickes, Wolverhampton (DIY) are also important destinations.</p>	

Centre - Pattingham		Current Status – Tier 3
Location	<p>Pattingham is located in Zone 53 in the central part of the district and is within postcode sector WV6 7.</p> <p>The postcode sector is relatively extensive and also includes Perton.</p>	
Household Survey Data	<p>There are a total of 37 household survey responses from Postcode sector WV6 7. The survey is therefore unlikely to fully reflect the usage of the retail provision in Pattingham.</p>	
Catchment Area and use of the centre	<p>Pattingham serves a restricted catchment area attracting just 2.2%* of available convenience spend in Zone 53. This comes from a mix of main food and top-up shopping, with respondents indicating that the stores attract 2.1% of main and alternative main food shop trade. The survey does not record anyone using the stores for top-up shopping, but this is likely to be the main source of turnover for such outlets.</p> <p>The comparison draw of Pattingham is limited to respondents from Zone 53 and spend is low (approximately 1.5% of the expenditure available in the Zone).</p> <p>The centre primarily attracts spend on personal care / medical / pharmaceutical spend (4.3% of Zone 53 expenditure), but there is also limited spend on clothing / footwear (2.1%).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 53 currently spend approximately 40%* of their total convenience expenditure in stores within South Staffordshire, the majority of which goes to the Sainsbury's store in Perton. The other convenience shops in Perton are primarily used by local residents for top-up shopping, attracting 25.5% of Zone 53 respondents for this purpose.</p> <p>Of the convenience spend going to outlets outside the district, much of it is spent in a variety of stores in Wolverhampton and Bridgnorth, and to a lesser extent, Telford as part of main food shopping trips. Top-up leakage is primarily to stores in Bridgnorth.</p> <p>Less than 10% of comparison spend in Zone 53 is retained within South Staffordshire, with the majority going to Wolverhampton city centre (Clothing / footwear; Audio visual / photographic / computing; Books / stationery; games / toys etc) and Merry Hill Shopping Centre and Retail Park (Clothing / footwear). There is also some leakage to Telford and Bridgnorth.</p>	

Centre - Shareshill		Current Status – Tier 3
Location	Shareshill is located in Zone 43 in the northern part of the district and is within postcode sector WV10 7, which also includes Featherstone and Four Ashes.	
Household Survey Data	There are a total of 17 household survey responses from Postcode sector WV10 7. The survey is therefore unlikely to accurately reflect shopping patterns in Shareshill.	
Catchment Area and use of the centre	<p>The community convenience store in Shareshill has a very limited draw, attracting just 0.1%* of available convenience spend in Zone 43. This comes from top-up shopping (1.3%).</p> <p>Comparison spend in Shareshill is very limited with a single respondent in Zone 54 indicating they use local shops for the purchase of DIY / Gardening purchases (1.0%).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 43 currently spend just 1.8%* of their total convenience expenditure in stores within South Staffordshire.</p> <p>The main leakage for main food shopping is to Asda at Molineux Way, Wolverhampton (15.2%), Aldi at Mercury Drive, Wolverhampton (14.3%) and Morrisons at Pendeford (12.5%). The latter is also used for top-up shopping along with the Co-op at Wednesbury.</p> <p>For comparison spend Zone 43 retains just 1.1%* of all spend, approximately half of which is spent in Featherstone and the rest in Penkridge, Coven and Great Wyrley.</p> <p>The key comparison location for Zone 43 residents is Wolverhampton city centre for most non-food goods. St Johns Retail Park, Wolverhampton (audio visual / photographic / computers); Bentley Bridge Retail Park (Games / toys etc; Personal care items); Wednesfield local centre (Games / toys etc) and B&amp;Q, Bilston and Wickes, Wolverhampton (DIY) are also important destinations.</p>	

Centre - Swindon		Current Status – Tier 3
Location	Swindon is located in Zone 22 in the south eastern part of the district and is within postcode sector DY3 4, which also includes the small settlements of Gospel End and Himley. It is close to Wombourne, which is approximately 2 miles to the north east.	
Household Survey Data	There are a total of 13 household survey responses from Postcode sector DY3 4. The survey is therefore unable to provide reliable information on shopping patterns in Swindon.	
Catchment Area and use of the centre	The household survey does not include any responses which refer to using Swindon for either their food or non-food shopping. However, it would be expected that the shops in Swindon would serve the immediate catchment population only.	
Residents Use of Other Locations	<p>Survey responses indicate that respondents in postcode sector DY3 4 are likely to use stores in Wombourne (Sainsbury's) and Kingswinford (Morrisons) for their main convenience shopping.</p> <p>A range of locations are used for comparison shopping including Merry Hill Shopping Centre and Retail Park, Wolverhampton city centre, B&amp;Q, Telford and Wombourne.</p>	

Centre - Wheaton Aston		Current Status – Tier 3
Location	Wheaton Aston is located in Zone 29 in the northern part of the district and is within postcode sector ST19 9. The postcode sector also includes Brewood and is close to Penkridge.	
Household Survey Data	There are a total of 48 household survey responses from Postcode sector ST19 9. The survey is therefore unlikely to provide a reasonable reflection on shopping patterns in Wheaton Aston given the presence of two separate settlements.	
Catchment Area and use of the centre	<p>The local convenience shops in Brewood have a catchment area limited to Zone 29 and account for 1.9%* of total convenience spend within this zone. There is also a very limited inflow from Zone 54. This spend comes from a mixture of main food shopping from respondents in the zone (1.0%) and top-up shopping (4.9% for main destination and 2.7% for other).</p> <p>The comparison draw of Wheaton Aston is similar with all trade coming from the home zone (Zone 29). The centre only attracts spend on personal care / medical / pharmaceutical spend (2.9% of home zone spend).</p>	
Residents Use of Other Locations	<p>Respondents in Zone 29 currently spend approximately 32%* of their total convenience expenditure in stores within South Staffordshire, with approximately half of this spent in stores in Penkridge. Outside the District respondents indicate that a variety of other stores and locations are used for food purchases.</p> <p>The most popular destinations for main food shopping are Asda and Sainsbury's in Cannock (9.8% and 8.8% respectively) but stores in Stafford also attract around 20% of main-food expenditure.</p> <p>Very little top-up spend however is spent outside the District.</p> <p>For comparison spend Zone 29 retains just 11%* of all expenditure.</p> <p>Key comparison locations for Zone 29 residents include Stafford town centre (clothing / footwear; books / stationery; personal care items and Other goods); Telford town centre (clothing / footwear and Other goods); Linkway Retail Park, Cannock (audio visual / photographic / computers); Cannock town centre and the Orbital Retail Park (both for furniture / floor coverings / household textiles) and B&amp;Q stores at the Wyrley Brook Retail Park and in Stafford (DIY).</p>	



## appendix eleven

**a**

# Bilbrook

**TABLE 1: BILBROOK VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

**About the Settlement: Tier 1 settlement**

Bilbrook is an old settlement, recorded in the Domesday Book. It is closely entwined to Codsall nearby and sometimes 'Codsall' is used as the location rather than 'Bilbrook'.

Boulton & Paul Aircraft Ltd opened its factory in Pendeford in 1936 to take advantage of the skilled local workforce and local government incentives. Homes were built in Bilbrook to house the Boulton & Paul workers. Further council and private house building took place after 1945.

**Health Check**

**Indicator**

**Good**

**Neutral**

**Not Good**

**Diversity of uses**

✓

19 different types of retail, service and other uses appropriate to a 'town centre' in 28 properties. See Centre Survey below. Retail provision within Bilbrook is limited by the small physical size of the centre and the proximity of Codsall village centre and Birches Bridge neighbourhood centre where the main retail provision is provided.

Nevertheless, Bilbrook features one of the two surviving banks in South Staffordshire, their importance to smaller centres is well-documented.



## Composition of Centre

**Convenience 3:** CTN, foodstore and vaping shop

**Comparison 4:** car parts and accessories, gifts, school / sports and workwear (printed) and pharmacy

**Comparison II (charity shops): 0**

**A1 services 1:** hairdressers

**A2 professional and financial services 1:** bank

**A3 / A4 / A5 services 3:** café, public house and takeaway

**Community services 1:** vets

**Miscellaneous 6:** beauty treatments, betting shop, dental laboratory, emergency glazers, pet groomers and vehicle hire

Indicator	Good	Neutral	Not Good
<b>Proportion of vacant street level property</b>	✓		
1 vacant retail shop premises provides space for a new business to open.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, but certainly plenty of people about on each of our visits to the village centre. Lane Green First School and Bilbrook C of E Middle School are just outside the defined centre to the north. These bring added vibrancy to the centre through the pedestrian activity.			

Indicator	Good	Neutral	Not Good
Accessibility	✓		

Bilbrook railway station is about 500 metres walk from the nearest part of the Village Centre. The nearest part of Birches Bridge Neighbourhood Centre is a little further on.

West Midlands Trains links Bilbrook with Wolverhampton and Shrewsbury via Telford Centra. On an average weekday, there are 19 trains travelling from Bilbrook to Wolverhampton (average journey time 7 minutes) and 22 trains travelling from Bilbrook to Shrewsbury (average journey time 43 minutes).

Bus service: National Express West Midlands 5/5A Codsall to Wolverhampton (via Bilbrook)

There are issues with car parking, not least associated with users of the railway station, see 'Business Survey Feedback' below. Forecourt parking, whilst not always attractive. Features on Bilbrook Road. Good pedestrian environment generally.



Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		

Generally speaking, this is good.



The 'village green' is very attractive, with wooden planter boxes and benches and a wooden war memorial (wooden arch over marble gravestone). The flag flying records the association with Boulton and Paul's aircraft factory.



The immediate environs of Lane Green shopping parade on Duck Lane are underwhelming: no trees, unkempt grass and mud. Tree and shrub planting on the verge should be encouraged,




Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		

We consider it 'good', other analysts might be 'concerned' that there isn't a higher representation by national and regional multiples. Notwithstanding the many acknowledged benefits of multiple retailers, in centres of this size, independents have some distinct advantages:

- ❖ Being locally owned and operated, they are likely to have more than a vested interest in the town centre doing well;
- ❖ Henceforth, they are less likely to move out when company operations are being reviewed, especially in difficult economic times; and
- ❖ The heterogeneity of facades, fascias and interiors adds to the individuality of the town centre and the sense of place. Many larger 'town centres', sadly, are too 'Anywheresville'.



Indicator	Good	Neutral	Not Good																																
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding	✓																																		
The single vacant unit provides space for a new business wanting to establish. However, the proximity of the more prominent shops in the Birches Bridge Neighbourhood Centre on a main road might be considered a better business location. Access and parking issues are documented elsewhere.																																			
Opening hours/availability/extent to which there is an evening and night time economy offer		➤																																	
There is one café, 'The Woodman' pub and 3 takeaways which is as expected for a small centre. We have no reason to believe that the evening and night time economy does not prosper.																																			
Perception of safety and occurrence of crime	✓																																		
<p>Statistics from UKCrimeStats.com indicate 825 crimes in the last year (April 2019 – March 2020) for a daytime population of 9,188 in postcode sector WV8 1 which covers Bilbrook and parts of Codsall, equating to an overall rate of 9.0%. This compares to a national crime rate of 10.1% over the same period. 0.4% of these crimes related to shoplifting compared with an average of 0.6% and 2.0% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 3.3% of crimes (UK average 3.0%).</p> <p>Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.</p>																																			
<p><b>WV8 1HZ Between April 2019 and March 2020</b></p>  <table><tr><th>ASB</th><th>Burglary</th><th>Other</th><th>Robbery</th><th>Vehicle</th><th>Violent</th><th>PD&amp;W</th><th>Shoplifting</th><th>CD&amp;A</th><th>Other Theft</th><th>Drugs</th><th>Bike Theft</th><th>Theft From the Person</th><th>Weapons</th><th>Public Order</th><th>Total Selected</th></tr><tr><td>51</td><td>8</td><td></td><td>1</td><td>8</td><td>72</td><td>6</td><td>13</td><td>22</td><td>9</td><td>3</td><td>2</td><td>1</td><td>1</td><td>3</td><td>194</td></tr></table> <p>© Copyright UKCrimeStats.com 2011</p>				ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected	51	8		1	8	72	6	13	22	9	3	2	1	1	3	194
ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected																				
51	8		1	8	72	6	13	22	9	3	2	1	1	3	194																				



**Business Survey Feedback:** There is a lack of parking in Bilbrook, and this is due to the train station (commuters for nearby towns and cities taking spaces). However, the 3 businesses interviewed were content with life in Bilbrook.



**TABLE 2: BILBROOK SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Good diversity of uses.</li> <li>✓ Bank</li> <li>✓ Home to one of only 2 remaining banks in the district.</li> <li>✓ Only 1 vacant unit at time of our visits.</li> <li>✓ Good accessibility served by several bus routes connecting with the surrounding area and Bilbrook railway station is about 500 metres walk from the nearest part of the Village Centre.</li> <li>✓ Village Green area provides attractive physical environment.</li> <li>✓ Strong independent retailer &amp; service representation.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Restricted catchment and proximity to Codsall</li> <li>✗ Issues with lack of and layout of existing Car Parking within forecourt areas.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ Green First School and Bilbrook C of E Middle School very close to the defined centre. These bring guaranteed additional pedestrian activity and vibrancy to the centre.</li> <li>➔ Opportunity for public realm enhancement scheme for Lane Green Parade.</li> <li>➔ Opportunity to improve car parking provision and layouts.</li> </ul>	<ul style="list-style-type: none"> <li>⬅ Wider ongoing threats to local bank branches.</li> <li>⬅ Average business telephone survey future expectation performance score of 2.5 lowest of <b>tier 1 centres</b>, indicating worries within existing businesses.</li> </ul>

# Bilbrook

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Centre, west side, north to south</b>				
<b>Bilbrook Road WV8 1EU</b>				
19	Synergy Ceramics Ltd	Dental Laboratory	Business use, Class B1c (E)	
17	Image Hair Studio	Hairdressers	Service use, Class A1 (E)	
13-15	One Stop	Food store Post Office Bureau de Change, ATM	Convenience retail, Class A1 (E)	Open every day 6am-11pm Counter service only
Access road bisects Bilbrook Road				
11	Snackabyte Cafe	Fast food cafe	Service use, Class A3 (E)	
9	Vacant		Vacant	To let via Towler Shaw Roberts Ground floor – 109 sq m (1,178 sq ft) 1st & 2nd floor – 126 sq m (1,356 sq ft) Rent - £20,000 per annum/ground floor £15,000 pax
Forecourt parking for Nos.19-9 with 15 marked spaces (2 for permit holder). Parking Mon-Sat 8am-6pm 2 hrs (no return within 2 hrs) White lines almost eroded.				
<i>Pedestrian path to housing</i>				
	The Olde Vicarage Bilbrook	Party/function space		
	Holy Cross Parish Church Bilbrook	Church (religious)	Service use, Class D1 (F.1)	Parish of Tettenhall Regis C of E
	Holy Cross Parish Centre	Church (religious)	Service use, Class D1 (F.1)	
<i>Bilbrook Court</i>	n/a	n/a		<i>road leading to residential</i>
<b>Duck Lane WV8 1HZ</b>				
2	'Woodman Inn'	Public House	Service use, Class A4 (Sui generis)	



# Bilbrook

# Village Centre Survey

Centre, east side, south to north				
<b>Lane Green Parade WV8 1JA</b>				
11	Jade House	Chinese takeaway	Service use, Class A5 ( <i>Sui generis</i> )	
10	Groomers4Pets	Pet groomers	Service use, <i>sui generis</i> ( <i>sui generis</i> )	
8-9	William Hill	Bookmakers	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
7	Richard W Smith Veterinary Surgery	Vet	Service use, Class D1 (E)	Monday, Tuesday, Wednesday, Fri 8.30am-6pm Thursday 8.30am- 7pm Saturday 8.30am-2pm
6	Duck Lane News and Off-Licence	General store	Convenience retail, Class A1 (E)	
Unmarked forecourt parking space for about 10 cars				
5	Ellis and Wren Children's Salon	Children's hairdressers	Service use, Class A1 (E)	
4	Bengal Spice	Bangladeshi and Indian takeaway and home delivery	Service use, Class A5 ( <i>sui generis</i> )	
3	Victoria's Beauty Salon	Hair and beauty salon	Service use, Class A1 (E)	
2	TRiM Barbershops	Barbershop	Service use, Class A1 (E)	
1	Love Life Marketing Ltd.	Medical cannabis and vaping shop	Convenience retail, Class A1 (E)	Indoor seating to enjoy products
<b>Lane Green Road, WV8 1LX</b>				
72	Barclays Bank	Banking services	Service use, Class A2 (E)	Open Monday, Tuesday, Thursday and Friday only 9.30am-4.30pm
<b>Pendeford Mill Lane WV8 1JB</b>				
1	Motor World	Car parts and accessories	Comparison retail, Class A1 (E)	

## Bilbrook

## Village Centre Survey

2	Codsall Glass Centre	Emergency glazing and boarding-up	Service use, Class B1a (E)	Established 1984
3	Freedom Vehicle Contracts Ltd	Vehicle leasing and contract hire	Service use, <i>sui generis</i> ( <i>sui generis</i> )	
<i>Alexander Road side road</i>				
<b>Bilbrook Road WV8 1EZ</b>				
2	Natalie's Beauty	Beauty salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	Located within Rainbows Too Gift Shop
2	Rainbows Too Gift Shop	Gift shop	Comparison retail, Class A1 (E)	
4a	The Kitchen Bilbrook	Food and beverage company	Convenience retail, Class A1 (E)	
4	Bradsports Printing and Embroidery	School and work uniforms	Comparison retail, Class A1 (E)	Supplies local schools amongst others with printed garments
6	Pizzarelli's	Pizza takeaway and delivery	Service use, A5 ( <i>Sui generis</i> )	Opens 5pm
8	Lloyd's Pharmacy	Pharmacy chain	Comparison retail, Class A1 (E)	
Unmarked and unregulated forecourt parking for 10-11 cars				
<b>outside the defined centre</b>				
<b>Pendeford Mill Road WV8 1JG</b> (south side, west to east)				
28	Bilbrook Fish Bar	Fish and chip shop	Service use, Class A5 ( <i>Sui generis</i> )	
30	Finest Beauty	Beauty salon	Service use, <i>Sui generis</i> s.g.)	
30	Budgens		Convenience retail, Class A1 (E)	

**Cheslyn Hay**

**TABLE 1: CHESLYN HAY VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 1 settlement</b>			
Cheslyn Hay is a large village and a conjoined part of Landywood and Great Wyrley located between Cannock and Walsall, towns in two adjacent Districts. The housing stock has grown significantly in each post war decade, with suburban expansion into surrounding fields.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
<p>23 different types of retail, service and other uses appropriate to a 'town centre' in 39 properties. See Centre Survey below. Although there is a reasonable number of different types of business, retail provision within Cheslyn Hay is very limited. The only store of any significance is the Co-op at the top of Landywood Lane.</p> <p><b>Composition of Centre</b></p> <p><b>Convenience 2:</b> supermarket and bakers  <b>Comparison 5</b> boutique, bric-a-brac, door and window showroom, electrical goods / computer services and pharmacy  <b>Comparison II 0: i.e. no charity shops</b>  <b>A1 services 3:</b> coffee shop, funeral directors and hairdressers  <b>A2 professional and financial services 2:</b> accountants / financial services and professional writing services  <b>A3 / A4 / A5 services 4:</b> café, public house, restaurant, takeaway (including 3 in a row on Rosemary Road)  <b>Community services 2:</b> dental practice, doctors' surgeries  <b>Miscellaneous 5:</b> beauty treatments, betting shop, dog groomers, tattoo parlour, vehicle repairs</p> <p>There was a cinema at the top of Rosemary Road before WWII.</p>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Proportion of vacant street level property</b>	✓		
3 vacant retail shop premises provides space for a new business to open.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			



Indicator	Good	Neutral	Not Good
<b>Retailer representation and intentions to change representation</b>			❖

Please see 'Balance between independent and multiple stores' below.

<b>Commercial rents</b>			
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Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.

<b>Pedestrian flows</b>			❖
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Not possible to gauge without regular visits over time, but there was very little pedestrian activity during our several visits to the village centre. This is probably caused by the topography (uphill from around the War Memorial), the length and broken nature of the centre and the paucity of businesses throughout its length. Nevertheless, feedback from the business survey and our conversations in the street, suggest that despite all this, Cheslyn Hay seems to be doing rather well.



The top of the lower end of Cheslyn Hay village centre

Towards the top of the higher end of Cheslyn Hay village centre



Indicator	Good	Neutral	Not Good
Accessibility	✓		

Landywood railway station is about 500 metres walk from the nearest part of the Village Centre. The nearest railway station is Landywood which opened in 1989, about 1100 m (0.7 miles) walk from the nearest part of the village centre. Wyrley and Cheslyn Hay station closed in 1965.

West Midlands Trains links Landywood with Birmingham New Street via Walsall and with Rugeley Trent Valley via Cannock. On an average weekday, there are 30 trains travelling from Landywood to Birmingham New Street (average journey time 35 minutes) and 34 trains travelling from Landywood to Rugeley Trent Valley (average journey time 18 minutes), from where there are connections to Manchester Piccadilly and Lichfield Trent Valley and beyond.

Bus services:

Arriva Midlands North      2 Walsall – Cheslyn Hay – Cannock – Huntington  
 70 Cannock – Featherstone – Wolverhampton  
 Select                         71 Cannock – Essington – Wolverhampton



Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		

With the new housing development of Liberty Court on Chapel Square behind it a nice little park with trees and a bench superb piece of contemporary public art, a metal bench dedicated to Sergeant John Ernest Ansell, 14th Battalion South Staffs Regiment. Serial number 4912729 born 1911 died 1945 from wounds received in Burma.





Very impressive war memorial at the southern end of Station / Street High Street at the confluence High Street and Low Street. Above the memorial proudly fluttering, the Union Jack. On the railing, the poppies handmade from wool with the four-hole button for the centrepiece.







Climbing up the hill, High Street curves round and towards the top on the right is High Street Surgery, its greensward and nice tree on a mound in front of the building.



The Co-op store just beyond has good quality landscape treatment along its front boundary, with a low red brick wall about 10 courses surmounted with dark grey brick at the top and a nice planting scheme, although hard surfaces would benefit from upgrading.



Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores		➤	
The Midcounties Co-operative Society store on Landywood Lane near its junction with High Street is the only multiple. The store opened in May 2000.			



A sample of independent local businesses



Indicator	Good	Neutral	Not Good
<b>Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding</b>		➤	
There are too few retail shops for a place as large as Cheslyn Hay, The proximity of the shopping facilities in Great Wyrley and Cannock and Walsall beyond presents a significant barrier to new retail investment.			
<b>Opening hours/availability/extent to which there is an evening and night time economy offer</b>		➤	
The cafés, pubs and takeaways dotted around the village centre suggest that Cheslyn Hay has a reasonable evening and night time economy.			

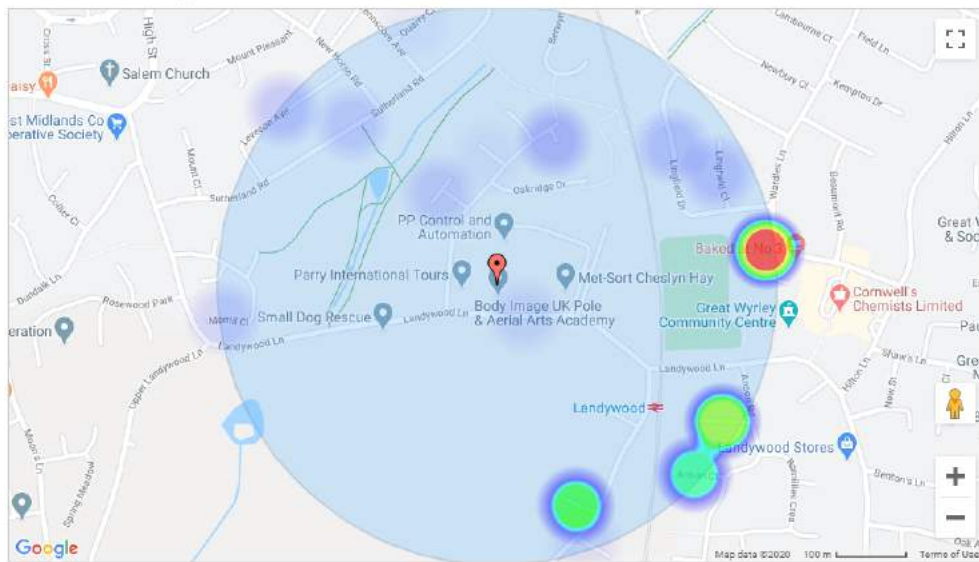


Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime	✓		

Statistics from UKCrimeStats.com indicate 346 crimes in the last year (April 2019 – March 2020) for a daytime population of 6,638 in postcode sector WS6 7 which covers Cheslyn Hay, equating to an overall rate of 5.2%. This compares to a national crime rate of 10.1% over the same period. 0.1% of these crimes related to shoplifting compared with an average of 0.6% and 1.7% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.7% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

#### WS6 7AJ Between April 2019 and March 2020



ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected
25	4		2	5	36	0	11	14	2	1	1	0	0	6	107

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**Business Survey Feedback:** Businesses in Cheslyn Hay are happy with the amount of available parking. However, the spaces available are often taken up by residents, many of whom have no intention of shopping in the centre. The businesses acknowledge that parking restrictions have been put in place, but are unanimous in their condemnation of the lack of action being taken to combat violations.

**TABLE 2: CHESLYN HAY SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Indicators within our visits and telephone surveys point to businesses within the centre doing well</li><li>✓ Good service offer</li></ul>	<ul style="list-style-type: none"><li>✗ Proximity to Great Wyrley restricts catchment area.</li><li>✗ Only 2 convenience retailers out of 23 businesses within the centre, and Co-op only store of any significance.</li><li>✗ Gaps between commercial premises has resulted in a spread out dispersed centre which greatly interferes with a sense of a coherent centre.</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Average business survey future expectation score of 3 highest of all centres.</li><li>➔ Opportunity for greater convenience retail provision.</li></ul>	<ul style="list-style-type: none"><li>➔ The proximity of the shopping facilities in Great Wyrley and Cannock and Walsall beyond presents a significant barrier to new retail investment.</li></ul>



# Cheslyn Hay

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Station Street, WS6 7ED:</b> west / north side, north to south				
	Station Street car park			SSDC free 16 spaces
	Cheslyn Hay Working Mens' Club		Service use, Class D2 (F.2)	
14b	Lords and Ladies	Unisex hair salon	Service use, Class A1 (E)	
14a	Stanley's Bakery	Bakers	Convenience retail, Class A1 (E)	
<b>Rosemary Road WS6 7DY</b>				
	Cheslyn Hay Fish Bar and Kebab House		Service use, A5 ( <i>sui generis</i> )	opens 4.30pm
	Kebab King		Service use, A5 ( <i>sui generis</i> )	opens 4pm
	New City Chinese and Cantonese Takeaway		Service use, A5 ( <i>sui generis</i> )	opens 4pm
<b>Low Street WS6 7DS</b>	New Talbot	Public house	Service use, A4 ( <i>sui generis</i> )	Car park at front for use of the general public as well as patrons, 16 marked spaces, including 3 disabled.
War Memorial				
<b>High Street WS6 7AB</b>				
1 'Ivy House'	house		Residential	
3	Pritchard and Co	Public Accountants	Service use, A2 (E)	
5	Stevenson Chemist	Pharmacy	Comparison retail, Class A1 (E)	
	Large swathe of houses		residential	

## Cheslyn Hay

## Village Centre Survey

<b>High Street WS6 7AB</b>				
	High Street Surgery		Service use, Class D1 (E)	Forecourt parking for 12-15 cars. Good planting. Also at Wardles Lane, Great Wyrley. Multi-lingual website.
15	Salem Church		Service use, Class D1 (F.1)	Large building erected in 1889. Also Salem Church Sunday School
	<i>Large gap, houses</i>		<i>residential</i>	
<b>High Street WS6 7AD</b>				
55	Paradine David Ltd	Electrical contractors	Business use, Class B1a (E)	Marked spaces out front
57 'The Cottage'			Residential	
59	Gold Leaf	Chinese food to takeaway	Service use, A5 ( <i>sui generis</i> )	
61	Pizza el Pasos	Pizza restaurant	Service use, Class A3 (E)	
63	Laysha's	Bangladeshi and Indian restaurant	Service use, Class A3 (E)	
65	Shuttered (garage?)			
67	<i>Residential</i>		<i>Residential</i>	
69-71	Cheslyn Hay Dental Practice	Dentist	Service use, Class D1 (E)	Celebrating 25 years in business
73	<i>Residential</i>		<i>Residential</i>	
75	The Village Barbers	Barbers	Service use, Class A1 (E)	
77	AJ's Private Hire	Car and minibus hire	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	
<i>Queen Street side road</i>				
<b>High Street WS6 7AE</b>				
101	Collier's Arms	Public house	Service use, A4 ( <i>sui generis</i> )	
93 'January Cottage'	<i>House</i>		<i>Residential</i>	
95-97	Electronic Shop	Electronics	Comparison retail, Class A1	Alien Electronics Nomad Computers KHM Sound and Light Building for sale via Webbs

<b>High Street, WS6 7AE:</b> east / south side south to north				
80	Vacant		Vacant	Long empty, used to be 'Village Pet Store' No agent details
	The Nile Practice	Doctors' surgery	Service use, Class D1 (E)	also in Cannock and Hednesford. Modern single storey building
Long terrace of modern housing, followed by long terrace of bungalows, heading up hill past Mitre Road				Working phone box!
38-40	Vicki's Beauty Studio	Women's beauty	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	
36	Cakes-A-Daisy	Coffee and cakes	Service use, Class A1 (E)	
	<i>Large gap</i>			
	Les Gents	Barbers	Service use, Class A1 (E)	
<b>Landywood Lane WS6 7AD</b>				
61-63	Co-op Food	Supermarket	Convenience retail, Class A1 (E)	Midcounties Co-operative Society Ltd 10 parking spaces plus 3 disabled
Opened following planning permission 3rd May 2000, <i>Demolition of existing buildings and erection of convenience store and car parking</i> (99/01289/FUL). Single-storey modern building, shallow-pitched roof, forecourt parking, No subsequent extensions. Very well appointed. ATM, Costa Coffee machine. Much better landscape treatment at the front. There's a low red brick wall about 10 courses surmounted with dark grey brick at the top and then nice parking scheme all the way along the front boundary				
<b>High Street WS6 7AB</b>				
21a	VIP Hair Ltd	Unisex hair salon	Service use, Class A1 (E)	founded 2003 Parking area
20	unnamed	Bric-a-brac	Comparison retail, Class A1 (E)	Was 'Clever Boy Studio' graphic designer
<b>2 Mount Pleasant WS6 7AG</b> (offshoot from High Street)				
	Carte Blanche	Aesthetics and beauty	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	

## Cheslyn Hay

## Village Centre Survey

Station Street WS6 7ED				
1, 3 and 5	<i>residential</i>		<i>Residential</i>	
7	Cardinal Home Improvements	windows, doors, conservatories, supply and installation	Comparison retail, Class A1 (E)	single-storey freestanding building
13	Nina Charles Beauty	Beauty treatments	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	
19	Wyrley Group	Professional writing services	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	Formerly Grooming Lodge (now relocated)
17 'The Manse'	<i>Residential</i>		<i>Residential</i>	Detached house
19	Vacant		Vacant	Formerly 'The Grooming Lodge' mobile dog grooming relocated to 47 Station Road.
To let. 320sq ft, 30sqm. Rear lobby and WC and kitchen facilities. Part of a former house called 'Clovelly' (dated 1905). Subsequently let to: R & S Property Services Ltd, estate agents.				
<i>New Horse Road</i>				
21-23	<i>Residential</i>		<i>Residential</i>	
25-27	Gordon R. Evans & Co	Accountants	Service use, A2 ( <i>sui generis</i> )	
29	Fusion Electrical Contractors Ltd			
29	Vacant		Vacant	small unit. Frontage c 3m
Formerly 'H20 Hygiene', moved office to 41 Landywood Lane, Cheslyn Hay, WS6 7AJ. Sign saying 'Express and Star Business Awards Young Business of the Year 2018 Winner'. Vehicular entrance, parking to rear.				
	ML Evans Plastering Services	Office for builders	Business use, Class B1a (E)	
33-35	Beautiful (the Dressing Room), 01922-418080	Boutique and beauty	Comparison retail, Class A1 (E) / with service use, <i>sui generis</i>	"Small boutique but beautiful clothes at reasonable prices."
37-39	The Village Lodge	Indian restaurant	Service use, Class A3 (E)	Opened July 2008, refurbished September 2016
45 45a 43 41 residential				
47	Doggie Divas	Dog groomers	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
65, 63, 61, 59, 57, 55, 53, 51 residential				
<i>Park Street</i> <i>side road</i>				
67 WS6 7EF	AJ Sellman	Family funeral directors	Service use, Class A1 (E)	not a shop-style unit

# Codsall

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**TABLE 1: CODSALL VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 1 settlement</b>			
The administrative centre of South Staffordshire is built up around Wolverhampton. It has grown considerably since its six heads of household were recorded by the Domesday Book in 1086. It is an important employment and educational centre, Codsall Community High School is the only high school in the area and it has three feeder middle schools, those at Codsall, Bilbrook and Perton.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
28 different types of retail, service and other uses appropriate to a 'town centre' in 42 properties. See Centre Survey below.			
<b>Composition of Centre</b>			
<b>Convenience 7:</b> supermarket, bakers, butchers, CTN, off licence, sweets and vaping shop			
<b>Comparison 7:</b> florists, footwear, gifts, haberdashers, optometrists, pet food and supplies, pharmacy			
<b>Comparison II 1: charity shop</b>			
<b>A1 services 5:</b> dry cleaners, funeral directors, hairdressers, post office, travel agents			
<b>A2 professional and financial services 3:</b> building society, estate agents, solicitors			
<b>A3 / A4 / A5 services 3:</b> café, public house, restaurant			
<b>Miscellaneous 2:</b> beauty treatments, pilates studio			
The Co-op, a new store. Cool, light and airy with generous aisle widths. Staffed deli. Lovely array of goods, well-presented. 4 EPOS checkouts and 3 self-scanners, ATM.			
<b>Proportion of vacant street level property</b>	✓		
3 vacant retail shop premises. Whilst this provides space for new businesses to open, at 7.1% it was amongst the highest recorded in South Staffordshire. However, a property 'to let' during our survey has since been let and fitted out with a new kitchen showroom, whilst the former 'Lacey's Bistro' at 3 The Square is 'under offer'. The continued vacancy of the former Lloyds bank premises at the other end of Station Road cause some local concern because of the blank façade and lack of activity.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			

Indicator	Good	Neutral	Not Good
<b>Commercial rents</b>			
<p>The former Lloyds bank branch at 9 Station Road is being marketed by Avison Young (0121 609 8588 / 0121 609 8719). The rent quoted is £18,500 per annum. The property comprises ground floor of 97 sq m (1,045 sq ft) and 1st floor ancillary 37 sq m (400 sq ft). The property has a garage to the rear.</p> <p>Liquidators were appointed in December 2019 in connection with 'Lacey's Bistro' at 3 The Square. Michael Tromans of Wolverhampton (01902 425646 <a href="http://www.michaeltromans.co.uk">www.michaeltromans.co.uk</a>) is marketing the Grade II listed building. It is 'under offer' at an asking rent of £19,000 per annum. The property extends to 128 sq m (1,380 sq ft) overall and comprises: Bar / Waiting Area 250 sq.ft. / 23.22 sq.m; Kitchen 290 sq.ft. / 26.9 sq.m; Stores 263 sq.ft. / 24.5 sq.m; First Floor Restaurant 400 sq.ft. / 37.2 sq.m; Function Room 176 sq.ft. / 16.4 sq.m</p>			
<b>Pedestrian Flows</b>		➤	
<p>Not possible to gauge without regular visits over time, Desultory during our visit. The gate at the Station Road end of the footpath connecting to the Co-op is locked at 8pm at night, a barrier to movement in Spring and Summer months.</p>			
<b>Accessibility</b>	✓		
<p>Codsall railway station is about 500 metres walk from the nearest part of the Village Centre.</p> <p>West Midlands Trains links Codsall with Wolverhampton and Shrewsbury via Telford Central. On an average weekday, there are 31 trains travelling from Codsall to Wolverhampton (average journey time 11 minutes) and 32 trains travelling from Codsall to Shrewsbury (average journey time 40 minutes).</p> <p>Bus services:</p> <p>National Express West Midlands    5 / 5a Wolverhampton – Codsall via Dunstall Hill  10b Codsall – Perton – Wolverhampton  710 Perton – Codsall Community High School</p> <p>Banga Buses                                891 Wolverhampton – Albrighton – Shifnal – Telford</p> <p>There are issues with car parking, as mentioned under Business Survey Feedback.</p>			
<b>State of town centre environmental quality (public realm)</b>	✓		
<p>Generally this is very good, notably the square in front of 'The Crown Joules'. The pleasant ambience of Station Road is enhanced by the profusion of trees and shrubs. The edges of the long garden to 'The Bull at Codsall' that runs along part of the street are a visual pleasure. The smart SSDC litter and re-cycling bins add to the streetscene, as well as discouraging litter in the case of the former.</p>			





It is a shame that dogs are restricted to walking on paths on leads and not allowed on the grass due to Codsall Parish Council rules, as this reduces public enjoyment of the high quality public space that lays shortly after the last shops at the southern end of the defined village centre.

Indicator	Good	Neutral	Not Good
<b>Balance between independent and multiple stores</b>	✓		
Codsall has one of the highest numbers of businesses operated by multiples in South Staffordshire. The Co-op is represented by a foodstore, a travel agent and a funeral director. There is also a Greggs baker, a Lloyds pharmacy and a Compton Care charity shop, all of which are found elsewhere in the District, and a Nationwide Building Society branch.			



Indicator	Good	Neutral	Not Good
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding	✓		
We have not found evidence that there are barriers to new businesses opening.			
Opening hours/availability/extent to which there is an evening and night time economy offer	✓		
'The Crown Joules' and 'The Bull at Codsal' face one another at the confluence of Wood Road and Station Road and 'Love and Liquor' stands opposite 'The Crown'.			





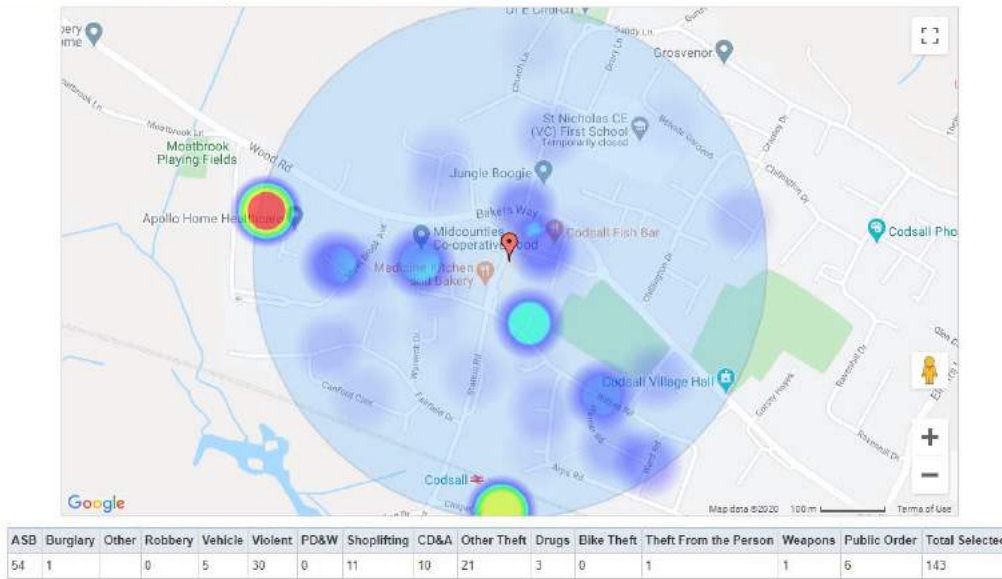
Additionally, 'Charlie's Sports Bar and Grill' on Wood Road on the way to the Co-op adds to the evening and night time economy. Strangely for a centre of its size and importance, there is no restaurant. The only one, Lacey's Bistro, stands empty. The premises are 'under offer' but it is not known for what.

Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime	✓		

Statistics from UKCrimeStats.com indicate 825 crimes in the last year (April 2019 – March 2020) for a daytime population of 9,188 in postcode sector WV8 1 which covers parts of Codsall and Bilbrook equating to an overall rate of 9.0%. This compares to a national crime rate of 10.1% over the same period. 0.4% of these crimes related to shoplifting compared with an average of 0.6% and 2.0% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 3.3% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

### WV8 1PU Between April 2019 and March 2020



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**Business Survey Feedback:** Codsall businesses are keen on two things. Firstly, increased car parking spaces. Secondly, the closure of Lloyd's Bank needs to be addressed. This was an important ATM point for shoppers, and its absence has meant a reduction in spending, particularly amongst elderly shoppers (who prefer to use cash).

**TABLE 2: CODSALL SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Equal number of Comparison and Convenience businesses present (7 of each), has resulted in a centre benefiting with a good diversity of uses.</li> <li>✓ Good national multiple provision</li> <li>✓ Decent accessibility with Codsall railway station 500m from the centre providing 31 trains on an average weekday providing quick (11 minutes) with Wolverhampton), as well as 4 bus routes passing through the centre.</li> </ul>	<ul style="list-style-type: none"> <li>✗ 7.1% vacancy rate at time of survey amongst the highest in the district.</li> <li>✗ Closure of Lloyds bank in February 2018 has left the village without any dedicated banking facilities or ATM.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ Since our survey a property 'to let' has since has been let and fitted out with a new kitchen showroom, whilst another unit is 'under offer', indicative of a centre that continues to provide attractive opportunities for new businesses to invest within.</li> </ul>	<ul style="list-style-type: none"> <li>➔ Average performance score of 2.1 of business telephone survey respondents lowest of all <b>tier 1</b> centres, points to a higher number of struggling businesses.</li> </ul>

# Codsall

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Station Road, WV8 1PU:</b> east side, north to south				
	'The Bull at Codsall'	Pub / restaurant	Service use, Class A4 (sui generis)	Banks's brewery Large and well-furnished garden, with play equipment with long frontage to Station Road
<b>WV8 1BX</b>				
Footpath				
9	Vacant		Vacant	Was Lloyds Bank
To let though Avison Young 0121 609 8588 / 0121 609 8719				
Ground floor 97 sq m (1,045 sq ft) : 1st floor ancillary 37 sq m (400 sq ft). Property has a garage at rear Rent £18,500 per annum				
11	Ace of Vapez	Vaping lounge and accessories	Convenience retail, Class A1 (E)	
13	News Express	CTN	Convenience retail, Class A1 (E)	
15	Allan Bennett	Butchers	Convenience retail, Class A1 (E)	<i>"With over 60 years of knowledge in the meat trade"</i> open 7am – 5.30pm
17	Blunts Shoes		Comparison retail, Class A1 (E)	
<b>Station Road, WV8 1BY:</b> west side, south to north				
<b>Outside defined centre</b>	Codsall Parish Council offices  Open space enclosed by trees (Codsall Parish Council)			
Unnamed side road leading to short stay free (Co-op) car park				
Codsall House	Forget-me-Not Club			Freestanding building used by Julie Edwards Fitness and Slimming and Forget-me-Not Club
<b>Defined centre</b>				
24	Compton Care, Codsall Shop	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
22	Kenchez Hair	Hairstylists	Service use, Class A1 (E)	Also in Wombourne

# Codsall

# Village Centre Survey

20	Spangles Sweet Shop	Sweets and greetings cards	Convenience retail, Class A1 (E)	
18	Greggs	Bakers	Convenience retail, Class A1 (E)	Open 7am-3pm
14-16	Medicine Kitchen & Bakery	Artisan, bakery café and gallery	Convenience retail, Class A1 / Service use, Class A3 (E)	also in Birmingham double-fronted
<i>footway to Co-op and car park. Gate locked automatically between 8pm and 6am</i>				
Kenmare House, 12	Co-op Funeralcare	Funeral director	Service use, Class A1 (E)	
Kenmare House, 12	Co-op Travel	Travel agent	Service use, Class A1 (E)	
16	Codsall Sub Post Office end of parade	Sub post office, stationery, greetings cards	Service use, Class A1 (E)	
6	The Vibe (includes 'Beauty')	Lifestyle boutique (nails, lashes, tints, waxing)	Service use, Sui generis ( <i>sui generis</i> )	
	Chris the Barber	Barber	Service use, Class A1 (E)	
4 WV8 1BX	South Staffordshire Conservatives		Service use, Class D2 (F.2)	Blank façade
4	Vacant		Vacant	Was 'Edge' menswear  Subsequently let by Michael Tromans & Co. Codsall Kitchen Studio Kitchens and interior design solutions
2	Talbots 'Law for Life'		Service use, Class A2 (E)	
<b>Wood Road WV8 1DB</b> south side, west to east				
6a	The Village Barber		Service use, Class A1 (E)	
6a first floor	K2 Hair Design		Service use, Class A1 (E)	was 'Village Hair Studio'
8	The Keepsake Gift Shop		Comparison retail, Class A1 (E)	Formerly 'Langs of Codsall', butchers
10	Zen	Hair and beauty	Service use, Class A1 (E)	
gap				



## Codsall

## Village Centre Survey

Next to Zen is –

The House by the Square, which appears to be a mixture of business and residential listings contained within a single building. The businesses include;

1. Wolverhampton Hypnotherapy – hypnotherapy services
2. GG Cade Properties Ltd – property developers
3. GG Cade Technologies Ltd – technology services
4. Kids in Communication – youth club and children's services
5. Enterprise Planning Services – planning services

Further along is a set of 4 back gardens, belonging to residential. Next to that is –

Rear entrance to Firs Club, pub and function room. Next to that is -

22	Charlie's Sports Bar and Grill		Service use, Class A4 (sui generis)	Formerly <u>Codsall Legionnaires Club</u>
Gap				
<b>Wood Road WV8 1DB</b>				
34	Co-op Codsall		Convenience retail, Class A1 (E)	Part of The Midcounties Co-operative New, freestanding store open until 10pm Surface car park with 92 plus 5 disabled spaces.
Opened following planning permission 8th September 1999: <i>Demolition of three existing dwellings, erection of a new Co-op store, alterations to existing club, provision of additional car parking and landscaping of existing car parking (99/00177/FUL)</i> . No subsequent extensions.				
	Pet Stop	Pet foods, accessories, toys	Comparison retail, Class A1 (E)	New, freestanding store
	<i>long gap</i>			
	'The Crown'	Public house	Service use, Class A4 (sui generis)	Joules Brewery Corner property facing The Square and diagonally opposite 'The Bull at Codsall'
<b>The Square WV8 1EA</b>				
1-3	Love & Liquor	Bar	Service use, Class A4 (sui generis)	

## Codsall

## Village Centre Survey

	Lloyds Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	Served by large car park
<b>Wolverhampton Road, WV8 1PT:</b> north side, west to east				
1	Nationwide	Building society	Service use, Class A2 ( <i>sui generis</i> )	Corner property
	Tidmarsh	Estate agents	Service use, Class A2 ( <i>sui generis</i> )	
first floor	J'Adore	Pilates	Service use, Class D2 (E)	open 9.30am – 9pm
<b>The Square WV8 1PT</b>				
3	Vacant		Vacant	Was 'Laceys Bistro' Frontage c12m
<p>Liquidators appointed 20.12.19            To let through Michael Tromans 01902 425646 <a href="http://www.michaeltromans.co.uk">www.michaeltromans.co.uk</a></p> <p>128 sq m (1,380 sq ft); comprising: Bar / Waiting Area 250 sq.ft. / 23.22 sq.m; Kitchen 290 sq.ft / 26.9 sq.m; Stores 263 sq.ft / 24.5 sq.m; First Floor Restaurant 400 sq.ft / 37.2 sq.m; Function Room 176 sq.ft / 16.4 sq.m</p> <p>Grade II listed building. two storeys. Late C16 or early C17. Timber framed, partly rebuilt in brick with sandstone plinth; clay tile roof; brick stacks. T-shaped plan; lobby entry; main range of about four bays and two bay crosswing.</p> <p>Formerly 'Rajput Tandoori Restaurant', previously 'Ye Olde Croft Restaurant'</p>				
8	Codsall Flowers	Florists	Comparison retail, Class A1 (E)	
	Jennings Funeral Directors	Funeral directors	Service use, Class A1 (E)	Double width
	Sassy's Hair, by Sophie Kaveh		Service use, Class A1 (E)	
4	Village Crafts	Haberdashery, knitting wools, embroidery accessories, crafts	Comparison retail, Class A1 (E)	
3	Sorelle	Beauty salon	Service use, <i>sui generis</i> ( <i>sui generis</i> )	
	Drinks Express	Off licence, household goods	Convenience retail, Class A1 (E)	open 12pm-8pm
	Codsall Fish Bar		Service use, Class A5 ( <i>sui generis</i> )	opens 4.30pm
access road to Bakers Way car park				

## Codsall

## Village Centre Survey

	Flint and Partners	Optometrists	Comparison retail, Class A1 (E)	Was 'Urban Hair and Beauty'
Bakers Way Car Park				
<b>Wolverhampton Road WV8 1PT</b>				
13	Fitzgerald's	Dry cleaners and launderers	Service use, Class A1 (E)	

# Great Wyrley

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**TABLE 1: GREAT WYRLEY VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 1 settlement</b>			
Great Wyrley economically, as with other settlements in South Staffordshire, is largely a dormitory for commuters to Wolverhampton and Birmingham and other large employment centres outside the District like Cannock, Walsall and Stafford. It had been much more self-sufficient in the past when it was a mining village, centred on the Wyrley New Colliery and the Hatherton Colliery. Ancillary metalworking took place nearby, such as the manufacture of nails, agricultural implements and horseshoes. Coal and ironstone mines started to be worked locally in the first half of the 17th century.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
23 different types of retail, service and other uses appropriate to a 'town centre' in 31 properties. See Centre Survey below. Retail provision within Great Wyrley is arranged in the three blocks of different sizes that form the Quinton Shopping Centre, a purpose-built shopping centre arrayed around the centre car park. The main block accommodates amongst others, the Staffordshire county library, Kelcher Optometrists and a sizeable Spar store with post office. There are also two freestanding buildings, one, the former 'Davy Lamp' pub housing 'Bargain Booze', the other a decommissioned petrol filling station is now a car wash and valeting business. The freestanding Co-op foodstore stands behind the main block of the Quinton Shopping Centre. The Quinton Practice (Great Wyrley Health centre) and the Great Wyrley Community Centre are situated immediately south of the defined centre.			
<div data-bbox="189 1180 1098 1863" data-label="Image"> </div> <div data-bbox="1110 1341 1436 1471" data-label="Caption"> <p><b>The main frontage of the main block to the Quinton Shopping Centre</b></p> </div>			
This could be an attractive and well-functioning centre and should be towards the top of the list of improvement projects by SSDC working with the owners of the shopping centre.			

## Composition of Centre

**Convenience 5:** supermarket, convenience store, CTN, desserts and vaping shop

**Comparison 4:** gifts, greetings cards, optometrists and pharmacy

**Comparison II 1: charity shop**

**A1 services 3:** hairdressers, sandwich shop, tea shop

**A2 professional and financial services 3:** building society, estate agents, solicitors

**A3 / A4 / A5 services 3:** café, micropub, restaurant

**Community services 2:** doctors' surgery, library

**Miscellaneous 2:** beauty treatments, car wash

Indicator	Good	Neutral	Not Good
Proportion of vacant street level property	✓		

3 vacant retail shop and services premises. One of them, once a branch of the old 'National Provincial Bank', appears to have been unused for a long time and occupies a prominent corner spot in the second largest block. Another, Unit 20 in the main block, has been vacant since December 2017, the marketing agents report a 'low' level of interest.



The western frontage of what years ago was a branch of the National Provincial Bank

Commercial yields on non-domestic property			
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Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.

Customers' experience and behaviour	✓		
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Generally pleasant and welcoming.



Indicator	Good	Neutral	Not Good
<b>Retailer representation and intentions to change representation</b>			
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, but certainly plenty of people about on each of our visits to the village centre. The Quinton Practice (Great Wyrley Health Centre) just outside the defined centre to the south brings added vibrancy to the centre through the associated pedestrian activity.			
 <p><b>Path to the health centre (on the right) and Landywood Lane beyond, with a well-tended and attractive public garden with welcoming benches</b></p>			
<b>Accessibility</b>	✓		
The nearest railway station is Landywood which opened in 1989, about 420 m (0.25 miles) walk from the nearest part of the village centre. Wyrley and Cheslyn Hay station closed in 1965.			



West Midlands Trains links Landywood with Birmingham New Street via Walsall and with Rugeley Trent Valley via Cannock. On an average weekday, there are 30 trains travelling from Landywood to Birmingham New Street (average journey time 35 minutes) and 34 trains travelling from Landywood to Rugeley Trent Valley (average journey time 18 minutes), from where there are connections to Manchester Piccadilly and Lichfield Trent Valley and beyond.

Bus service:

National Express West Midlands X51 Cannock to Birmingham via Walsall and Great Barr

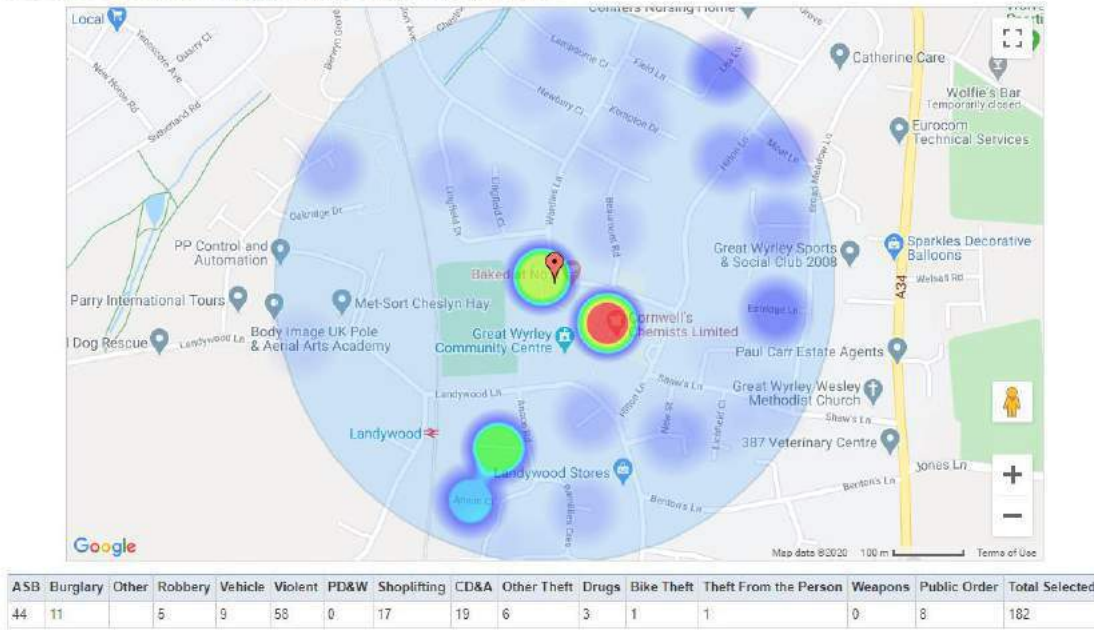
Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)		➤	

This is mixed. The Quinton Shopping Centre is virtually devoid of soft landscaping and the parking area and road surfaces are in dire need of an upgrade and the directional white lines need repainting. Tree and shrub planting should be encouraged. The edges of the centre are quite good, as noted above in the vicinity of the health centre, whilst the area around the Co-op has quite nice hedges. The roof to the Co-op store needs to be cleaned, as it presents an unattractive countenance.



Indicator	Good	Neutral	Not Good
<b>Balance between independent and multiple stores</b>	✓		
The majority of premises are occupied by local independent businesses.			
<b>Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding</b>	✓		
We have not found evidence that there are barriers to new businesses opening.			
<b>Opening hours/availability/extent to which there is an evening and night time economy offer</b>		➤	
'Miraj', 'Pizza Unica' and 'Andy's Ale House' provide the basis for a night-time economy, along with the takeaway shops.			
<b>Perception of safety and occurrence of crime</b>	✓		
<p>Statistics from UKCrimeStats.com indicate 600 crimes in the last year (April 2019 – March 2020) for a daytime population of 7,481 in postcode sector WS6 6 which covers Great Wyrley, equating to an overall rate of 8.0%. This compares to a national crime rate of 10.1% over the same period. 0.2% of these crimes related to shoplifting compared with an average of 0.6% and 1.9% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 2.7% of crimes (UK average 3.0%).</p> <p>Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.</p>			

## WS6 6DY Between April 2019 and March 2020



© Copyright UKCrimeScats.com 2011

**Business Survey Feedback:** There is a growing concern of antisocial behaviour in Great Wyrley, leading to calls for an increased police presence. More housing development was also brought up.

**TABLE 2: GREAT WYRLEY SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Majority of premises occupied by local independent businesses.</li> <li>✓ Strong service offer but good diversity</li> <li>✓ Compact purpose built centre.</li> <li>✓ Decent accessibility with Landywood Railway station around 250 m from the nearest part of the village centre providing 30 trains on an average weekday to Birmingham New Street, and the X51 bus provides regular connections between Cannock and Birmingham.</li> </ul>	<ul style="list-style-type: none"> <li>✗ 3 vacant units. Reported low level of interest in units.</li> <li>✗ Parts of the centre which was built in the mid-20th century is now starting to show its age.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ Quinton medical practice brings additional pedestrian activity.</li> <li>➔ Opportunity to transform precinct with improvements to its public realm and car parking areas.</li> <li>➔ Largest Tier 1 settlement in the District by population and potential for further new housing growth.</li> </ul>	<ul style="list-style-type: none"> <li>⬅ The proximity to larger retail facilities in Cannock and Walsall presents an ongoing threat.</li> </ul>

# Great Wyrley

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Southfield Way, WS6 6DY</b>	Co-Op Food	Large food store	Convenience retail, Class A1 (E)	Large car park 112 spaces 4 EPOS checkouts; 1 x counter; 0 x self-scan The building looks very tired from the outside.
Opened following renewal of planning permission for a supermarket, car park and service yard in 1981 (reference: 81/00219).				
<b>Southfield Way, WS6 6JZ</b>	Southfield Way Surgery	Doctors' surgery	Service use, Class D1 (E)	
<b>QUINTON SHOPPING CENTRE</b>				
all <b>Wardles Lane</b> unless Unit number	<b>Block One</b>			
Unit 22	Staffordshire County Council	Public Library	Service use, Class D1 (F.1)	
64	Nice Ice Baby	Desserts (Ice cream, cheesecakes and lollies)	Convenience retail, Class A1 (E)	
Unit 20	Unit to Let		Vacant	Vacant since – December 2017 To Let through FHP Property Consultants Net sales area – 55 sq m (591 sq ft) plus backroom storage area Reason for vacancy – ran out of cash Level of interest – Low
Unit 19	Card Cabin	Greetings cards	Comparison retail, Class A1 (E)	
74	Precious Personalised Gifts	Gift shop	Comparison retail, Class A1 (E)	
76/78	Vacant		Vacant	Former Ladbrokes betting shop closed since February 2020

# Great Wyrley

# Village Centre Survey

80	Baked @ No.3	Teashop	Service use, Class A1 (E)	"Vintage teas"
84	Guvnors Barbershop	Barbers	Service use, Class A1 (E)	
88a	Wilson Hair	Hair salon	Service use, Class A1 (E)	
88a	Kelcher Optometrists	Optometry	Comparison retail, Class A1 (E)	
92	Wardles Lane Fish Bar	Fast food	Service use, A5 ( <i>Sui generis</i> )	Open Monday- Saturday 12pm- 8pm
8/92A	Hong Kong	Chinese takeaway	Service use, Class A5 ( <i>sui generis</i> )	
98	Spar	Food store Post Office (with bureau de change), ATM	Convenience retail, Class A1 (E)	
108	Top Turkish Barbers	Barbers	Service use, Class A1 (E)	Open every day
112	Cats Whiskers Rescue	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
116	Wardles Kwik Bites	Sandwich shop	Service use, Class A1 (E)	
	<b>Block Two</b>			
132	Bibbiddi Bobbiddi Boo	Tanning and beauty salon	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	Monday, Wednesday, Thursday, Friday 9am-8pm Tuesday, Saturday 9am-5pm
126	Cornwells Chemists Limited	Chemists (chain)	Comparison retail, Class A1 (E)	Specialists in healthcare since 1835
130	Vacant		Vacant	Long vacant, many years ago was 'National Provincial Bank' Front and return frontages
140	Pizza Unica	Italian Restaurant	Service use, Class A3 (E)	
134	Just Grill It	Café	Service use, Class A3 (E)	
144	Quinton Balti	Indian takeaway	Service use, Class A5 ( <i>sui generis</i> )	



# Great Wyrley

# Village Centre Survey

146	Richard's Hairdressing	Hair salon	Service use, Class A1 (E)	
	<b>Freestanding</b>			
Wardles Lane	Wyrley Wash and Valeting Centre	Car washing	Service use, Sui generis ( <i>sui generis</i> )	Decommissioned petrol station
	<b>Block Three</b>			
Unit 39	The Miraj	Indian and Bangladeshi cuisine	Service use, Class A3 (E)	
Unit 37	Andy's Ale House	Micropub	Service use, Class A4 ( <i>sui generis</i> )	12pm-10pm every day Locally brewed real ale
Unit 38	Scorpion Vaping	Vape Store	Convenience retail, Class A1 (E)	
	<b>Freestanding building</b>			
61 Wardles Lane	Bargain Booze	CTN Food and drink at the front, alcoholic drink at the back	Convenience retail, Class A1 (E)	Was 'The Davy Lamp' public house which closed about 2010
<b>Adjoining the centre</b>				Recommend addition to defined centre. Important town centre facilities. Southfield Way Surgery is within the defined centre.
<b>The Health Centre, Wardles Lane, WS6 6EW</b>	Quinton Practice	Surgery, Mid Staffordshire Health Authority	Service use, Class D1 (F.1)	Back of the shopping area NHS Midlands partnership  Nearby car park
<b>Landywood Lane, WS6 6JX</b>	Great Wyrley Community Centre	Public centre	Service use, Class D2 (F.2)	Forecourt car parking Bus stops on Landywood Lane



# Penkrige

**TABLE 1: PENKRIDGE VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 1 settlement</b>			
<p>Penkridge as a settlement has existed for close on 2,000 years. The occupying Romans named their fort Pennocrucium. The indigenous Celtic people almost certainly called their village 'penn-crug'. In 958, a charter used the form <i>Pencric</i> for the settlement, based on what it had been known as at the beginning of Anglian settlement.</p> <p>Penkridge has been associated with a market for about 750 years: the grant of the manor to the archbishop of Dublin included the right to hold an annual fair, a right upheld in 1278 by King Edward I and then by King Edward II in 1312.</p> <p>The M6 motorway came around Stafford in 1962 and connected with the M1 motorway in 1971, giving Penkridge 'vastly improved communications'. The M54 motorway, shadowing the ancient Watling Street, opened in 1983, greatly improving regional and national links. The population has more than doubled since the opening of the M6, with new homes built along many roads, particularly north and south along the A449 Wolverhampton – Stafford road. Penkridge is about half way between these two higher order centres.</p>			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
<p>43 different types of retail, service and other uses appropriate to a 'town centre' in 70 properties. See Centre Survey below. Although a 'village', Penkridge could quite reasonably be described as a 'town' because of its wide range and depth of shops, services and community facilities and its good all-round transport links.</p> <p><b>Composition of Centre</b></p> <p><b>Convenience 6:</b> supermarket, neighbourhood foodstore, bakers, butchers, sweets and vaping shop</p> <p><b>Comparison 11:</b> boutique, DIY/ housewares/farm and country supplies, door and window showroom, florists, furniture, furniture (antique and reproduction), home furnishings / interiors, gifts, greetings cards, knitting wool and optometrists</p> <p><b>Comparison II 1: charity shop</b></p> <p><b>A1 services 9:</b> dietary services, dry cleaners, funeral directors, hairdressers, ironing services, IT services, post office, tearoom and travel agents</p> <p><b>A2 professional and financial services 5:</b> accountants / financial services, auctioneers and valuers, building society, estate agents, solicitors</p> <p><b>A3 / A4 / A5 services 4:</b> café, public house, restaurant, takeaway</p> <p><b>Community services 2:</b> chiropody, dental practice</p> <p><b>Miscellaneous 5:</b> beauty treatments, betting shop, dog groomers, tattoo parlour, vehicle repairs</p> <p><b>Plus Penkridge Market each Wednesday and Saturday</b></p>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Proportion of vacant street level property</b>	✓		
3 vacant retail shop premises provide space for new businesses to open.			



The former Barclays bank branch on Crown Bridge that closed in August 2019

Indicator	Good	Neutral	Not Good
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>			
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Burley Browne (Sutton Coldfield) is marketing the former Barclays bank branch on Crown Bridge that closed in August 2019. The property is prominent on a corner property. Interest has been 'average'. The rent quoted is £23,000 pax. The owners 'may sell' (offers in excess of £400,000). The property comprises ground floor of 139 sq m (1,500 sq ft) and first floor ancillary of 93 sq m (1,000 sq ft). 0121 321 3441 / <a href="http://www.burleybrowne.co.uk">www.burleybrowne.co.uk</a>			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, but certainly plenty of people about on our visits to the village centre in November 2019 and March 2020. Significantly greater pedestrian movement in and around the market.			

Indicator	Good	Neutral	Not Good
<b>Accessibility</b>	✓		
<p>Penkridge railway station is a short and pleasant walk from the village centre.</p> <p>West Midlands Trains links Penkridge with Wolverhampton and Stafford and further afield. On an average weekday, there are 33 trains travelling from Penkridge to Wolverhampton (average journey time 9 minutes) and 36 trains travelling from Penkridge to Stafford (average journey time 6 minutes), from whence there are connections to Birmingham New Street and Manchester Piccadilly.</p> <p>Served by several bus routes connecting with the surrounding area:</p> <p>Arriva Midlands North      75 Stafford – Penkridge – Cannock           75a Stafford – Penkridge – Shool Hill – Cannock</p> <p>Select                            817 Hednesford – Cannock – Rodbaston           817a Rodbaston – Cannock – Hednesford – Stafford           878 Stafford – Penkridge – Brewwood – Wolverhampton           879 Stafford – Penkridge – Rodbaston</p> <p>Car parking provision is scattered throughout the village centre, including by the Methodist Church (about 20 marked spaces and to the east adjoining unpaved parking spaces for about 8 cars), the free-to-use Clay Street car park owned and managed by South Staffordshire District Council and the SSDC Market Place car park (Monday to Saturday 8am-6pm, maximum stay 2 hours, no return within 2 hours, no charge).</p> <p>There is also provision for on-street parking including on St Michael's Square (Monday to Saturday 8am-6pm, one hour no return within one hour).</p>			
Indicator	Good	Neutral	Not Good
<b>State of town centre environmental quality (public realm)</b>	✓		
<p>Generally speaking, this is excellent, however work needs to be done to upgrade some pavement and road spaces on the main road.</p>			



Overton Brook runs through the village centre in a culvert



Penkridge Festival Garden in between 'The Littleton Arms' and the TFM Farm and Country Superstore is a delight

Market Place, a young oak tree surrounded by a ring of benches, with 'Machine Cottage' in the background









The broad expanse of pavement in front of shops has suffered though installation of utilities

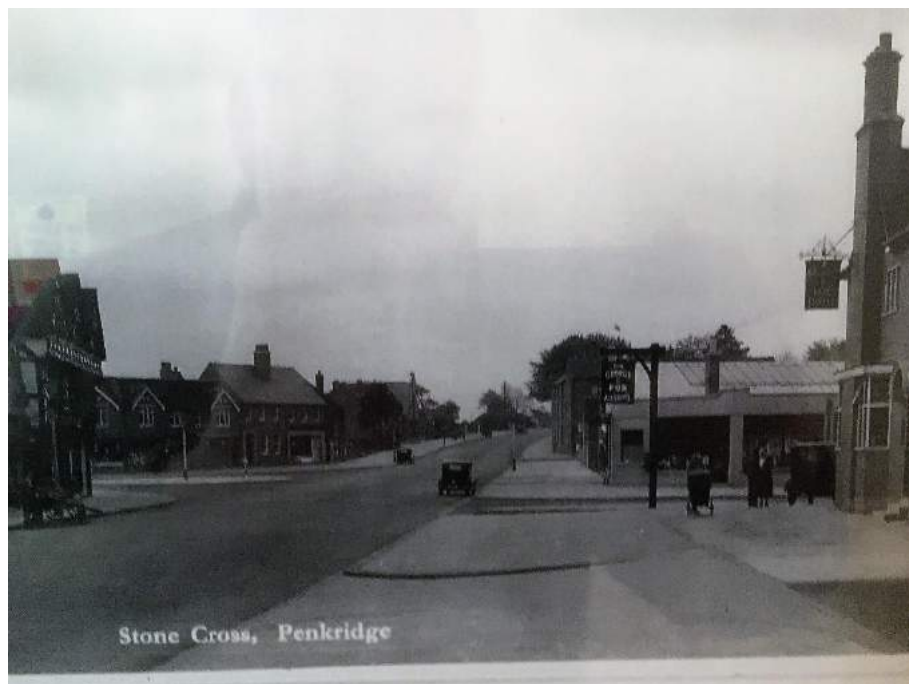
Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		
<p>There are three components to village centre business activity in Penkridge: the historic Market, independent retailers, many of whom have been established for some time and a few multiples, principally operators of foodstores of various sizes. The balance seems good, but some feedback from our telephone survey of business owners and managers indicates that the village centre could benefit more from the many visitors to the market from outside the area and that initiatives should be taken to stimulate 'spin-off' trade for village centre businesses.</p>			







The same building in March 2020 and in times gone by, when it was 'The George and Fox'





**The TFM Farm and Country Superstore is the largest store selling only non-food / comparison good lines in any of South Staffordshire's village centres**



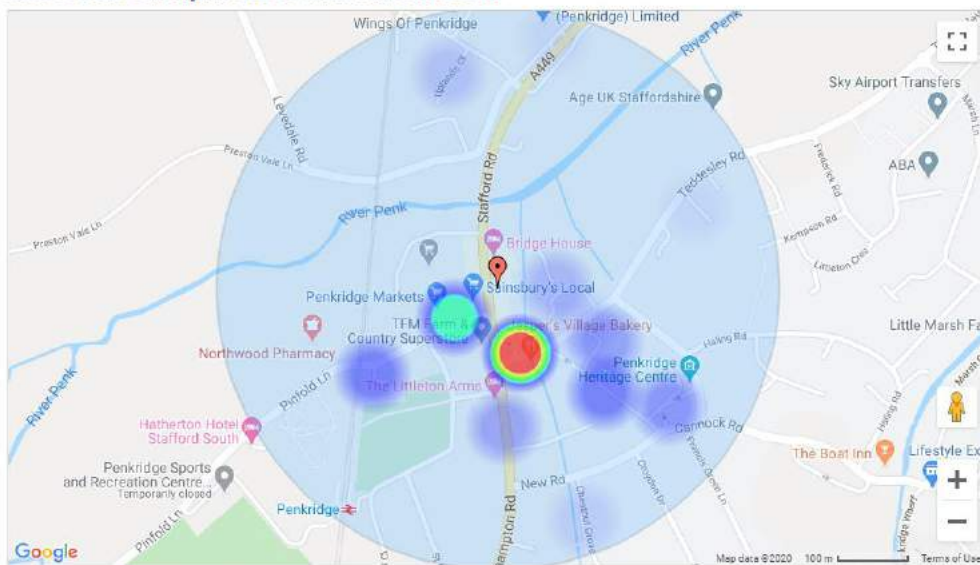
**Sweets, Christmas confectionery and gifts handmade in the Codsall area for sale at Penkridge Market**





Indicator	Good	Neutral	Not Good
<b>Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding</b>	✓		
<p>We have not found evidence that there are barriers to new businesses opening.</p> <p>Boscomoor Shopping / Neighbourhood Centre enabled G Hodson &amp; Son, car sales and accident and body repairs to move to bigger and better premises a few years ago.</p>			
<b>Opening hours/availability/extent to which there is an evening and night time economy offer</b>	✓		
<div data-bbox="204 763 888 1276" data-label="Image"> </div> <div data-bbox="898 763 1436 1276" data-label="Text"> <p>The various cafes and restaurants and the 'The Littleton Arms', 'White Hart', 'Star' and 'Horse and Jockey' coupled with the quality of the environment suggest a good basis for an evening and night time economy.</p> <p>'The Littleton Arms' sources much of its food and drink locally – providing for the culinary needs of local people and those staying at the hotel</p> </div>			
Indicator	Good	Neutral	Not Good
<b>Perception of safety and occurrence of crime</b>	✓		
<p>Statistics from UKCrimeStats.com indicate 495 crimes in the last year (April 2019 – March 2020) for a daytime population of 7,394 in postcode sector ST19 5, equating to an overall rate of 6.7%. This compares to a national crime rate of 10.1% over the same period. 0.4% of these crimes related to shoplifting compared with an average of 0.6% and 2.1% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.6% of crimes (UK average 3.0%).</p> <p>Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.</p>			

## ST19 5AS Between April 2019 and March 2020



ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected
28	4		0	5	14	0	8	6	12	2	1	2	0	3	85

© Copyright UKCrimeStats.com 2011

**Business Survey Feedback:** The closure of local banks and an increase in vacant shops has put many businesses in Penkridge on edge. Furthermore, the Penkridge open stall market is polarising, insofar as it is great for bringing in new people, but these people are too often not interested in visiting the other shops in Penkridge. Rumours of new superstores being constructed in the area are of further concern to businesses.





**TABLE 2: PENKRIDGE SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Attractive historic centre.</li><li>✓ Relatively strong comparison offer and good mix of services</li><li>✓ Market</li></ul>	<ul style="list-style-type: none"><li>✗ Closure of Barclays bank in October 2017 has left the town without any dedicated banking facilities.</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Twice weekly market acts as a draw.</li><li>➔ Opportunity to redevelop parts of the centre at increased densities to encourage more housing within the centre.</li><li>➔ Opportunity to improve the public realm around Crown Bridge and Market Place.</li></ul>	<ul style="list-style-type: none"><li>➔ Larger stores in nearby Stafford, noted by respondents of business survey as impacting trade.</li></ul>

# Penkridge

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>A449 Wolverhampton – Stafford Road, westside, south to north</b>				
<b>Clay Street ST19 5AF</b>				
	Railway Dental	Dental practice	Service use, Class D1 (E)	Nicely- appointed elderly building 12 space car park
'Ridge House'	Ikon Designs	Bespoke furniture design and manufacture	Comparison retail, Class A1 (E)	Unmarked customer parking in rear for 4-5 vehicles
'Littleton Mews', Nos. 1, 2 and 3			<i>Residential</i>	Attractive, modern development
<b>St Michael's Square, ST19 5AL</b>				
	The Littleton Arms	Pub, restaurant, hotel	Service use, A4 ( <i>Sui generis</i> )	
<b>A449 Wolverhampton – Stafford Road, eastside, south to north</b>				
<b>Clay Street ST19 5AF</b>				
	So Chic Nails and Beauty	Nail salon	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
	Diva Hair Design	Hair stylist	Service use, Class A1 (E)	Overlooking Methodist church and car park
	Olympic Fish Bar	Fish and chips takeaway	Service use, Class A5 (s.gs)	
	Village Pizza	Eat-in or takeaway	Service use, Class A3 (E)	
2	<i>Residential</i>		<i>Residential</i>	
4 'Cecilia House'	<i>Residential</i>		<i>Residential</i>	
	Lavender Florist	Florists	Comparison retail, Class A1 (E)	Very attractive display
	Lavender Home	Home furnishings and giftware		Storage facility at the back, accessible by van

# Penkridge

# Village Centre Survey

	Wing Fat	Chinese and Cantonese takeaway	Service use, A5 ( <i>Sui generis</i> )	Single-storey building with hipped and pitched roof
	Lee Adam's Butchers	Traditional butcher and game dealer	Convenience retail, Class A1 (E)	
	AJ Sellman	Funeral director	Service use, Class A1 (E)	'Special level of care since 1870'
<b>Crown Bridge ST19 5AA</b>				
	Nationwide Building Society	Building Society	Service use, A2 (E)	
	Vacant		Vacant	Former Barclay's bank, closed August 2019 (bank branch rationalisation).
To let (£23,000 p.a.) through Burley Browne (Sutton Coldfield) or 'may sell' (offers in excess of £400,000).				
Ground floor 139 sq m (1,500 sq ft). First floor ancillary 93 sq m (1,000 sq ft). Prominent corner property, interest 'average'				
2	Penkridge Convenience	Neighbourhood store ('Premier')	Convenience retail, Class A1 (E)	A 'Premier' store, Sunday to Thursday 5:30am-8:30pm, Friday to Saturday 5:30am-10pm. Counter service with a couple of checkout points
	Carolyn Parker Optometrists	Optometrists	Comparison retail, Class A1 (E)	
	Jaspers	Bakery	Convenience retail, Class A1 (E)	
Overton Brook				
	Tedstone George and Tedstone	Solicitors	Service use, A2 (E)	Large detached 2 storey brick building. Limited forecourt parking

# Penkridge

# Village Centre Survey

4	Cheer	Gift shop	Comparison retail, Class A1 (E)	celebrating 10 years in 2014, figurines and fancy goods, bags, gloves
	Horse and Jockey	Pub	Service use, Class A4 ( <i>sui generis</i> )	Live sports, ales and cider
	Penkridge Tattoo	Tattoo parlour	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
<b>Market Street, ST19 5DH:</b> southwest side northwest to southeast				
	Top Gents Barbers	Barbers	Service use, Class A1 (E)	
	Sun Biss Tanning	Tanning salon	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
'Two Steps'	<i>Residential</i>		<i>Residential</i>	Very old two- storey house
Passageway leads to a little building at the back	Wallace Crooke	Chartered accountants and business advisors	Service use, A2 (E)	Not on the retail frontage
24 'The Loft'	Katharine House Hospice Shop	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	Katharine House Hospice is a charity that provides specialist palliative care for adults with life limiting conditions in the midlands of England To let through Boot and Son
<b>2 The Courtyard ST19 5DH</b> (behind Katharine House Hospice shop)				
	KEY2 Computer Services Ltd	IT support and services	Service use, A1 (E)	

# Penkridge

# Village Centre Survey

<b>Market Street, ST19 5DH:</b> southwest side northwest to southeast				
22	Gray's Hairdressing	Hairdressers	Service use, Class A1 (E)	Formerly 'Inspired Hair Design' before that moved to 22 Market Street
	Evans Ash	Financial services	Service use, A2 (E)	Located above Gray's Hairdressing
22	Vacant		Vacant	Formerly Inspired Hair Design, vacated June 2018 No agents board
	Whitehouse Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	
20	The Whitehouse Wool Shop	Knitting wools and embroidery goods	Comparison retail, Class A1 (E)	Closed Wednesdays
	Trafalgar Properties	Estate Agent	Service use, A2 (E)	Primarily lettings agents
	Hairpin	Hair salon	Service use, Class A1 (E)	
	Sharlyn Dental Surgery	Dentists	Service use, Class D1 (F.1)	Has in-house hygienist
	Charlotte Hair	Hairdressers	Service use, Class A1 (E)	
<b>Cannock Road ST19 5DJ</b>	The Star	Public house	Service use, Class A4 ( <i>sui generis</i> )	Lovely old pub with three windows at first-floor level with gable features.
<b>Market Place Not in defined centre</b>	St Michael's CofE (A) First School			Also has a nursery
<b>Market Street, ST19 5NB:</b> northeast side, southwest to northwest				
33 No. 1	Pressed for Time	Ironing service	Service use, Class A1 (E)	Formerly 33 Creative, graphic design, printed media, web design and digital marketing (ceased trading)
33 No. 2	1:1 Diet by Cambridge Weight Plan	Dieting Service	Service use, A2 (E)	Monday-Saturday pre-arranged office and home visit

# Penkridge

# Village Centre Survey

33 No. 3	Green Dog Vaping	Vape Products	Convenience retail, Class A1 (E)	Closed Wednesdays and Sundays
<b>Market Street ST19 5DH</b>				
1 Top Corner	Penkridge Chiropody		Service use, Class A1 (E)	
	<i>Carnell Dean House</i>		<i>Residential</i>	
1-6 The Palisadings	<i>Terrace of six new houses</i>		<i>Residential</i>	
	Top-to-Toe	Beauty salon	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
9	The Co-operative	Supermarket, with post office	Convenience retail, Class A1 (E)	
<p>3 EPOS checkouts; 2 counters. There is a new photo booth. Recycling facilities for clothes and shoes, brown, green and clear glass. Car park seems to be for residents of the flats as well as shopping. Approximately 55 parking spaces.</p> <p>Small trees and shrubs different sizes, all around, so very pleasant environment and the black bollards leading back to Market Street also attractive.</p> <p>Opened following planning permission in 1975 - <i>Demolition of cottages and erection of a supermarket</i> (Ref. No: 75/01297)</p> <p>Subsequent application for extension approved 1998 - Extension and Refurbishment of Co-Op store, pedestrianisation of service road, with landscaping and lighting (Ref. No: 98/00395)</p>				
3	New Garden	Cantonese and English hot food to takeaway	Service use, Class A5 ( <i>sui generis</i> )	Opens 5pm
	Kaffeine	Cafe	Service use, Class A3 (E)	Open 9am to 4pm
6 Market Street	Vacant		Vacant	
<p>Formerly 'Serenity Holistic Therapies', to let through Boot and Son, frontage of about 4 metres. Property has been on the market since about July 2019</p> <p>24 sq m (255 sq ft) comprising: Retail/office area 3.66m x 4.3m; Office/secondary retail area 2.54m x 3.15m; Small kitchen and WC</p> <p>Lots of interest, has been let subject to lease 3 times, but last didn't proceed further due to personal reasons and Covid-19.</p>				
	Emporium	Greetings cards, fancy goods and chocolates	Comparison retail, Class A1 (E)	
	<i>house</i>		<i>residential</i>	
4	House of Cards	Greetings cards	Comparison retail, Class A1 (E)	



# Penkridge

# Village Centre Survey

Mill Street ST19 5AY				
William Harding House	Flames	Indian restaurant	Service use, Class A3 (E)	(at other end of Mill Street)
Market Street ST19 5AA				
	William Hill	Bookmakers	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	Formerly Penkidge Post Office
Crown Bridge ST19 5AA				
4	Dourish and Day	Estate agents	Service use, A2 (E)	
3	Mr Simms Olde Sweet Shoppe	Traditional sweets in bottles	Convenience retail, Class A1 (E)	Open 8.30am-2pm
2	Dickens of a Tea Shoppe	Tea shop, with hot and cold food	Service use, Class A3 (E)	
1	Golden Oldies	Antique and reproduction furniture	Comparison retail, Class A1 (E)	
Overton Brook				
	public toilets			
	Penkridge Parish Council notice board.			
Stone Cross, ST19 5AR: east side, south to north				
	Cakes, Bakes and Milkshakes	Cafe	Service use, Class A3 (E)	Specialises in thick milkshakes and coffees. Was Nicolsons, estate agents in August 2016
	The Barber's Shop	Barbers	Service use, Class A1 (E)	Established 1999
Stone Cross eastside ST19 5AS				
	Claire's Composite Doors and Windows		Comparison retail, Class A1 (E)	Retail showroom to take orders
	Darrall's Shop	Gifts, ladies footwear and accessories, means accessories and gifts	Comparison retail, Class A1 (E)	
	Jo Jo's Interiors	Home interiors	Comparison retail, Class A1 (E)	
'A small, independent home interiors shop selling hand-painted French and Industrial-style furniture. Official stockist of Annie Sloan Chalk Paint. JoJo's also stocks a range of French-style (one size) clothing, jewellery, handbags, candles and diffusers. Plus Jo Jo's Boutique and the beauty house, botox clinic, lashes, teeth whitening, manicures, etc'				

# Penkridge

# Village Centre Survey

'White Hart Cottage'	The Dog Groomer	Dog groomers	Service use, Sui generis (sui generis)	
	Bridge House Hotel	Restaurant	Service use, Class A3 (E)	'understated family-run restaurant and lodging'
	Tracy Mason Travel	Travel agent	Service use, Class A1 (E)	
<b>Stone Cross ST19 5AE</b>				
	The White Hart and Upstairs at The White Hart	Pub, restaurant and hotel	Service use, Class A4 (sui generis)	
<b>Stone Cross ST19 5AR</b>				
	Sew Many Things	Tailor	Service use, Class A1 (E)	Open 9am-3pm
<b>Stone Cross, westside: north to south ST19 5AS</b>				
	Evergreen	Chinese and Oriental takeaway	Service use, Class A5 (sui generis)	Opens 5pm
'Cheadle House'	Ken Price and Son (Cheadles Garage) Ltd	Vehicle repairs	Industrial use, Class B2 (B2)	
'Cheadle House'	Beacon Centre for the Blind	Charity shop	Comparison II retail, Class A1 (E)	"Your kind donations support people in the Black Country and Staffordshire with sight loss" Six other stores including in Sedgley, Wolverhampton and Bloxwich
	Sainsbury's Local	Neighbourhood convenience store	Convenience retail, Class A1 (E)	ATM Open everyday 7am-10pm The building was originally 'The George and Fox' public house owned by Allsopp's of Burton-upon-Trent

## Penkridge

## Village Centre Survey

<b>Pinfold Lane ST19 5AP</b>				
'Clovelly'	Bagshaws	Land and estate agents, chartered surveyors, valuers and auctioneers	Service use, Class A2 (E)	Also in Ashbourne, Bakewell and Uttoxeter
'The Auction Room'	Cuttlestones	Auctioneers and valuers	Service use, Class A2 (E)	also at Wolverhampton Auction rooms
	Penkridge Markets			Traditional stall markets every Wednesday and Saturday.
<p>It seems as if everything is sold here (electronics, clothes, pet supplies, food, drink, textiles etc)</p> <p>Example businesses:</p> <p>Old Deanery Farm Café</p> <p>Penkridge Bedding – beds and bedding</p> <p>Italian Clothing – Italian fashion and handbags</p> <p>Dolly's Coffee and Cakes</p> <p>Nuts About Nature – healthy food</p> <p>Cheshire Pie Company –excellent pies</p> <p>Toilet block behind vaping and T-Shirt stall</p> <p>Large car park for traders</p>				
<b>Pinfold Lane (south side)</b>	The Beauty Lounge	Beauty salon	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	
<b>Stone Cross, ST19 DAS</b>	TFM Farm and Country Superstore	Large farm store, selling outdoor improvement supplies, ironmongery, household cleaning products and pet accessories	Comparison retail, Class A1 (E)	"Everything for the farm and countryside" Chain of stores also in Bridgnorth, Bromsgrove, Ludlow, Newport (Salop) and Stafford Wide, single storey Forecourt display includes timber and wood panels
Formerly G Hodson & Son, car sales and accident and body repairs which relocated to a site adjoining the Boscomoor Shopping Centre on Boscomoor Lane / Wolverhampton Road				

**b**

# Brewood

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**TABLE 1: BREWOOD VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 2 settlement</b>			
<p>Brewood is an ancient market town, recorded as 'Breude' by the Domesday Book in 1086, held by the Bishop of Chester and owned by the Church before 1066. King Henry III granted a charter for a Friday market to the Bishop of Coventry and Lichfield in 1221, acknowledging considerable growth and increased prosperity since 1086. The market, the impressive sandstone Church of St Mary the Virgin and St Chad, circa 1300 and Brewood Grammar School founded in the late 16th century marked out Brewood as a small town, not just a village, by the standards of the time, it sometimes being referred to as the Borough of Brewood.</p> <p>The centre of an essentially agricultural community throughout the Middle Ages and well into modern times, and subsequent to the sharp decline in the significance of agriculture to the local and national economies, Brewood has evolved from a place of work to a place of residence where most residents commute to work outside the village. There was large-scale housing development in the 1950s, particularly to the north-east, some built by the council and some private.</p>			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
<p>22 different types of retail, service and other uses appropriate to a 'town centre' in 30 properties. See Centre Survey below.</p> <p><b>Composition of Centre</b></p> <p>This has an interesting mix of shops and services, including 3 public houses / restaurants, the most in any of the defined centres apart from Wombourne, a number of beauty salons and hairdressers, a family butcher that has been established for more than 100 years and no charity shops or hot food takeaways. The old bank on Bargate Street is now a house.</p> <p><b>Convenience 5:</b> bakers, butchers / greengrocers, neighbourhood foodstore and sweets  <b>Comparison 7:</b> boutique, florists, gifts, greetings cards and pharmacy  <b>A1 services 3:</b> hairdressers, photographer's studio and post office  <b>A2 professional and financial services 1:</b> accountant / financial services  <b>A3 / A4 / A5 services 3:</b> café, public house, restaurant  <b>Miscellaneous 3:</b> beauty treatments, physiotherapist, pilates studio</p>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Proportion of vacant street level property</b>	✓		
<p>2 vacant retail shop premises provide space for a new business to open.</p> <p><b>Commercial yields on non-domestic property</b></p>			
<p>Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.</p>			



Indicator	Good	Neutral	Not Good
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>			
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		

Not possible to gauge without regular visits over time, but certainly plenty of people about on our visits to the village centre. The county library on Newport Street outside the defined centre various schools in the vicinity of the centre add to its vibrancy. These include the St Mary and St Chad First School and Brewwood C of E Middle School, and St Dominic's Grammar at the far end of Bargate Street.





With only two banks in South Staffordshire, sub-post offices are vitally important services that help stimulate sustainable activity

## Accessibility

✓

There is no railway station.

Bus services:

Select

878 Stafford – Penkridge – Brewood – Wolverhampton

877 Stafford – Church Eaton – Brewood – Wolverhampton

Very narrow pavements on the beginning of Stafford Street by 'The Lion' Inn, only about 15 inches wide. Parts of Church Road and Market Place are also very narrow.



Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		

The village centre is historic and charming. Generally speaking, the public realm is excellent, with interesting buildings and soft and hard landscaping throughout, commencing with the grounds of the church of St Mary the Virgin and St Chad.



**St Mary the Virgin  
and St Chad**

**Small garden at the turn of  
Stafford Street to Bargate Street**







**Bench towards the top of Sandy Lane**

Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		

As with many of South Staffordshire's villages, there are some fantastic local businesses.









Indicator	Good	Neutral	Not Good
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding	✓		
We have not found evidence that there are barriers to new businesses opening.			
Opening hours/availability/extent to which there is an evening and night time economy offer	✓		

'The Lion' stands opposite 'The Swan' and in between them is 'Mess Bistro' which stages 'chippie nights' every Thursday between 5pm and 8.30pm and offers its dining room as a venue for private events. At the other end of the village centre at the junction of Stafford Street and Engleton Lane is 'The Three Stirrups'.







### Perception of safety and occurrence of crime

✓

Statistics from UKCrimeStats.com indicate 222 crimes in the last year (April 2019 – March 2020) for a daytime population of 4,981 in postcode sector ST19 9, equating to an overall rate of 4.5%. This compares to a national crime rate of 10.1% over the same period. 0.1% of these crimes related to shoplifting compared with an average of 0.6% and 1.0% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.6% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

## ST19 9BS Between April 2019 and March 2020



ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected
15	6		0	3	20	0	2	10	6	0	0	0	0	0	62

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**Business Survey Feedback:** General consensus here is that vacant shops make the area unappealing. Businesses want them filled, which would hopefully attract more visitors (provided they have more parking spaces!).

**TABLE 2: BREWOOD SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Diverse and extensive retail provision.</li><li>✓ Historic and charming environment, providing excellent public realm.</li></ul>	<ul style="list-style-type: none"><li>✗ Some reporting by businesses about lack of free car parking as an ongoing issue.</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Relatively isolated location away from other centres, ensures retailers in Brewood have limited competition.</li><li>➔ Opportunity exists to re-develop the former BT telephone exchange off Stafford Street.</li><li>➔ Opportunity to improve provision of free short term visitor parking.</li></ul>	<ul style="list-style-type: none"><li>➔ Relatively isolated location away from other centres, and lack of local employment opportunities provides limited market for businesses.</li></ul>

# Brewood

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Church Road, ST19 9BT;</b> east side, south to north				
<b>Adjoining centre</b>	Church of St Mary the Virgin and St Chad			Splendid church building with atmospheric graveyard. Beautiful grounds, including war memorial, enclosed by a wall.
<b>Recommend include within from defined village centre as essential part of its setting and to be consistent with other Village maps, e.g. Wombourne, includes the Church of St Benedict Biscop.</b>				
<b>Defined Centre</b>				
3	Brewood Pilates	Pilates, total sports performance, with physio suite	Service use, Class D2 (E)	'Total sports performance'
	Beauty Studio	Nails etc	Service use, <i>Sui generis (sui generis)</i>	
1a	Tilly's House	Millinery emporium and purveyor of fine gifts	Comparison retail, Class A1 (E)	
Established by Sue 2015. He daughter designs and makes the hats. Lampshades, cushions and sculpture are made especially for tilly's House. Leather bags with spines of books on the cover made by Yoshi in Lichfield. Phasing out plastic wrapping on greetings cards, instead using a little clasp that keeps the cards together.				
1	HCL Investment Services Ltd	Advice about existing and new investments	Service use, Class A2 (E)	Also in Stafford
<b>Market Place, ST19 9BS;</b> east side, south to north				
8	Unique Flowers and Fragrance	Florist / fragrance	Comparison retail, Class A1 (E)	
7a	Sweet Retreat	Traditional sweets	Convenience retail, Class A1 (E)	120 different sweets in glass bottles. Can do school fetes and fairs
<b>The Square ST19 9BS</b>				
7	Number One Aesthetics	Beauty salon	Service use, <i>Sui generis (sui generis)</i>	

## Brewood

## Village Centre Survey

'Broadgate House'	Lloyds Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	Green plaque outside saying Thomas Andrew Walker, civil engineer was born here 1828
6	The Tanning Lounge	Tanning salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	Sister to The Hair Lounge at 9 Market Place
10	Shutter & Co.	Photographer's studio	Service use, Class A1 (E)	Open 7 days by appointment
4 'Brewood House'	House		Residential C3	
3	The Mess Bistro	Bistro	Service use, Class A3 (E)	
Sandy Lane				
<b>Market Place, ST19 9BS: east side, south to north</b>				
	Post Office		Service use, Class A1 (E)	
	The Co-op	Small neighbourhood store	Convenience retail, Class A1 (E)	open 7am – 10pm
	The Lion Hotel	Public house, restaurant and hotel	Service use, Class A4 ( <i>sui generis</i> )	18th century, grade II listed hotel with 11 rooms named after local villages. Cyclists' Touring Club crest on front wall
<b>Stafford Street, ST19 9DX: east side, south to north</b>				
	Terrace of Georgian houses	Residential	Class C3	
		Gentlemen's Hair Stylist	Service use, Class A1 (E)	
	Mimosa House Therapy Brewood	Physiotherapist	Service use, Class D1 (E)	
14	Village Flowers	Florist	Comparison retail, Class A1 (E)	
	Vacant		Vacant	Small space. No agent details
16	The Village Bakery	Bakery	Convenience retail, Class A1 (E)	Monday-Friday 7am-4.30pm: Saturday 7am-2.30pm

# Brewood

# Village Centre Survey

To rear is Stafford Street Car Park, with about 30 spaces free				
		Former BT telephone exchange		Opposite Stafford Street car park (same access road).
Negative contribution to the streetscape, (albeit behind a 2 metre wooden fence) Potential development opportunity?				
	<i>Houses</i>		<i>Residential, C3</i>	
30	W Maiden & Son	Butchers, fresh fruit and vegetables	Convenience retail, Class A1 (E)	Family butcher for over a century  Open 7am – 5.30pm Building dates from 1896
32 'Oak House'	<i>house</i>		<i>Residential, C3</i>	
<b>Engleton Lane, ST19 9DZ</b>				
1				Formerly 'Jimmy's', Chinese food to takeaway. Permanently closed.
At furthest edge of defined village centre. Future commercial use unlikely. <b>Recommend omit property from defined village centre.</b>				
2	The Three Stirrups	Public House	Service use, A4 ( <i>sui generis</i> )	
Shop Lane				
<b>Stafford Street ST19 9DX:</b> west side), north to south				
35	Brewood and Coven Parish Council Offices		Service use, Class D2 (F.2)	'Town centre' type use.
<b>Recommend include property within defined village centre.</b>				
23	Lazy Days	Café	Service use, Class A3 (E)	
	<i>Trio of new houses</i>	<i>Residential</i>	<i>C3</i>	
	<i>Much older houses</i>	<i>Residential</i>	<i>C3</i>	Includes 13 Bunston House
9	Wright & Co.	Accountants	Service use, Class A2 (E)	
	<i>Terrace of houses</i>		<i>Residential, C3</i>	
7	Blakemore Retail Brewood	Neighbourhood store ('Spar')	Convenience retail, Class A1 (E)	Open daily 7am – 10pm
Blakemore Retail has more than 5,500 employees and 280 SPAR stores located across England and Wales. Largest independent convenience store operator in the UK.				



# Brewood

# Village Centre Survey

Side road Bargate Street	Memorial garden, beyond which is Jubilee Hall			
<b>Market Place, ST19 9BS:</b> west side, north to south				
15	The Swan Hotel	Hotel and pub	Service use, A4 (sui generis)	Characterful old coaching inn, with low- beamed ceilings and seasonal log fires. Open 11.45am to midnight.
14	Hush Boutique	Womenswear and accessories	Comparison retail, Class A1 (E)	This unit and No.13 were formerly 'Coppers', fruit and veg
12	Brewood Beautique	Beauty salon	Service use, Sui generis (sui generis)	
11	Raynbowzend	Greetings cards, handbags, nice things	Comparison retail, Class A1 (E)	open 10am – 4.30pm
<b>Newport Street, ST19 9BS</b>				
	Vacant unit		Vacant	Small space No details
2	BM Barbershop	Barbers (men and boys)	Service use, Class A1 (E)	
<b>Market Place ST19 9BS</b>				
9	The Hair Lounge	Hairstylists	Service use, Class A1 (E)	Sister to 'The Tanning Lounge' at 6 Market Place. Formerly 'Salon Brewood'
<b>Outside the centre</b>				
<b>Church Road, ST19 9BT</b> west side, north end (before School Road)				
13	The Curry Inn	Indian restaurant		
<b>Recommend include within defined village centre if the Church of St Mary the Virgin and St Chad is added, as it stands opposite.</b>				

# Essington

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**TABLE 1: ESSINGTON VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 2 settlement</b>			
<p>Essington is one of the newer settlements in South Staffordshire and is considered by the Office for National Statistics to be part of the Wolverhampton Urban Subdivision, and within the West Midlands conurbation.</p> <p>In the vicinity of the village there are remains of several moated farmsteads, probably of iron-age origin, and of three coal mining tailing and settling ponds.</p> <p>Notable people with links to Essington are Ealhswith, queen consort and wife of Alfred the Great, the King of all England and Meera Syal CBE, comedian and author who grew up in Essington.</p>			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>		➤	
<p>3 different types of retail, service and other uses appropriate to a 'town centre' in 4 properties. See Centre Survey below. Very limited array of shops and services. No vacant properties, charity shops or community facilities in the defined centre.</p> <p><b>Composition of Centre</b></p> <p><b>Convenience 2:</b> CTN and neighbourhood foodstore  <b>A1 services 1:</b> hairdressers</p>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>		➤	
Not possible to gauge without regular visits over time, few people walking about on our visit to the village centre.			

Indicator	Good	Neutral	Not Good
Accessibility		➤	

For a settlement with a 2018 estimated population of 5,210, accessibility is not good.

There is no railway station, the nearest is at Bloxwich North, a 35 minute walk away.

Bus services:

National Express West Midlands    54 Wolverhampton – Coven – Penkridge – Stafford  
 Select                                        71 Cannock - Longford Estate - Cheslyn Hay –  
     Essington - Wednesfield - Wolverhampton

Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)		➤	

Some soft landscaping would bring environmental cheer to the forecourt area.



Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores		➤	

All businesses are independently-run, as expected for a centre of this small size.



Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
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We have not found evidence that there are barriers to new businesses opening.

Opening hours/availability/extent to which there is an evening and night time economy offer			❖
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None of the businesses are geared to the night-time economy, although the hours the shops are open are long.

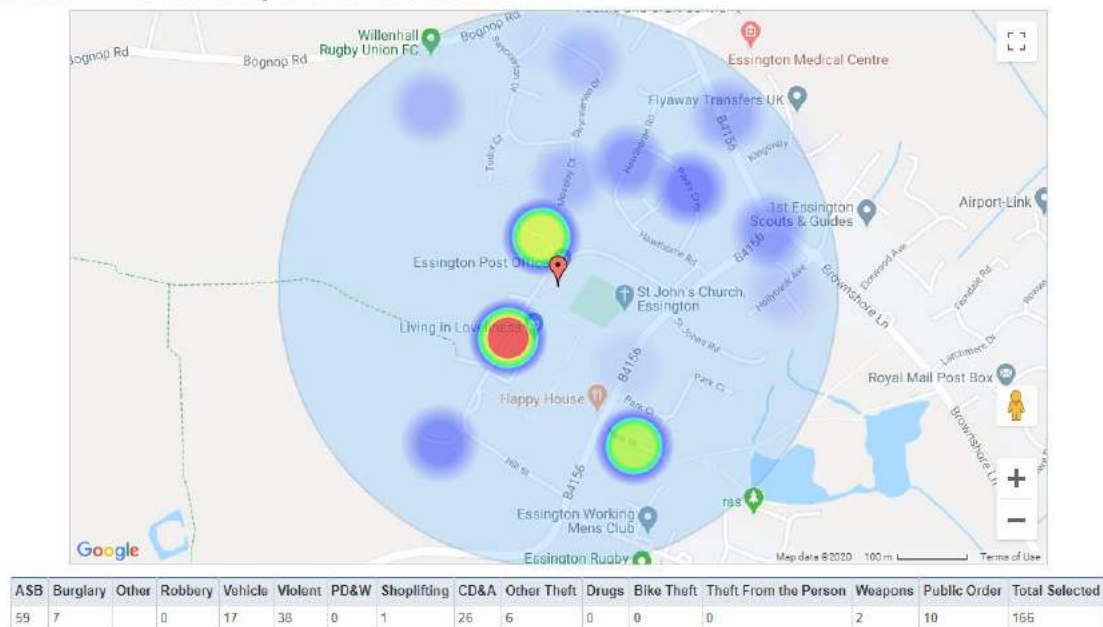


Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime	✓		

Statistics from UKCrimeStats.com indicate 853 crimes in the last year (April 2019 – March 2020) for a daytime population of 7,624 in postcode sector WV11 2 which covers Essington and Ashmore Park, Wolverhampton, equating to an overall rate of 11.2%. This compares to a national crime rate of 10.1% over the same period. 0.3% of these crimes related to shoplifting compared with an average of 0.6% and 1.6% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 3.7% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

**WV11 2BS Between April 2019 and March 2020**



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**Business Survey Feedback:** Both businesses surveyed had different concerns, regarding parking and upkeep. However, the overall theme seems to be that local clientele has kept the businesses going (although they'd love new customers from the wider area).



**TABLE 2: ESSINGTON SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Relatively high local population of 5,210<sup>1</sup> per number of retail outlets (3).</li> </ul>	<ul style="list-style-type: none"> <li>✗ Limited retail provision of 3 small convenience stores and a hairdressers.</li> <li>✗ Lack of community facilities within the centre.</li> <li>✗ Little pedestrian activity at time of our visits.</li> <li>✗ Poor public transport provision for a settlement of its size.</li> <li>✗ Location of shops on Hill Street away from much of the new housing in the village.</li> <li>✗ Poor public realm within Hill Street Centre.</li> <li>✗ Impact of Aldi has already weakened retail businesses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ Growing village with substantial new housing development.</li> <li>➔ Improve visibility of the shops on Hill Street through provision of 'Local shops' signage from Blackhalve Lane.</li> </ul>	<ul style="list-style-type: none"> <li>⬅ Close proximity of Black Country conurbation, in particular the opening of an Aldi store in nearby Walsall was noted by a CTN as negatively impacting trade.</li> <li>⬅ Overall crime rate of 11.2% within the centre is above the national average of 10.1% might reduce perception of safety within the centre, and subsequent potential for people to visit if it results in people feeling unsafe.</li> </ul>

# Essington

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Brownshore Lane, WV11 2AL</b>				
38	Essington Day-Today Store	(NISA)	Convenience retail, Class A1 (E)	On bus route
<b>Hill Street, WV11 2BS</b>				
65-67	Hill Street Groceries and Off-Licence		Convenience retail, Class A1 (E)	Beers, wines and spirits, milk and bread, paypoint, confectionery, groceries, etc. Established late 2018. Shop rented from South Staffs.
Trade impacted by the new Aldi store at 250 Coppice Farm Way, Willenhall, WV11 2BS 1.4 miles away that opened in August 2019. He used to sell fresh fruit and veg. Stopped doing that now because Aldi is so cheap.				
doorway , sign "SSHA your local housing provider 73-79 Hill Street"				
69	Village News	CTN with sub post office	Convenience retail, Class A1 (E)	
85	Adam and Eve's Unisex Salon		Service use, Class A1 (E)	
<b>Hobnock Road, WV11 2RF</b>				
<b>not in centre</b>				
1	The Old School Tea Rooms and Craft Centre		Service use, Class A1 (E)	

# Huntington

**TABLE 1: HUNTINGTON VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

**About the Settlement: Tier 2 settlement**

Huntington sits on the Cannock Chase coalfield, an extension of the South Staffordshire coalfield, its coal mining heritage stretches back hundreds of years. In more recent times, the Littleton Colliery sunk in 1877 was the main colliery. The pit became one of the largest in the Midlands and the last colliery remaining on Cannock Chase. It was extensively modernised by the National Coal Board and in 1982 when 1,900 miners mined nearly a million tonnes of coal. As a consequence of the extensive pit closure programme, Littleton closed in 1994. The pit has been completely demolished and the former spoil tip has been redeveloped as an area for walkers known as Littleton Leisure Park.



Health Check			
Indicator	Good	Neutral	Not Good
Diversity of uses	✓		

4 different types of retail, service and other uses appropriate to a 'town centre' in 4 properties. See Centre Survey below. Very limited array of shops and services. No vacant properties, charity shops or community facilities in the defined centre.

**Composition of Centre**

**Convenience 2:** CTN and neighbourhood foodstore

**A3 / A4 / A5 services 2:** restaurant and takeaway

Much of the community activity in Huntington is situated round the roundabout at the junction of the A34 (Stafford Road) and Cocksparrow Lane. The small retail centre features a Co-op foodstore, a McColls store that includes a post office, an Indian restaurant and a fish and chip shop.



Indicator	Good	Neutral	Not Good
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>			
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, but quite a lot of car-based trips to the shops during our visits to the village centre.			

Indicator	Good	Neutral	Not Good
Accessibility		➤	
<p>There is no railway station.</p> <p>Bus service: Arriva Midlands North                      2 Walsall – Cheslyn Hay – Cannock – Huntington</p>			
State of town centre environmental quality (public realm)			❖
<p>Public realm within in the defined centre is poor – the surfaces and lining to the forecourt parking need to be upgraded and some trees planted. However, opposite and around, quite superb, with the parks. Littleton Green Community School located prominently on the south-west corner of the Stafford Road roundabout dominates the approach to the village centre.</p>			
 			

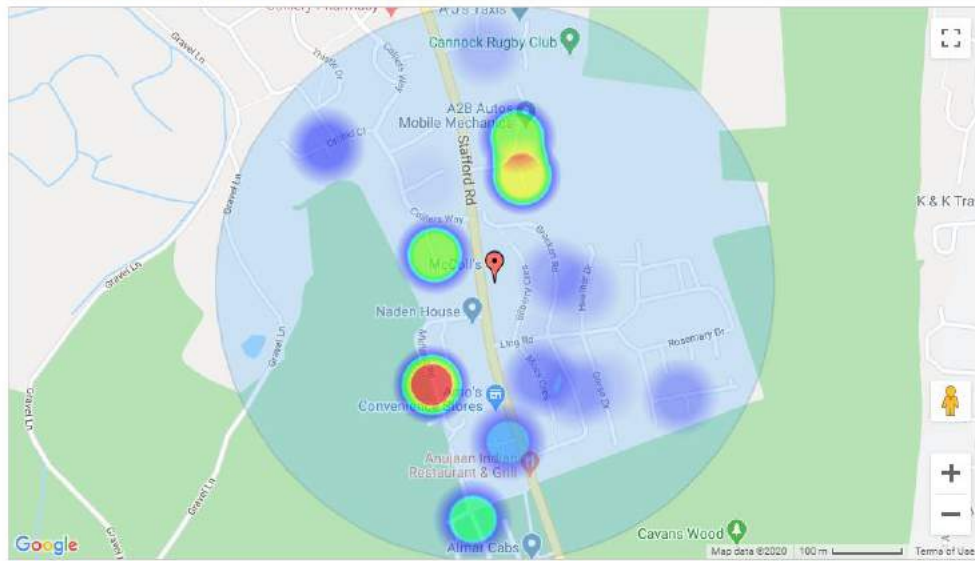




LDIGG TER	BAZ BARRATT FACEWORKER	DAVE DUNKLEY FACEWORKER	GRAHAM MABBERLEY MINER
LLDIGG DER	TED WHITE MAINTENANCE	DENNIS DUNKLEY FACEWORKER	JIM LINSKILL DEPUTY
THS DER	DOUG JONES ROCK HEADER	NORMAN ANKER UNDER MANAGER	PADDY ROCHE DEPUTY
ITHS KER	P WOOD BEVIN BOY	STEVE TEPPIN ELECTRICIAN	P J PIP PIERPOINT FACEWORKER
OGG OCO	BEVIN BOYS WAR MINERS	KEITH FORSYTH ELECTRICIAN	GRAHAM FOSTER ELECTRICIAN
OGG ADER	ERIC ELSON BANKSMAN	GEORGE BAGLEY MINER	JACK HOLFORD OVERMAN
OGG AGE	DAVID REDDING MECHANIC	RON KENYON ROAD REPAIRS	SID HOLFORD MECHANIC
HOGG IES	AUBREY G WEBB FACEWORKER	HARRY KENYON SURFACE WORKER	PETE HOLFORD MECH ENGINEER

Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		
There are two of each			
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
We have not found evidence that there are barriers to new businesses opening.			
Opening hours/availability/extent to which there is an evening and night time economy offer		✓	
<div data-bbox="204 792 719 1464" data-label="Image"> </div> <div data-bbox="734 824 1436 1077" data-label="Text"> <p>The two pubs are outside the centre, but close to it. 'The Littleton Arms' set back on Stafford Road used to be known as 'Coggers', where miners used to go for a drink after work. 'The Barns', on Cocksparrow Road is opposite Littleton Green Community School (primary school) which stands on the site of Littleton Colliery.</p> </div>			
Perception of safety and occurrence of crime	✓		
<p>Statistics from UKCrimeStats.com indicate 991 crimes in the last year (April 2019 – March 2020) for a daytime population of 10,700 in postcode sector WS12 4 which covers Huntington and parts of Hednesford, equating to an overall rate of 9.3%. This compares to a national crime rate of 10.1% over the same period. 0.2% of these crimes related to shoplifting compared with an average of 0.6% and 3.4% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 3.1% of crimes (UK average 3.0%).</p> <p>Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.</p>			

## WS12 4NU Between April 2019 and March 2020



ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected
63	1		0	1	35	0	1	5	5	3	0	0	0	5	119

© Copyright UKCrimeStats.com 2011

**Business Survey Feedback:** Seemed happy with everything. Only suggestion was for better parking facilities.





**TABLE 2: HUNTINGTON SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Greenspace opposite the shops creates an attractive physical environment.</li></ul>	<ul style="list-style-type: none"><li>✗ Limited retail and service offer</li><li>✗ Lack of dedicated pedestrian accessibility to the Co-op store in particular and setting of retail units behind car parking areas creates a poor pedestrian environment.</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Potential to improve public realm of forecourt / parking area of the parade.</li></ul>	<ul style="list-style-type: none"><li>⬅ Close proximity to larger retailers in Cannock.</li></ul>

# Huntington


# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
Stafford Road WV12 4NU				
	Blue Ginger	Indian restaurant	Service use, Class A3 (E)	
	Huntington's Co-op	Neighbourhood food Store	Convenience retail, Class A1 (E)	Counter service plus 4 self-scan
	Littleton Fryer	Fish and chips	Service use, Class A5 ( <i>sui generis</i> )	Home delivery
	McColls @ Huntington	Local shop Post Office	Convenience retail, Class A1 (E)	
Car Park				2 entrances: 1 via roundabout (poor state) 1 on way back to Cannock
<b>Outside Village Centre</b>				
	Huntington Village Green	Village green		Littleton Memorial Garden commemorating Littleton Colliery from 1872-1923 Colliery Wheel was erected in memorial to the 65 men who died in The Great War
Stafford Road	Littleton Green Community School	School	Service use, Class D1 (F.1)	
Stafford Road	Littleton Leisure park	Leisure park		Funded by RECHR2, South Staffordshire District Council and Huntington Parish Council
Stafford Road	The Littleton Arms Pub	Public House		
Cocksparrow Lane	The Barns Hotel	Hotel, function rooms, restaurant		



**Kinver**

**TABLE 1: KINVER VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 2 settlement</b>			
The 'ancient Borough' has its origins as Cyneberht, Cynibre, Chenevare. An information board at Danesford Gardens sets out the history.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
36 different types of retail, service and other uses appropriate to a 'town centre' in 52 properties. See Centre Survey below. Retail provision within Kinver is extensive and diverse. It is relatively isolated from other centres, with Stourbridge being about 8km (5 miles) away.			
<b>Composition of Centre</b>			
<b>Convenience 6:</b> neighbourhood foodstore, bakers, butchers, delicatessen, greengrocers and off licence			
			
<b>Comparison 12:</b> arts and crafts, boutique, florists, home interiors, gifts, greetings cards, holistic medicine, jewellers, optometrists, pet supplies, pharmacy and school / sports and workwear (printed)			
<b>Comparison 11:</b> charity shop			
<b>A1 services 6:</b> funeral directors, hairdressers, IT services, photographer's studio, tearoom and travel agents			
<b>A2 professional and financial services 3:</b> accountants / financial services, creative design / marketing solutions and estate agents			

**A3 / A4 / A5 services 4:** café, public house, restaurant, takeaway  
**Community services 2:** dental practice and doctors' surgery  
**Miscellaneous 2:** beauty treatments and dog groomers



Indicator	Good	Neutral	Not Good
Proportion of vacant street level property	✓		
1 vacant retail shop premises provides space for a new business to open.			
Commercial yields on non-domestic property			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
Customers' experience and behaviour	✓		
Generally pleasant and welcoming.			
Retailer representation and intentions to change representation			
Please see 'Balance between independent and multiple stores' below.			
Commercial rents			

Johnson Fellows is marketing the former Spar store at 22-23 High Street. The rent quoted is £35,000 pax. The property extends to 337 sq m (3,623 sq ft) and comprises sales area of 240 sq m (2,583 sq ft) and storage space of 97 sq m (1,040 sq ft). The Rateable Value is £33,000. [www.johnsonfellows.co.uk](http://www.johnsonfellows.co.uk) 0121 643 9337







Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		
Generally speaking, this is excellent. Danesford Gardens backing onto the river Stour at the north end of the village is a lovely, peaceful space. All along High Street there are interesting and attractive buildings and soft and hard landscaping of high quality.			



Community Council of Staffordshire, South Staffordshire District: 'Best Kept Village' (large village category) 1989, 1990, 2012, 2014, 2015, 2016

Staffordshire County, Best Kept Village: 1985, 1986, 1987, 1991, 1992





Indicator	Good	Neutral	Not Good
<b>Balance between independent and multiple stores</b>	✓		

We consider it 'good', other analysts might be 'concerned' that there isn't a higher representation by national and regional multiples. Notwithstanding the many acknowledged benefits of multiple retailers, in centres of this size, independents have some distinct advantages:

- ❖ Being locally owned and operated, they are likely to have more than a vested interest in the town centre doing well;
- ❖ Henceforth, they are less likely to move out when company operations are being reviewed, especially in difficult economic times; and
- ❖ The heterogeneity of facades, fascias and interiors adds to the individuality of the town centre and the sense of place. Many larger 'town centres', sadly, are too 'Anywheresville'.

Indicator	Good	Neutral	Not Good
<b>Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding</b>			

Chenevare Mews, about half way along the west side of High Street, is a relatively new development that provides small spaces for new and consolidating businesses.



Indicator	Good	Neutral	Not Good
Opening hours/availability/extent to which there is an evening and night time economy offer		✓	

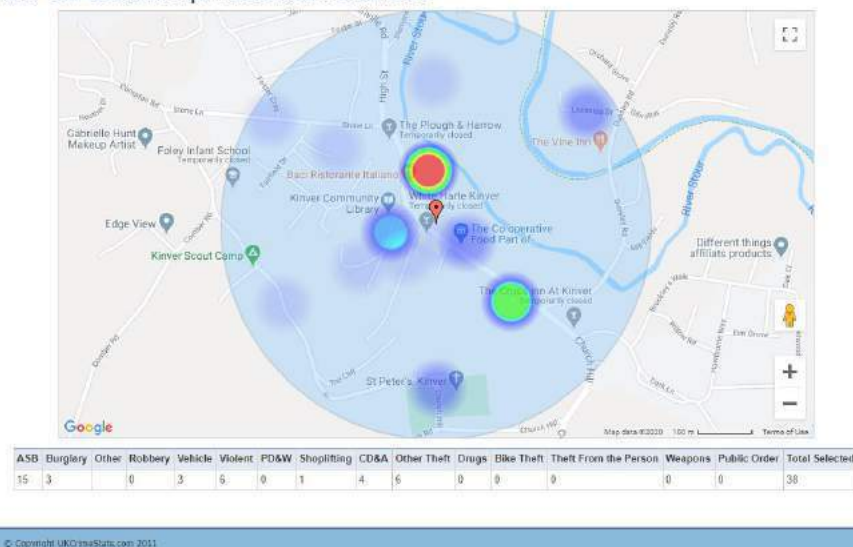
With a wealth of restaurants, cafes and takeaways, including 'Kinver Tandoori', 'Shimla', 'Baci Ristorante', 'The French Quarter' and 'The Bay Tree' plus the more traditional village staples, 'The Plough and Harrow' and 'Ye Old White Harte', Kinver has the strongest foundation for a night-time economy of all the centres in South Staffordshire.

Perception of safety and occurrence of crime	✓		
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Statistics from UKCrimeStats.com indicate 273 crimes in the last year (April 2019 – March 2020) for a daytime population of 4,789 in postcode sector DY7 6, equating to an overall rate of 5.7%. This compares to a national crime rate of 10.1% over the same period. None of these crimes related to shoplifting compared with an average of 0.6% and 2.0% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.3% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

**DY7 6HF Between April 2019 and March 2020**



**Business Survey Feedback:** The lack of parking coupled with traffic-calming measures has been 'devastating' for business in Kinver. The local council has removed 19 spaces, and traffic wardens are everywhere. This means that customers are reticent to stay for any length of time in Kinver, a problem exacerbated by Covid-19 (people aren't willing to queue up outside shops, for fear of traffic wardens getting them). There is hope of the Christmas Market getting the go-ahead.



**TABLE 2: KINVER SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Extensive and diverse retail provision, including relatively strong comparison offer.</li> <li>✓ Historic Environment contributes to attractive public realm with interesting and high quality landscaping.</li> <li>✓ Strong independent offer.</li> <li>✓ Wealth of restaurants, pubs and cafes provides the strongest evening offer out of all centres in South Staffs.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Poor public transport provision. 228 bus between Russell's Hall Hospital and Kinver currently only operates 2 services a day each way.</li> <li>✗ Lack of representation by national and multiple retailers.</li> <li>✗ Lack of car parking.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ Relatively isolated location away from other centres provides a captive market for businesses to succeed.</li> <li>➔ Smaller units provides space for new businesses.</li> <li>➔ Average telephone survey performance score of 3.2 highest of all <b>tier 1 and 2 centres</b>, points to a successful centre.</li> </ul>	<ul style="list-style-type: none"> <li>➔ Diamond busses announced in July 2020 intention to withdraw 228 bus service as a result of operating at a financial loss for some time, and receiving no operating subsidy meaning it is no longer considered a viable service to the bus company. Discussion with local authority noted as ongoing to provide a solution.</li> </ul>

# Kinver

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>High Street, DY7 6HE: east side – north to south</b>				
Danesford Gardens				Public gardens backing onto the river Stour. Information board about the ancient Borough and its origins as Cyneberht, Cynibre, Chenevare
55b	Royal British Legion	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
55a	Blossom Flowers	Florists, China mugs, jugs, vases etc	Comparison retail, Class A1 (E)	
56-61	<i>Terrace of houses</i>		<i>Residential</i>	
55			<i>Residential</i>	
54a 'Towns End'			<i>Residential</i>	
	Country Kate	Handcrafted gifts 'and so much more'	Comparison retail, Class A1 (E)	
53	Kinver Deli	Small deli at front Café to rear	Convenience retail, Class A1 (E)	pies, sandwiches, Purbeck ice cream
51a	Kinver Opticians,	Optometrists and contact lens practitioners	Comparison retail, Class A1 (E)	
50	Kinver Tandoori	Indian restaurant	Service use, Class A3 (E)	
access road to car park to rear (free) about 40 spaces, with men's and women's WCs, 2 clothing donations recycling bins and 11 lock-up garages				
49b	Wombourne Funeral Services		Service use, Class A1 (E)	
49a	Mary Stevens Hospice Shop	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
48b	Rua Salons	Hairstylists	Service use, Class A1 (E)	
48a	Chenevare	Beauty Salon	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	



# Kinver

# Village Centre Survey

47-48	Baci Ristorante	Italian restaurant	Service use, Class A3 (E)	
entrance to 'The French Quarter'				
'The Traveller's Joy'	house		residential	
47	Billingham & Co,	Estate Agents	Service use, Class A2 (E)	
	The Olde House Tearooms, with The French Quarter	Tearooms / French cuisine and fine wines	Service use, Class A3 (E)	'The French Quarter', open every Friday from 7pm
45-46	Omnipresent	Gift shop, greetings cards, notebooks	Comparison retail Class A1 (E)	
43-44	Forever Memories	Gifts, clothing, Printing logos /words on T-shirts, sweatshirts etc	Comparison retail Class A1 (E)	
42	Kinver Travel Centre	Travel agency	Service use, Class A1 (E)	
<b>Chenevare Mews, DY7 6HB:</b> north side, west to east			Pleasant short side street of shops	
1	Daniel James	Photography studio	Service use, Class A1 (E)	closed Wednesdays
2	Winnie and Olive	Homewares	Comparison retail, Class A1 (E)	Candles, posh paints, bath salts, books and plants Vintage Inspired Heaven'
3	Kinver Jewellers	Jewellers	Comparison retail Class A1 (E)	Jewellery, including hand-made (e.g. by Nicole Barr), pre-loved watches and jewellery
4	The Hair Hut	Hairdressers	Service use, Class A1 (E)	
5	Café @ No. 5	Café		Ancillary glass accommodation for main café
<b>Chenevare Mews, DY7 6HB:</b> south side, east to west				
5	Café @ No. 5	Café	Service use, Class A3 (E)	Frontage parking for 5 cars
6	Kinver Dog Parlour	Dog grooming	Service use, <i>sui generis</i> ( <i>sui generis</i> )	
7	Connie's Pet Shop	Pet supplies	Comparison retail Class A1 (E)	



# Kinver

# Village Centre Survey

<b>High Street, DY7 6HF: east side – north to south</b>				
41	AuraVeda	Holistic medicine	Comparison retail Class A1 (E)	Health and well-being treatments and products
38, 39 and 40	<i>terraced houses</i>		<i>residential</i>	
37	Kinver Village Dental Practice	Dental practice	Service use, Class D1 (E)	
Arch inscribed '1872'				
36	Kings Fayre Bakery	Bakers	Convenience retail, Class A1 (E)	
35	Olga Dunn's Cafe	Café	Service use, Class A3 (E)	
<b>High Street DY7 6HF</b>				
34	"Welcome to fabulous Kurdish barbers"	Barbers	Service use, Class A1 (E)	Opened 1st July 2020
'The Old Flower Shop' 33	Crafts by Eleanor	Arts and crafts,	Comparison retail Class A1 (E)	Shop and teaching
32a	JFM Barber Shop	Barbers	Service use, Class A1 (E)	
31	Mr Chips the Village Fish and Chip Shop	Fish and chips, pizzas	Service use, A5 ( <i>sui generis</i> )	
30	Oriental Express	Chinese, Thai and Malaysian takeaway	Service use, A5 ( <i>sui generis</i> )	Open evenings
29	Bills Pharmacy	Pharmacy	Comparison retail Class A1 (E)	
29	<i>house</i>		<i>Residential</i>	
27	Midcalf Nicholls	Estate Agency	Service use, A2 (E)	
26	The Butchery	Butchers	Convenience retail, Class A1 (E)	
	Village Greens	Fruit and Veg and household supplies	Convenience retail, Class A1 (E)	plus pet supplies, garden products, barbeque equipment, paint

# Kinver

# Village Centre Survey

24-25	Co-op Food (plus Post Office), DY7 6HF	Neighbourhood foodstore	Convenience retail, Class A1 (E)	Mid Counties Co-operative
Entrance to staff car park / Entrance to customer car park				
22-23	Vacant		Vacant	Former 'Spar' store, closed 2018
<p>Flats over, occupied</p> <p>Co-op customer car park to rear, about 25 spaces. 45 minutes maximum stay.</p> <p>Former 'Spar' store; To let Size: 337 sq m (3,623 sq ft): comprising Sales area 240 sq m (2,583 sq ft), Storage space 97 sq m (1,040 sq ft) Price / Rent (£): £35000 pax Rateable Value (£): 33000</p> <p><b>High Street, DY7 6HL:</b> west side – south to north</p> <p>Priority, southbound traffic road sign</p>				
122a	Kinver Fish Bar	Fish and chip shop, takeaway	Service use, A5 ( <i>sui generis</i> )	
122	Shimla	Indian restaurant	Service use, Class A3 (E)	
	Kinver Constitutional Club		Club	Members'-only club for residents of Kinver
118	house		residential	
117	Compton Care, Kinver shop	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
Road leading to SSDC car park (free)				
	The Bay Tree	Restaurant	Service use, Class A3 (E)	
115	Hers and Sirs	Hairdressers	Service use, Class A1 (E)	
114	Lenya's Nails and Beauty	Nails and Beauty	Service use, <i>sui generis</i> ( <i>sui generis</i> )	
113	Vino, Off Licence,	Off licence	Convenience retail, Class A1 (E)	
111	Ye Olde White Harte	Pub / restaurant	Service use, A4 ( <i>sui generis</i> )	
Entrance to car park				
112	Serveline	IT support, cybers security, telecoms	Class B1a office	also in Milton Keynes
	Moss Grove Surgery	Doctors' surgery	Service use, Class D1 (F.1)	also in Kingswinford
	Clock tower / shelter bus stop			
	Long gap, houses			

# Kinver

# Village Centre Survey

<b>High Street, DY7 6HD</b>				
82	Plough and Harrow	Public house	Service use, A4 ( <i>sui generis</i> )	A Bathams pub
			<i>Residential</i>	
<i>entrance to pub car park</i>				
Shop 1, 83	Groundbreakers Ltd	Accountancy, taxation, bookkeeping	Service use, A2 (E)	
83	Serenity Hair	Hairstylists	Service use, A1 (E)	
83	dg2	Creative design and marketing solutions	Service use, A1 (E)	Double-fronted
<i>Stone Lane side road</i>				

**Perton**

**TABLE 1: PERTON VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 2 settlement</b>			
This is an interesting purpose-built centre that benefits from a wide range and depth of shops and facilities for a large community. The Sainsbury's superstore and its large car parking facilities dominate, and this is complemented with 2 parades/blocks of shops, the freestanding 'Wrottesley Arms' public house, the Church at Perton, the county library, a number of medical practices and the community centre/civic centre.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
22 different types of retail, service and other uses appropriate to a 'town centre' in 27 properties. See Centre Survey below. Retail provision within Perton is extensive and diverse.			
<b>Composition of Centre</b>			
<b>Convenience 4:</b> superstore, discount food store, bakers, CTN and off-licence			
<b>Comparison 4:</b> home, garden and motor supplies, household and beauty products, optometrists and pharmacy			
<b>Comparison II 1: charity shop</b>			
<b>A1 services 2:</b> funeral directors and hairdressers			
<b>A2 professional and financial services 2:</b> building society and estate agents			
<b>A3 / A4 / A5 services 4:</b> café, public house, restaurant, takeaway			
<b>Community services 5:</b> clinic, dental practice, doctors' surgery, library and vets			
<b>Proportion of vacant street level property</b>	✓		
0 vacant retail shop premises.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, but certainly plenty of people about on our visits to the village centre. Centre thriving (despite /because of superstore). The good mix of shops and services, augmented by the best array of community facilities in one place in the District add to the buzz.			



Indicator	Good	Neutral	Not Good
Accessibility	✓		
<p>There is no railway station.</p> <p>Bus services:</p> <p>National Express West Midlands      10 Perton – Wolverhampton  10a Pattingham – Perton – Wolverhampton  10b Codsall – Perton – Wolverhampton  710 Perton – Codsall Community High School</p> <p>Ring and Ride service for Albrighton, Donington and Boscobel Parish Council</p>			
			
State of town centre environmental quality (public realm)	✓		
<p>The edges of the village centre and in some places within it, for example that part of the precinct have good physical environmental quality. The southern limb of the precinct should be better, at the moment the environment is quite stark – it needs some trees and benches.</p>			



Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		

The combination of anchor superstore and numerous independent businesses and no empty premises shows a centre that is working well.



Indicator	Good	Neutral	Not Good
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
We have not found evidence that there are barriers to new businesses opening.			
Opening hours/availability/extent to which there is an evening and night time economy offer		➤	



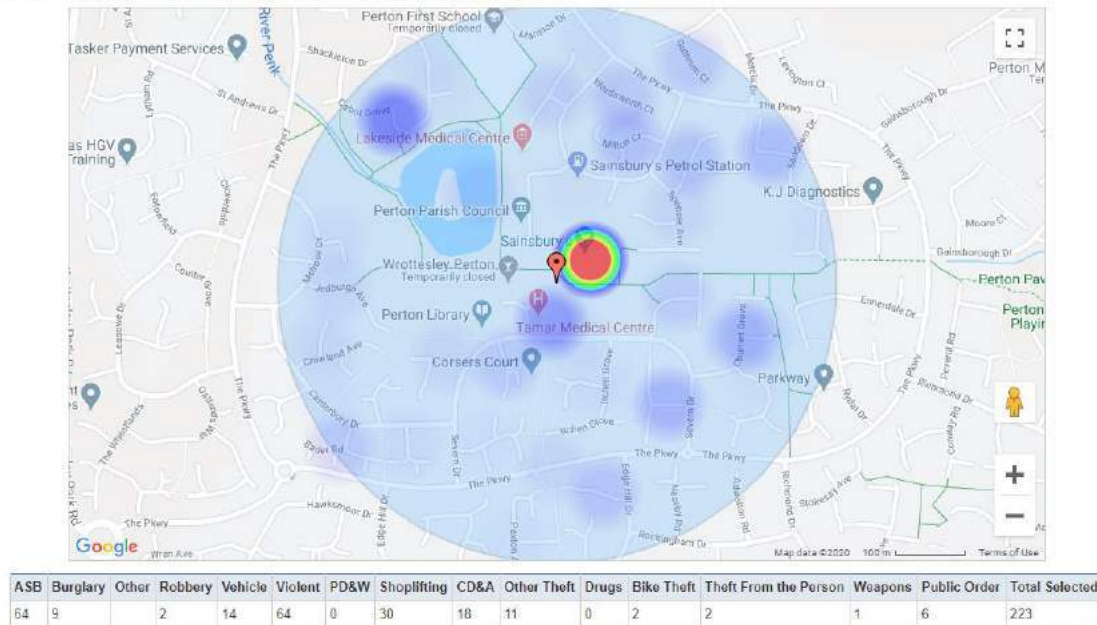
'The Wrottesley Arms', one restaurant, a coffee shop and a fish and chip shop provide the basis for a night-time economy,

Perception of safety and occurrence of crime	✓		
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Statistics from UKCrimeStats.com indicate 527 crimes in the last year (April 2019 – March 2020) for a daytime population of 8,484 in postcode sector WV6 7, equating to an overall rate of 6.2%. This compares to a national crime rate of 10.1% over the same period. 0.6% of these crimes related to shoplifting comparable with the national average and 1.4% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.9% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

#### WV6 7QH Between April 2019 and March 2020



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**Business Survey Feedback:** No complaints from the single business we were able to engage with in Perton.

**TABLE 2: PERTON SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Combination of anchor superstore (Sainsbury's) and numerous independent businesses and community facilities provides attractive mix.</li><li>✓ Good service offer</li><li>✓ Busy pedestrian activity at time of visits.</li><li>✓ Best array of community facilities in one place within the district, including Public House, Church, County Library, Medical practices and Community centre.</li><li>✓ No vacant premises at time of visit.</li><li>✓ Attractive pedestrian friendly environment.</li><li>✓ Large amount of car parking.</li></ul>	<ul style="list-style-type: none"><li>✗ As a purpose built centre it lacks the character present in older settlements.</li><li>✗ Perton as a settlement remains quite inward facing with only two roads in and out and starkly none from the Wolverhampton side, which limits potential for visits from outside the settlement, and allows for a more sustainable urban agglomeration.</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Substantial population catchment of the immediate settlement.</li><li>➔ Improve pedestrian and vehicular linkages with the wider Wolverhampton urban area.</li><li>➔ Opportunity to improve and soften the physical environment of the centre.</li></ul>	<ul style="list-style-type: none"><li>➔ Close proximity of the wider West Midland conurbation.</li></ul>



# Perton

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Anders Square WV6 1QH</b>				
1	Sainsbury's	Superstore	Convenience retail, Class A1 (E)	Freestanding superstore anchoring village centre 13 EPOS checkouts: 6 self-scan ATMs Recycling Facilities Petrol filling station, with car wash, air, water, vacuum. Car park: 189 plus 30 disabled parking spaces
Opened following grant of planning permission in 1979 for A Supermarket and car park with sublet shops and Petrol Filling Station (Ref. No: 79/00585)				
Subsequent approval in 2013 for Proposed new store entrance lobby, shopfront glazing and corner infill/extension to existing Sainsbury's supermarket (13/00044/FUL)				
<b>Southern parade of shops</b>				
<b>Anders Square, WV6 7QH</b>				
30	Perton Fish Bar	Fish and chip shop	Service use, Class A5 ( <i>sui generis</i> )	
29	Teadora's Coffee Shop	Café	Service use, Class A3 (E)	
28	Your Move Estate Agents	Estate agents	Service use, Class A2 (E)	
27	Wombourne Funeral Services	Funeral director and monumental masons	Service use, Class A1 (E)	
25-26	C&L Foods	Discount store Chilled/frozen food	Convenience retail, Class A1 (E)	
Office Suite 1 (1st Floor Level)	Helping Hands Home Care	Care for the elderly		Around the corner from C & L Foods
Office Suite 1 (1st Floor Level)	Unit to let via First City			Total area – 95 sq m (1,019 sq ft)
	Home and Motor Save	Car cleaning products Home care products DIY Gardening	Comparison retail, Class A1 (E)	Long-established family business, also in Pendeford Open 7 days a week

# Perton

# Village Centre Survey

8a	Compton Care Charity Shop	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
7	Flamingo Pink	Indian Restaurant	Service use, Class A3 (E)	
16	Shelby's Barber Shop	Barbers	Service use, Class A1 (E)	
Unit 4	Perton Eye Care	Optician	Comparison retail, Class A1 (E)	
3	St. George's Vets	Vet	Service use, Class D1 (E) ( <i>sui generis</i> )	
Unit 2	Martyn's	Beauty products Household products	Comparison retail, Class A1 (E)	Monday-Saturday 9am-5pm Sunday 11am-4pm
1	The Wine Stop	Off-licence	Convenience retail, Class A1 (E)	
<b>Severn Drive WV6 7QU</b>	The Wrottesley Arms	Public House	Service use, Class A4 ( <i>sui generis</i> )	Owned by Marston's Freestanding building separated from No.1 Anders Square
<b>Anders Square WV6 7QH</b>	The Church at Perton	Religious establishment	Service use, Class D1 (F.1)	Opposite the shops Missing a 't'
<b>Northern parade of shops</b>				
Unit 7	Martin's Newsagents	CTN Post Office	Convenience retail, Class A1 (E)	
6	Dudley Building Society	Building society	Service use, Class A2 (E)	
5	K2 Hair Design	Hair salon	Service use, Class A1 (E)	
5	Acorns Children's Hospice	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
2-3	Lloyds Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	
<b>Church Road, WV6 7PD</b>	Set back to northwest of northern parade of shops			
	Perton Civic Centre		Service use, Class D1 (F.1)	Perton Parish Council "Serving the local community"  Behind the church, next to Sainsbury's car park

# Perton

# Village Centre Survey

	Lakeside Medical Centre	Surgery	Service use, Class D1 (F.1)	Opposite Sainsbury's car park
	Perton Clinic	Clinic	Service use, Class D1 (F.1)	South Staffordshire Primary Care Trust
Coleridge Drive access to Sainsbury's				
<b>Severn Drive, WV6 7QU</b> north side, west to east	Behind southern parade of shops			
	Perton Library		Service use, Class D1 (F.1)	Staffordshire County Council
	Tamar Medical Practice		Service use, Class D1 (E)	
	Bhandal Dental Surgery		Service use, Class D1 (F.1)	

# Wombourne

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**TABLE 1: WOMBOURNE VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 2 settlement</b>			
<p>Wombourne is a large village 4 miles (6 km) south-west of Wolverhampton and just outside the West Midlands conurbation. Due to its proximity to these significant metropolitan areas, it is, to some extent, a dormitory village, although it also has a distinctive centre and a long history. The village has Anglo-Saxon origins, by Angles having settled locally. The whole region was wooded then and hamlet names like Blakeley ("dark clearing") attest to the need to clear land for settlement. The settlers reared large herds of pigs, which were easily fed in the beech, oak and birch woods, which are the naturally-predominant vegetation in the region.</p> <p>Wombourne was mainly an agricultural village, but industry came to it unusually early. The Smestow Brook and the river Stour were lined with small iron forges and bloomeries from the Middle Ages onwards, using local reserves of charcoal and water. Coke-fired furnaces came with the Industrial revolution. The Staffordshire and Worcestershire Canal, opened in 1772 helped integrate the area more closely into industrial Britain, bringing ore, coal and limestone to the works.</p> <p>In the 1950s, Wolverhampton council built several hundred council houses around Wombourne as part of an overspill rehousing programme for residents of the city's slums. Large housing developments of the 1960s and 1970s around Giggetty and Brickbridge, to the west, were followed by a still larger westward extension in the Poolhouse estate of the 1980s, which absorbed the former Heath Mill. Light industry developed along the canal and the Smestow Brook, particularly beyond the main Bridgnorth Road, with industrial estates replacing former foundries. A new bypass was driven through to the south of the village in 1988, separating much of the industrial area from the residential section. Housing development continued into the new millennium, with building to the west of the canal between Ounsdale and the Bratch.</p>			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
<p>50 different types of retail, service and other uses appropriate to a 'town centre' in 89 properties. See Centre Survey below. This has the most number of shops, services and other business in its defined centre of all the centres in South Staffordshire and the widest range of uses. For example, in Use Class D1, there are 9 'businesses'. In terms of the Use Class Order that comes into force 1st September 2020, 4 are in the new Class E (2 dentist surgeries, 1 psychology practice and a children's nursery) and 7 are in the new Use Class F.1: (library and community centre) plus 4 religious (church halls etc), a school of music and parish council offices/civic centre.</p>			



**The other bank in South Staffordshire**

### **Composition of Centre**

**Convenience 6:** neighbourhood foodstore, bakers, butchers, greengrocers, off licence and tea and coffee merchants

**Comparison 18:** bicycles and accessories, boutique, carpets and flooring, clothes / mugs etc (printed), computer supplies, curtains and soft furnishings, fireplaces and stoves, florists, gifts, greetings cards, hardware, home interiors, household goods, lighting, optometrists, pharmacy, schoolwear and stationery

**Comparison II 1: charity shop**

**A1 services 6:** funeral directors, hairdressers, IT services, photographer's studio, tearoom and travel agents


**A2 professional and financial services 6:** accountants / financial services, bank, estate agents, insurance brokers, solicitors and wills and estates

**A3 / A4 / A5 services 3:** café, public house and takeaway

**Community services 4:** dental practice, doctors' surgery, library and music school

**Miscellaneous 6:** beauty treatments, building contractors, children's nursery, commercial cleaning services, pool and darts and psychology



Indicator	Good	Neutral	Not Good
<b>Proportion of vacant street level property</b>	✓		
<p>5 vacant retail shop premises. The continuing lack of use of the former Co-op store on High Street is a cause for concern because of its size and position. The premises last occupied by Lloyds Bank in August 2019 at 7 Maypole Street might also be hard to let because of the blank façade and the internal configuration of the building.</p>			
			
<b>Commercial yields on non-domestic property</b>			
<p>Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.</p>			
<b>Customers' experience and behaviour</b>	✓		
<p>Generally pleasant and welcoming.</p>			
<b>Retailer representation and intentions to change representation</b>	✓		
<p>Please see 'Balance between independent and multiple stores' below.</p>			
<b>Commercial rents</b>			
<p>The former Co-op premises at 7 / 7a High Street are to let via Sellers Surveyors (<a href="http://www.sellers-surveyors.co.uk">www.sellers-surveyors.co.uk</a> 01384 456789). Net sales area 182 sq m (1,958 sq ft) Reason for vacancy – 'business issues'      Level of interest – 'average'</p>			

The property was let to Mid-Counties Co-operative Ltd on a 20 year lease from November 2010. The lease had 5 yearly open market reviews. The rent was £31,000 per annum (£11.28 per sq/ft on the ground floor retail).

Franck Steier Price completed the sale of the convenience store investment comprising a ground floor retail unit with ancillary first floor 3 bed flat on behalf of a private client in July 2016. The investment sold for £535,000, which reflected a net initial yield of 5.53%. The property was purchased by a private property company.

Indicator	Good	Neutral	Not Good
<b>Pedestrian flows</b>	✓		

Not possible to gauge without regular visits over time, pedestrians evident, but not numerous during our visits.

<b>Accessibility</b>	✓		
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There is no railway station, but connections by bus are good.



Bus services:

National Express West Midlands

15 Wolverhampton – Merry Hill via Wombourne

15a Wolverhampton – Merry Hill via Kingswinford

16 Wolverhampton – Stourbridge via Kingswinford

A one-way system circumnavigates the grounds of Wombourne Cricket, Tennis and Bowling Club around which many of Wombourne's shops and services are arrayed. This central 'island' elongates the centre and reduces the sense of coherence. We found not much in the way of pedestrian activity from one part of the centre to another during our two visits to Wombourne.



At the end of the high street, when turning right, the white give-way line on the road coming in from the left is so bad that some vehicles seemed unsure as to whether they had to give way or not. This needs to be repainted, whilst the road surfaces and markings at the important junction of Windmill Bank, Church Road and Maypole Street need to be repaired and marked out clearly.





Towards the southern end of Maypole Street on its west side there is a gap in pavement, meaning either have to walk the other side of parked cars or cross to the pavement on the other side of the road.

Some adverse comment was made about car parking in our telephone survey of business owners and managers.





Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		

Wombourne is a pleasant place to be in, it is only road surfaces and their markings that let down the environmental quality.



On Windmill Bank, just north of the junction with Church Road and Maypole Street, set behind mature trees and in spring daffodils, is this celebration of “Wombourne Parish Council, Est. 1894”, with operational public conveniences behind

Balance between independent and multiple stores	✓		
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The biggest food store in the village is a Co-op on School Road. Another Co-op on High Street closed in 2019. The largest store in Wombourne, 2.3 km (1.8 miles from the village centre) is a food-based superstore operated by Sainsbury's. Businesses are predominantly independently-run.

School Road



High Street





Windmill Bank



Indicator	Good	Neutral	Not Good
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding	✓		

We found no evidence of barriers to new businesses opening.

Walkers Way, a courtyard off High Street, is a relatively new development that accommodates 'Fishface' selling bikes and accessories, the Womboune School of Music, a café and businesses offering beauty treatments and selling carpets and flooring.



Indicator	Good	Neutral	Not Good
Opening hours/availability/extent to which there is an evening and night time economy offer	✓		

There are three pubs, 'The New Inn' at the top end of the village and 'The Vine' and 'The Old Bush' dislocated from it on the eastern spur of High Street, plus 'Womboune Tandoori', 'Tiffu's' and 'The Courtyard Café' all offering evening and night-time fayre.

Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime	✓		

Statistics from UKCrimeStats.com indicate 236 crimes in the last year (April 2019 – March 2020) for a daytime population of 2,941 in postcode sector WV5 9, equating to an overall rate of 8.0%. This compares to a national crime rate of 10.1% over the same period. 0.6% of these crimes related to shoplifting comparable with the national average and 1.8% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.7% of crimes (UK average 3.0%).

In the same period postcode sector WV 5 8 had a total of 162 crimes for a daytime population of 3,197, equating to an overall rate of 5.1%. This compares to a national crime rate of 10.1% over the same period. 0.1% of these crimes related to shoplifting compared with the national average of 0.6% and 1.3% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.1% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

**WV5 9EZ Between April 2019 and March 2020**



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**Business Survey Feedback:** There is a lack of business incentive in Wombourne, and the poor parking system doesn't help matters. Wombourne appears to be a favoured spot for commuters to leave their cars, before heading into larger centres. One suggestion was for an increase in retail diversification, to bring in younger clientele. A recent bank closure has also had a negative impact on business.



**TABLE 2: WOMBOURNE SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Distinctive centre with long history.</li> <li>✓ Attractive environment around Cricket, Tennis and Bowls pitches and shopping areas.</li> <li>✓ With 50 different types of retail, service and other businesses in its defined centre this is the highest number within the District and includes a number of national multiples</li> <li>✓ Barclays branch one of only two banks left in the District.</li> <li>✓ Large provision of independent businesses including shops selling convenience and comparison goods has resulted in a distinctive centre.</li> <li>✓ The out of centre Sainsbury's store draws shoppers from outside the area, although evidence of linked trips is lacking.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Lack of a railway station limits potential for sustainable future growth.</li> <li>✗ Concern over 2 prominent and relatively long term vacant units at the former co-op store at 7 High Street and the former Lloyds bank at 7 Maypole Street.</li> <li>✗ Limited pedestrian flows during times our visits.</li> <li>✗ Sports pitches whilst enabling an attractive environment do reduce the sense of a coherent centre.</li> <li>✗ Lack of pavement at the southern end of Maypole Street further reduces coherence with the shops on the High Street.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ With an estimated population of 14,309 Wombourne is the most populous settlement in the District.</li> <li>➔ Opportunity to improve pedestrian linkages between two areas of the centre on Maypole Street and the High Street.</li> <li>➔ New Lidl store close to existing out of centre Sainsbury's presents possible long term opportunity for the centre if its customers from outside the village can be attracted to shop there too.</li> </ul>	<ul style="list-style-type: none"> <li>⬅ New Lidl store close to existing out of centre Sainsbury's presents possible long term threat to centre as convenience retail destination.</li> <li>⬅ Close proximity of the wider Black Country conurbation</li> <li>⬅ Wider ongoing threats to local bank branches.</li> <li>⬅ Average business telephone survey future expectation performance score of 2.5 lowest of <b>tier 2 centres</b>.</li> </ul>

# Wombourne

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Ounsdale Road, WV5 9JE</b>				
5	Willows Dental and Implant Centre	Dentist	Service Use, Class D1 (E)	
<b>Station Road WV5 9EY</b>				
	New Inn	Public House with Restaurant	Service use, Class A4 ( <i>sui generis</i> )	
<b>Station Road WV5 9EL</b>				
22	Wombourne DIY	Hardware store	Comparison retail, Class A1 (E)	
18	Sye's Boutique and Foot Massage	Beauty Salon	Service use, <i>sui generis</i> ( <i>sui generis</i> )	
14	First Class Accountancy Services	Accountancy Services	Service use, Class A2 (E)	
4	Jimmy Trims Barber Shop	Barbers	Service use, Class A1 (E)	"Where detail makes difference" Established 2013
2 'Greenfield House'	Peggylain Interiors	Curtains, soft furnishings and blinds	Comparison retail, Class A1 (E)	
	Vacant		Vacant	To let
Vacant since – 10th March 2020      Total area – 56 sq m (600 sq ft on both ground floor and first floor Reason for vacancy – Repairs needed, including rewiring, asbestos removal and plastering and painting. Level of interest – 'Very high'				
<b>School Road WV5 9EJ</b>				
1a	Fresh Coffee Shop	Café	Service use, Class A3 (E)	Open 9am to 3pm
	Bella Amoré	Hairdressers	Service use, Class A1 (E)	
	Co-Operative Food Texaco	Food store with Post office  Petrol filling station	Convenience retail, Class A1 (E)	Counter service  7 sets of pumps, under canopy

# Wombourne

# Village Centre Survey

<b>Windmill Bank, WV5 9JD: west side, north to south</b>				
2a	E3 Graphics Design and Print	Emblazoning words on clothing, mugs etc	Comparison retail, Class A1 (E)	
6	Tan 101	Tanning salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	
7	Hair WV5 Studio	Hair salon	Service use, Class A1 (E)	
8	Bluebell Wood Vintage and Florist	Florist	Comparison retail, Class A1 (E)	
	MBM Business IT Support	Business solutions	Service use, Class A1 (E)	Located above florists
10	Windmill Bakery	Bakery	Convenience retail, Class A1 (E)	Closes 4pm Monday-Friday, 3pm Saturday
12	Rainbow Dog Rescue	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
14	Vacant		Vacant	Used to be Coral Betting
16	Mary Stevens Hospice	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	Free collections
18	Jutz Cutz Barbers Ltd	Barbers	Service use, Class A1 (E)	
20	Boxleys of Wombourne	Butchers	Convenience retail, Class A1 (E)	Defibrillator outside
24	GM & Home Discounts	Household goods	Comparison retail, Class A1 (E)	
26-28	Co-Operative Funeral Care	Funeral directors	Service use, Class A1 (E)	
32	Blakemore Retail Wombourne Spar	Food store	Convenience retail, Class A1 (E)	Open 7am-11pm every day
34	Taylor Biddle Opticians	Opticians	Comparison retail, Class A1 (E)	
<b>Planks Lane WV5 9HE</b>				
1	Drinker's Paradise	Off-licence	Convenience retail, Class A1 (E)	
	Maypole Lighting	Lights (decorative)	Comparison retail, Class A1 (E)	
'Orchard House'	Peony Lane Interiors	Interior decorations Homeware	Comparison retail, Class A1 (E)	
<b>Maypole Street, WV5 9JB: west side, north to south</b>				
1a	GM & Stationary Shop	Stationery	Comparison retail, Class A1 (E)	
1	Perfect Wills and Estate Planners	Wills and estates	Service use, Class A2 (E)	



# Wombourne

# Village Centre Survey

2	Let's Go Round Again!	Gifts and fancy goods	Comparison retail, Class A1 (E)	
3	Wombourne Fish Bar	Fish and chips	Service use, Class A5 ( <i>sui generis</i> )	
4	Compton Care	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	Open Monday-Saturday 9am-4pm
4a	<i>Residential</i>		<i>Residential</i>	
5	Compton Care			This is one shop, set in 2 lots, bisected by No.4a.
6	Vacant		Vacant	Former Lloyds Bank, closed 27th August 2019 To let through CBRE
One-way system, no entry, uphill only				
7	Connolley and Company	Lawyers	Service use, Class A2 (E)	Converted house
The Courtyard (off Maypole Street) <b>WV5 9JD</b>	Feast UK	Tea and coffee merchants	Convenience retail, Class A1 (E)	
8	No. 8	Organic beauty salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	
9	Wombourne Pool Bar	Pool and darts	Service use, Class D2 (E)	
10	Farmer and Friends	Café	Service use, Class A3 (E)	Open 9am to 3pm
	Tranceform	Psychology solutions	Service use, Class D1 (F.1)	Detached house
Yew Tree Court	Sandhills Day Nursery	Children's nursery	Service use, Class D1 (F.1)	
Yew Tree Court	Kenchez Hair	Hair salon	Service use, Class A1 (E)	Also in Codsall and Wolverhampton
<b>Church Road, WV5 9EZ:</b> north side, west to east				
	Wombourne Library and Community Centre	Library and community centre	Service use, Class D1 (F.1)	
	Wombourne Community Centre Car Park	Car park		No charges Cars, motorbikes and LGVs

# Wombourne

# Village Centre Survey

'Lowcroft House'	Taylor's Greengrocers and Florists	Grocery and florist	Convenience retail, Class A1 (E)	
'Knightsford House'	Jennings Funeral Directors and Memorial Masons	Funeral directors	Service use, Class A1 (E)	House converted for commercial usage
<b>Church Road WV5 9EX</b>				
	Officlean Ltd	Commercial cleaning service	Business use, Class B1a (E)	
Carriers Fold leads to new houses				
<b>Church Road WV5 9EZ</b>				
	Wombourne Christadelphians	Religious group	Service use, Class D1 (F.1)	Single storey Patch of grass in front
12	Wombourne Parochial Church Council		Service use, Class D1 (F.1)	
	St. Benedict Biscop	Church	Service use, Class D1 (F.1)	
	Wombourne Cricket, Tennis & Bowling Club	Sports club, with large open space	Service use, Class D2 (F.2)	
<b>High Street, WV5 9DT:</b> arm going northeast, north side west to east				
1-12 Manor Gardens	<i>residential</i>		<i>Residential, C3</i>	Two-storey blocks of flats with car parking in front
13-24 Manor Gardens	<i>residential</i>		<i>Residential</i>	Two-storey blocks of flats with car parking in front
	'The Vine'	Public house	Service use, Class A4 ( <i>sui generis</i> )	'1700s country inn'
	'Old Bush Wombourne'	Public house	Service use, Class A4 ( <i>sui generis</i> )	
<b>High Street, WV5 9DT:</b> arm going northeast, south side east to west				
	Wombourne Village Hall		Service use, Class D2 (F.2)	
	Wombourne Police Station		Service use, <i>sui generis</i> ( <i>sui generis</i> )	Staffordshire Constabulary
Rees Drive, side road				
	<i>residential</i>			Concealed by wall and trees / vegetation

# Wombourne

# Village Centre Survey

The four 'town centre' type uses along the eastern spur of High Street are clearly separated from the rest of the defined village centre by residential properties. Recommend omit the eastern spur of High Street from defined village centre.

**High Street, WV5 9DP:** arm going southwest, east side, north to south

1	Berriman Eaton	Estate agents	Service use, Class A2 (E)	
	Boots	Pharmacy	Comparison retail, Class A1 (E)	
Humble Cottage	House		Residential	
3-4	Mary Stevens Hospice	Hospice	Residential extra care use, Class C2 (C2)	
2 Tudor Cottage, High Street	Hi-Lites	Unisex hair salon	Service use, Class A1 (E)	
	Vacant		Vacant	Small space No agents' details
	Jarrett Dental	Dentists	Service use, Class D1 (E)	Independent family practice
'Millbrook House'	Flaming Fires	Fireplaces and stoves	Comparison retail, Class A1 (E)	Open Monday 10am-2pm Tuesday- Saturday 10am- 4pm

*Mill Lane (side road)*

	Wombourne United Reformed Church	Church	Service use, Class D1 (F.1)	Set back from High Street
	Bartlams Estate Agents	Estate agents	Service use, Class A2 (E)	Detached house ('House on the Green')
11 'Gable Cottage'	Beautique	Beauty and nail salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	Est 2017

**Walkers Way, WV5 9DP:** courtyard off High Street

Unit 6	Fishface Cycles	Bicycles and accessories	Comparison retail, Class A1 (E)	
	Clarabel's Guest House	Guest house	Residential Class C1	
Unit 7	Fishface Cycles			Same business as at Unit 6
	Beau Hair and Beauty Therapy	Hair and beauty	Service use, Class A1 (E)	
	The Courtyard Wombourne	Café	Service use, Class A3 (E)	Open Wednesday- Saturday 12noon – 10pm, Sunday 12 noon-3pm

# Wombourne

# Village Centre Survey

2	Des Fellows Carpets	Carpets, rugs, vinyls, soft furnishings	Comparison retail, Class A1 (E)	
1	Wombourne School of Music	Music school	Service use, Class D1 (F.1)	
'Osbourne Cottage' 10 High Street, WV5 9DP			<i>Residential</i>	
<b>High Street WV5 9DN</b>				
	Stephensons Solicitors	Solicitors	Service use, Class A2 (E)	
7/7A	Vacant		Vacant	To let Formerly one of two Co-op stores in Wombourne. Vacant since 2019
<p>To let via Sellers Surveyors Net sales area 182 sq m (1,958 sq ft)</p> <p>Reason for vacancy – 'business issues'      Level of interest – 'average'</p> <p>The property was let to Mid-Counties Co-operative Ltd on a 20 year lease from November 2010. The lease had 5 yearly open market reviews. The rent was £31,000 per annum (£11.28 per sq/ft on the ground floor retail).</p> <p>Franck Steier Price completed the sale of the convenience store investment comprising a ground floor retail unit with ancillary first floor 3 bed flat on behalf of a private client in July 2016. The investment sold for £535,000, which reflected a net initial yield of 5.53%. The property was purchased by a private property company.</p>				
	Wimbourne Tandoori Restaurant	Bengali restaurant and takeaway	Service use, Class A4 ( <i>sui generis</i> )	A /C Fully licenced Free car park to rear
	The Travel Bureau	Travel agent	Service use, Class A1 (E)	
	Carpvale 1995 Ltd	Building contractors	Business use, Class B1a (E)	
Abbiss House			<i>Residential, C3</i>	
	Abbiss School Wear	School wear and haberdashery	Comparison retail, Class A1 (E)	Established 1947 Open Monday-Friday 9.30am-5pm Saturday 10am-4pm
	John Russell Insurance	Insurance	Service use, Class A2 (E)	

# Wombourne

# Village Centre Survey

2-3	Tiffu's Contemporary Bangladeshi Cuisine	Bangladeshi restaurant	Service use, Class A3 ( <i>sui generis</i> )	Bring your own alcohol
	High Street Car Park	Car park		50 spaces
South Staffordshire Council No charges Same rules as community centre 2 entrances bisected by bus stop				
2-3	Coffee 212	Coffee shop	Service use, Class A1 (E)	
	Urban Angel	Clothes shop	Comparison retail, Class A1 (E)	
	Wombourne Computer Supplies	Computer shop, repairs and office supplies	Comparison retail, Class A1	Computer and laptop sales Tablet repairs
Unit B, Central Buildings	Beau Regards	Belgian chocolates, greetings cards and gifts	Comparison retail, Class A1 (E)	
<b>Gravel Hill WV5 9HA</b>				
1	Barclays Bank	Bank	Service use, Class A2 (E)	Open Monday, Tuesday, Thursday, Friday 9.30am-4pm Wednesday 10am-4pm
	Wombourne Civic Centre	Parish Council Chambers and other space,	Service use, Class D1 (F.1)	
Several buildings, including space for clubs and events, Senior Citizen's Day Centre, Wodehouse Suites. Large car park.				
<b>Gravel Hill WV5 9HA</b>	Gravel Hill Surgery	Doctors' surgery	Service use, Class D1 (E)	
<b>Maypole Street, WV5 9JB:</b> west street, south to north				
	GoOpticians.com	Opticians	Comparison retail, Class A1 (E)	
	Tracy's Hair Design	Hair salon	Service use, Class A1 (E)	
	Ellingsworths Audit & Accountancy	Auditors and accountants	Service use, Class A2 (E)	
The Studio	Boo Photography	Photographer	Service use, Class A1 (E)	
Then 'Yew Tree Court', Maypole Street (see page 4 above)				



C

**Coven**

**TABLE 1: COVEN VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 3 settlement</b>			
<p>The Domesday book contains the first record of Coven (as 'Cove') which recorded it as being held by William de Stafford. The Saxon ceorl <u>Alric</u> held it prior to the Norman Conquest. Iron-making was carried on at a furnace and two forges near to the village from the seventeenth century or earlier. 'The Homage' (circa 1679) [insert photograph] is said to be the oldest brick-built house in Staffordshire. During the nineteenth century, John Smith operated a foundry in the village, where he produced stationary steam engines and locomotives, commemorated in the village sign.</p> <p>Coven is quite a large village (in the true sense of the word), with much executive-type housing having been built, and new development under construction called 'The Paddocks'.</p>			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
<p>8 different types of retail, service and other uses appropriate to a 'town centre' in 9 properties. See Centre Survey. No vacant properties, charity shops or community facilities in the defined centre.</p> <p><b>Composition of Centre</b></p> <p><b>Convenience 2:</b> convenience store and village store  <b>Comparison 2:</b> florists and pharmacy  <b>A1 services 1:</b> hairdressers  <b>A3 / A4 / A5 services 2:</b> pub and takeaway  <b>Miscellaneous 1:</b> beauty treatments</p> <p>The small local shopping centre is in two parts on Brewood Road, separated by 'The Homage' and other houses.</p>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			

Indicator	Good	Neutral	Not Good
Pedestrian flows	✓		

Not possible to gauge without regular visits over time, but certainly plenty of people about on our visit to the village centre.

Accessibility	✓		
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There is no railway station.

Bus service:

National Express West Midlands 54 Wolverhampton – Coven – Penkridge – Stafford



The forecourt car parking area to the southern parade is inadequate, spaces for about 12 cars. Potential conflict between vehicles entering and leaving and the traffic lights.



The northern parade, better parking provision and safer access onto the road

Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		
Generally good.			
Balance between independent and multiple stores	✓		
All businesses are independently-run apart from the Co-op.			





**'The Allotment' combines a post office with a coffee shop with fresh produce – an inspiring model for 'village shops'**

Indicator	Good	Neutral	Not Good
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
We have not found evidence that there are barriers to new businesses opening.			
Opening hours/availability/extent to which there is an evening and night time economy offer		✓	

'The Rainbow' hosts Soul and Motown nights and other events.

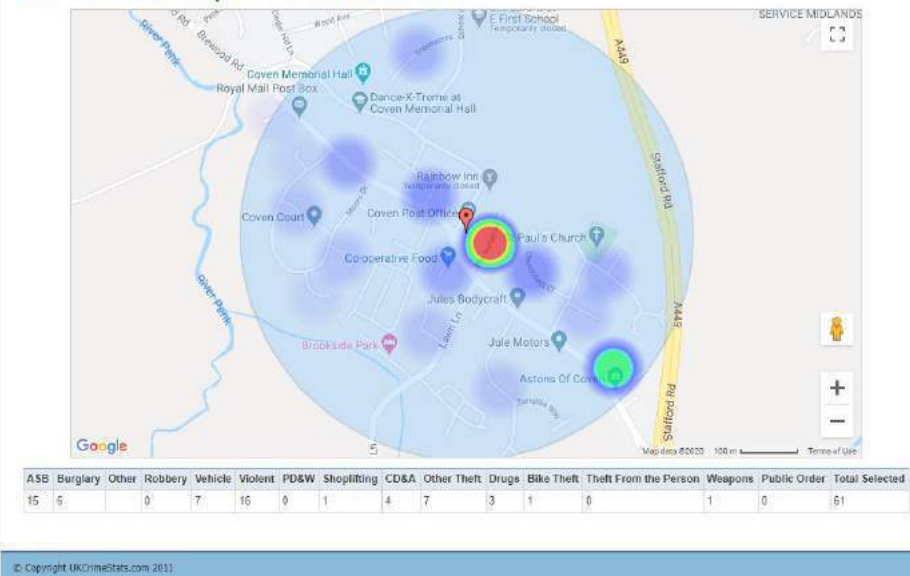


Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime			

Statistics from UKCrimeStats.com indicate 343 crimes in the last year (April 2019 – March 2020) for a daytime population of 7,882 in postcode sector WV9 5 which covers Coven and parts of Pendeford, equating to an overall rate of 4.4%. This compares to a national crime rate of 10.1% over the same period. 0.3 % of these crimes related to shoplifting compared with an average of 0.6% and 0.6% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.3% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

### WV9 5BX Between April 2019 and March 2020



**Business Survey Feedback:** Businesses in Coven seem fairly content. There is a potential need for better flood defences, and a few more buses would be of benefit.



**TABLE 2: COVEN SWOT ANALYSIS**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>✓ Relatively busy pedestrian flow.</li> <li>✓ Street trees help contribute to an attractive physical environment.</li> <li>✓ Good range within the convenience offer</li> </ul>	<ul style="list-style-type: none"> <li>✗ Competition from other centres nearby restricts catchment area</li> <li>✗ Limited offer</li> <li>✗ Lack of on-street parking.</li> <li>✗ Lack of dedicated pedestrian accessibility to the Co-op store in particular and setting of retail units behind car parking areas contributes towards a poor pedestrian environment.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➔ Improve pedestrian accessibility to the southern parade.</li> </ul>	<ul style="list-style-type: none"> <li>⬅ Average business telephone survey future expectation performance score of 2.25 lowest of all centres, suggesting worries amongst retailers within the centre.</li> </ul>



# Coven

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Brewood Road, WV9 5BX</b>				
	Coven Chippy	Fish and chips	Service use, A5 ( <i>sui generis</i> )	
25	Coven Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	
27	The Co-op	Small neighbourhood store	Convenience retail, Class A1 (E)	Nice little local store, with a My Coffee station. 2 check-outs
Jasmine Cottage	House		Residential Class C3	
The Homage	House		Residential Class C3	Very fine building dating from 1679
<b>The Parade, Brewood Road, WV9 5BX</b>				
Unit 5	C.A. Floral Designs	Florists	Comparison retail, Class A1 (E)	
Unit 4	The Allotment	Village store	Convenience retail, Class A1 (E)	combination of post office, coffee shop and fresh produce, mainly vegetables, greetings cards, wine and beer
Unit 3	Glamour and Glow	Nail bar	Service use, Sui generis ( <i>sui generis</i> )	
Unit 2	The Little Village Store	Local shop	Convenience retail, Class A1 (E)	Open 7 days a week Windows obscured by pictures of wine glasses and sweets



## Coven


## Village Centre Survey

Unit 1	Village Hair Care	Hairstylists	Service use, Class A1 (E)	
	house		Residential Class C3	
<b>Brewood Road, WV9 5DH</b>				
	'The Rainbow Inn'	Public house	Service use, A4 ( <i>sui generis</i> )	Private car park for customers at the back. Built on the site of a previous 'Rainbow Inn', which was run by Ansell's Brewery.
<b>not in the centre</b>				
<b>Brewood Road, WV9 5DA</b>				
	Jule Motors	Car repair		
	Sparta Fitness	Gym	Service use, Class D2 (E)	
Croft Garage	Coven Carpets and Flooring	Carpets and flooring	Comparison retail, Class A1 (E)	
	Midland Motors	Car repair	Class B2 (B2)	At the back
Coven Farm Park	Astons of Coven	Traditional butchers	Convenience retail, Class A1 (E)	

# Featherstone

**TABLE 1: FEATHERSTONE VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 3 settlement</b>			
Featherstone was a farming community consisting of a few scattered farms, and was acknowledged by the Domesday Book as being owned by the clergy of Wolverhampton Church. It is possible that the population numbers were fairly static until the opening of a new mine, Hilton Main, in the 1920s and which closed in 1969. The village's population at the time of the 1851 census was 35. By 1921 this had risen to 39. By 2018, its estimated population was 6,512, having risen from 3,948 as recorded by the 2001 Census.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
7 different types of retail, service and other uses appropriate to a 'town centre' in 9 properties. See Centre Survey. No vacant properties, charity shops or community facilities in the defined centre. The anchor PO / village store is on Cannock Road with all the other facilities on The Avenue which runs off it, arrayed in two parades separated by about 200 metres.			
<b>Composition of Centre</b>			
<b>Convenience 3:</b> convenience store, CTN and village store <b>Comparison 1:</b> pharmacy <b>A1 services 1:</b> hairdressers <b>A3 / A4 / A5 services 2:</b> cafe and takeaway			
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>			❖
Not possible to gauge without regular visits over time, few pedestrians evident during our visits.			

Indicator	Good	Neutral	Not Good
<b>Accessibility</b>			❖
<p>There is no railway station.</p> <p>Bus service: Arriva Midlands North 70 Cannock – Featherstone – Wolverhampton The Avenue is a bus route.</p>			
<b>State of town centre environmental quality (public realm)</b>	✓		
<p>The east parade (closest to Cannock Road) is a sterile tarmac area with not a single tree on the whole frontage. The paved area is unnecessarily wide and would benefit from a soft landscaping scheme and smoothing over of the hard surfaces. Car parking on the forecourt should not be allowed. The environment of the other parade (as well as the apparently thriving businesses on both parades) would benefit from a similar scheme.</p>			
			
			



Street signs are attractive



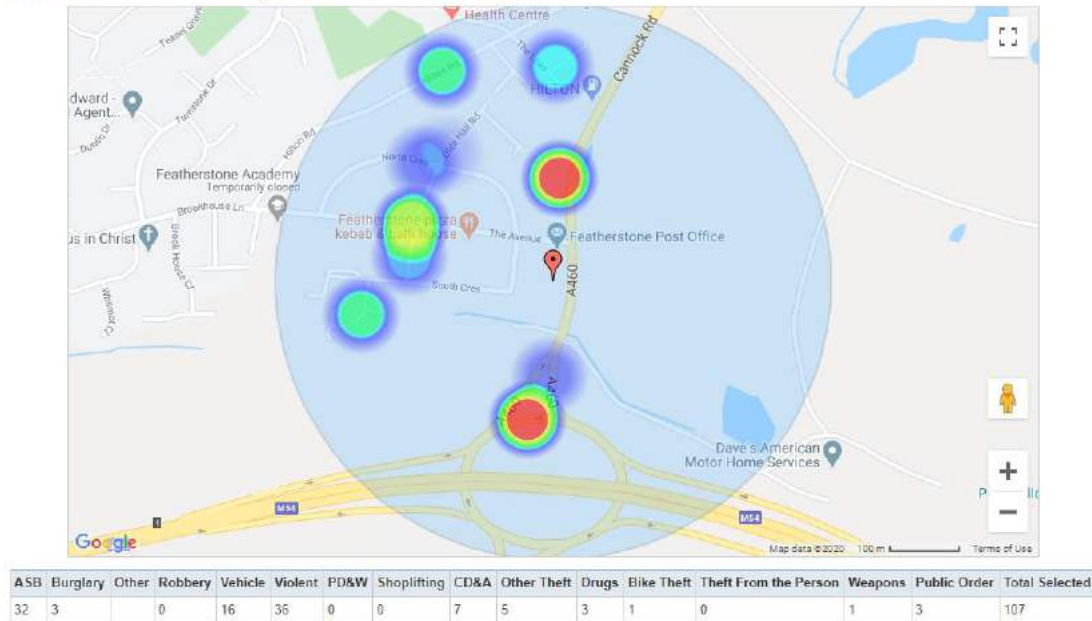
Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores		➤	

All businesses are independently-run, as expected for a centre of this small size.



Indicator	Good	Neutral	Not Good
<b>Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding</b>			
We have not found evidence that there are barriers to new businesses opening.			
<b>Opening hours/availability/extent to which there is an evening and night time economy offer</b>		✓	
Apart from the takeaway shops, none of the businesses are geared to the night-time economy.			
<b>Perception of safety and occurrence of crime</b>	✓		
<p>Statistics from UKCrimeStats.com indicate 628 crimes in the last year (April 2019 – March 2020) for a daytime population of 8,062 in postcode sector WV10 7 which covers Featherstone and Shareshill, equating to an overall rate of 7.8%. This compares to a national crime rate of 10.1% over the same period. 0.1% of these crimes related to shoplifting compared with an average of 0.6% and 1.3% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 2.5% of crimes (UK average 3.0%).</p> <p>Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.</p>			

### WV10 7AA Between April 2019 and March 2020



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**Business Survey Feedback:** Featherstone relies on vehicles passing through (as opposed to coming to Featherstone specifically). More available parking has been asked for, as well as better advertising for the shops and services on the main road.

**TABLE 2: FEATHERSTONE SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ High local population of 6512 relative to number of retail outlets (4).</li><li>✓ Good range of convenience provision</li><li>✓ Passing trade from the busy A460 which provides a link between the M54 and the M6.</li></ul>	<ul style="list-style-type: none"><li>✗ Restricted catchment area</li><li>✗ Little pedestrian activity at the time of our visits.</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Opportunity to improve public realm in front of the shops on The Avenue.</li><li>➔ Substantial local employment at HMP Oakwood, HMP Featherstone and HMP Brinsford as well as nearby industrial estates, provides potential for additional trade.</li></ul>	<ul style="list-style-type: none"><li>⬅ Close proximity to wider Wolverhampton and West Midlands Conurbation.</li></ul>

# Featherstone

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Cannock Road, WV10 7AA</b>				
10	Featherstone Convenience Store and Post Office		Convenience retail, Class A1 (E)	Stuffed to the gunnels with essential convenience and household goods, confectionery, newspapers, little sub-post office. They deliver newspapers and magazines, including to HMP Oakwood Featherstone. Money transfer. All sorts of services at the post office.
<b>The Avenue, WV10 7AT:</b> southside, east to west				
	Mill Stream Pharmacy		Comparison retail, Class A1 (E)	Part of Unichem Closed for lunch 1pm-2pm
	Emma Louise Salon	Hairdresser	Service use, Class A1 (E)	Formerly Martin Pauls Hair Salon
Unit 2	Kafe Neo	Café and cakes and buffets made to order	Service use, Class A3 (E)	Open 7am-2pm
Website review: <i>A great cafe, a lovely variety of food at fantastic prices and very friendly staff who do their best to accommodate special diets. I've also seen some lovely buffets that they have supplied and some gorgeous cakes for special</i>				
Unit 3	Lifestyle Express	CTN / groceries	Convenience retail, Class A1 (E)	
Gap				
20	Costcutter	Convenience store chain offering baked, fresh and packaged goods, plus alcohol sales	Convenience retail, Class A1 (E)	Corporate website
22	Featherstone Fish Bar	Fish and Chip shop, takeaway	Service use, Class A5 (sui generis)	

## Featherstone

## Village Centre Survey

22	Featherstone Pizza Kebabs and Balti	Pizza etc, takeaway	Service use, Class A5 ( <i>sui generis</i> )	Opens 4pm
22	Londis	Neighbourhood foodstore	Convenience retail, Class A1 (E)	
<i>South Crescent side road</i>				
<b>Outside defined centre</b> <b>The Avenue, WV10 7AT. northside</b>				
	Featherstone Methodist Church		Service use, Class D1 (F.1)	



# Pattingham

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**TABLE 1: PATTINGHAM VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

**About the Settlement: Tier 3 settlement**

Pattingham has a long and detailed history of malting and brewing, mediaeval court rolls record the elections of ale-tasters from 1353 to 1735, annually from the late 15th century. As with many in South Staffordshire, the village was originally a farming community but expanded housing in the mid- to late-20th century contributed most to its principal role nowadays as a dormitory village for the West Midlands conurbation.

The village centre has a parish church and primary school (both St Chad's), a village hall, and several shops. It has also two public houses. 'The Crown' and 'The Pigot Arms' (which was known in 1633 as 'The New Inn', indicating that an old name is being restored to use.

The oldest extant portion of St Chad's Church dates from the late 12th century. The church was rebuilt in the mid-17th century following a devastating fire. George Gilbert Scott, celebrated ecclesiastical architect, extensively remodelled the church in the late 19th century.



Health Check			
Indicator	Good	Neutral	Not Good
Diversity of uses	✓		
8 different types of retail, service and other uses appropriate to a 'town centre' in 9 properties. See Centre Survey. No vacant properties, charity shops or community facilities in the defined centre.			

## Composition of Centre

**Convenience 1:** village store

**Comparison 3:** florist, men's wear and boy's wear and pharmacy

**A1 services 3:** coffee shop, hairdressers and photographer's studio

**A3 / A4 / A5 services 1:** pub

Indicator	Good	Neutral	Not Good
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, but little pedestrian activity during our visit to the village centre.			
<b>Accessibility</b>			❖
There is no railway station.			
Bus service: National Express West Midlands 10a Pattingham – Perton – Wolverhampton There is a bus stop in front of the shopping parade.			
<b>State of town centre environmental quality (public realm)</b>	✓		
This is largely very good.			





**'The Pigot Arms' and St.Chad's Church**



**Pattingham Village Hall**



Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		



All businesses, part from the Co-op, are independently-run, as expected for a centre of this small size.

Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
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We have not found evidence that there are barriers to new businesses opening.

Opening hours/availability/extent to which there is an evening and night time economy offer		➤	
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'The Pigot Arms' and 'The Crown' almost adjoin, separated only by Nos.11 and 13 High Street. These, coupled with the quality of the environment suggest a fair basis for a limited evening and night time economy.



Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime	✓		

Statistics from UKCrimeStats.com indicate 527 crimes in the last year (April 2019 – March 2020) for a daytime population of 8,484 in postcode sector WV6 7, equating to an overall rate of 6.2%. This compares to a national crime rate of 10.1% over the same period. 0.6% of these crimes related to shoplifting comparable with the national average and 1.4% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.9% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

**WV6 7BQ Between April 2019 and March 2020**



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**Business Survey Feedback:** Pattingham is very quiet, due to a lack of advertising, infrequent buses and parking penalties. All businesses surveyed say Pattingham needs to be 'put on the map', and their average to low custom reflects this need.

**TABLE 2: PATTINGHAM SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Attractive physical environment.</li><li>✓ Modern retail parade provides relatively high quality units.</li><li>✓ Reasonable mix of uses</li></ul>	<ul style="list-style-type: none"><li>✗ Little pedestrian activity during our visits to the centre.</li><li>✗ Reliance on single convenience outlet</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Relatively isolated location away from other centres, ensures centre has limited competition.</li></ul>	<ul style="list-style-type: none"><li>⬅ Feedback from businesses suggested that the centre doesn't feature on the wider conscious of residents of other settlements.</li><li>⬅ This is partly reflected within the results of the business telephone survey with businesses in Pattingham reporting an overall average performance score of just 2.0, the lowest in the District.</li></ul>

# Pattingham

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>High Street, WV6 7BQ:</b> south side, west to east				
15	The Crown	Pub and restaurant	Service use, Class A4 ( <i>sui generis</i> )	Large car park in rear
11	The Pigot Arms	Pub and restaurant	Service use, Class A4 ( <i>sui generis</i> )	Traditional village pub Large car park in rear with Polar Electric vehicle charging point
7	Co-operative Food Post Office	Food store Post office	Convenience retail, Class A1 (E)	Part of Mid-Counties Co-operative Black and gold bollards in front
<b>High Street, WV6 7BD</b>				
4	Raymond Clarke	Florists and giftshop	Comparison retail, Class A1 (E)	
3	Kenneth Clive	Menswear Boyswear Clothes hire	Comparison retail, Class A1 (E)	
2	Le Salon	Hair Stylists (women)	Service use, Class A1 (E)	
<b>1a Meadow View, WV6 7BD</b>	Medicare Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	
<b>High Street, WV6 7BQ:</b> north side, west to east				
1 Lychgate House	In-Depth Photos	Photographic studio	Service use, Class A1 (E)	
2 Lychgate House	Lychgate Coffee	Coffee Shop	Service use, Class A3 (E)	Established 2013 Monday-Saturday 10am-4pm
<b>Outside defined centre</b>				
Patshull Road, WV6 7BQ	St. Chad's Church	Religious C of E	Service use, Class D1 (F.1)	Picturesque Commonwealth war graves
<b>Recommend include within centre for consistency with other Village Maps</b>				
High Street	Pattingham Village Hall	Community centre	Service use, Class D2 (F.2)	Single-storey building
<b>Recommend include within centre for consistency with other Village Maps</b>				

# Sharehill

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**TABLE 1: SHARESHILL VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 3 settlement</b>			
In 1851, Shareshill had 594 inhabitants and 4,200 acres of land including 11 farmers, 2 maltsters, a wheelwright, a dressmaker, 2 shopkeepers, 3 shoemakers, 1 butcher, 2 beerhouses (the Horse & Jockey and The Swan), 2 gentlemen and a schoolmistress. Its estimated population in 2018 was 743. Nowadays, it has a community store / post office and the 'The Nine Elms' public house and restaurant.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
1 different types of retail, service and other uses appropriate to a 'town centre' in 1 property. See Centre Survey. No vacant properties, charity shops or community facilities in the defined centre.			
<b>Composition of Centre</b>			
<b>Convenience 1:</b> community store / post office			
			
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			



Indicator	Good	Neutral	Not Good
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>			
Please see 'Balance between independent and multiple stores' below.			
			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>		➤	
Not possible to gauge without regular visits over time, some pedestrian activity during our visit to Shareshill.			

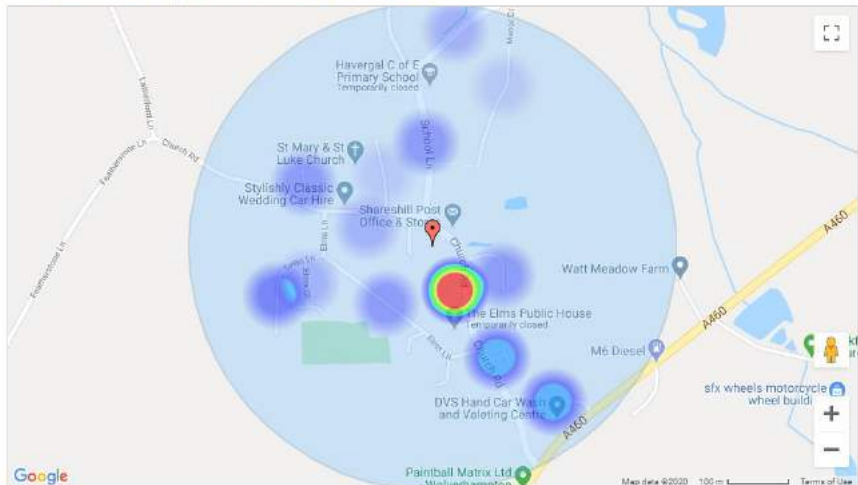
Indicator	Good	Neutral	Not Good
Accessibility			❖
<p>There is no railway station.</p> <p>Bus services:  Select 67 Wolverhampton – Cannock via Shareshill  Arriva Midlands North 70 Cannock – Featherstone – Wolverhampton</p>			
State of town centre environmental quality (public realm)	✓		

Public realm here is really quite nice, green verges either side with houses set back in the vicinity of the Community Shop and Post Office



Indicator	Good	Neutral	Not Good
Balance between independent and multiple stores	✓		
The store / PO is run by the community and is the oldest community store in the County.			
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
We have not found evidence that there are barriers to new businesses opening.			
Opening hours/availability/extent to which there is an evening and night time economy offer		➤	
'The Nine Elms' public house and restaurant owned by Davenports is a few hundred metres from the community store.			
Perception of safety and occurrence of crime	✓		
<p>Statistics from UKCrimeStats.com indicate 628 crimes in the last year (April 2019 – March 2020) for a daytime population of 8,062 in postcode sector WV10 7 which covers Featherstone and Shareshill, equating to an overall rate of 7.8%. This compares to a national crime rate of 10.1% over the same period. 0.1% of these crimes related to shoplifting compared with an average of 0.6% and 1.3% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 2.5% of crimes (UK average 3.0%).</p> <p>Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.</p>			

WV10 7LD Between April 2019 and March 2020



ASB	Burglary	Other	Robbery	Vehicle	Violent	PD&W	Shoplifting	CD&A	Other Theft	Drugs	Bike Theft	Theft From the Person	Weapons	Public Order	Total Selected
4	8		0	5	9	0	0	7	4	0	0	1	0	3	41

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**Business Survey Feedback:** Unable to make contact through the telephone survey, though in a long conversation late November 2019, the long-established community store continues to do well, thriving with a loyal custom and people that make produce for the store to sell.



**TABLE 2: SHARESHILL SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Well established community convenience store</li><li>✓ Attractive public realm</li></ul>	<ul style="list-style-type: none"><li>✗ With an estimated population of 743, Shareshill is the smallest <b>tier 3</b> settlement in the District.</li><li>✗ Limited catchment and draw</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Feedback points to Post Office and Community Store having a loyal customer base.</li></ul>	<ul style="list-style-type: none"><li>➔ Limited size of the settlement and little growth provides limited catchment for trade.</li></ul>



# Shareshill

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Church Road WV10 7LD</b>				
64	Shareshill Community Post Office and Stores	Greetings cards, magazines, jams and pickles, all homemade by Karen, nice cakes and biscuits, good fruit and veg, and household essentials like tea and coffee.	Convenience retail, Class A1 (F.2)	Date over the door ALV.1894.
<p>This is the oldest community shop in South Staffordshire and celebrated 11 years been in community ownership on 3rd February 2020. Margaret and her husband, who own the building, altogether have run the shop for 20 years</p> <p>Monday-Friday 6:30am-5:30pm. Saturday 7am-1pm. Sunday 7:30am-12pm. Post office 9am-1pm, 2pm-5:30pm, Saturday 9am-12:30pm, Sunday closed.</p> <p>Just beyond is a phone box, which is cards only, and the Shareshill Parish Council noticeboard.</p>				
<b>Church Road WV10 7JR</b>				
	The Elms	Country pub and dining	Service use, Class A4 ( <i>sui generis</i> )	Davenport's, since 1829

# Swindon

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**TABLE 1: SWINDON VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

<b>About the Settlement: Tier 3 settlement</b>			
Swindon's past owes much to the ironworks, opened by Dud Dudley c1621 and then the opening of the Staffordshire and Worcestershire Canal in 1772, increasing the Swindon population to 419 in 1841.			
<b>Health Check</b>			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Diversity of uses</b>	✓		
5 different types of retail, service and other uses appropriate to a 'town centre' in 5 properties. See Centre Survey. No vacant properties, charity shops or community facilities in the defined centre.			
<b>Composition of Centre</b>  <b>Convenience 1:</b> village store <b>A1 services 1:</b> hairdressers <b>A3 / A4 / A5 services 2:</b> pub and takeaway <b>Miscellaneous 1:</b> beauty treatments			
			
<b>Indicator</b>	<b>Good</b>	<b>Neutral</b>	<b>Not Good</b>
<b>Proportion of vacant street level property</b>	✓		
No vacant property.			

Indicator	Good	Neutral	Not Good
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>			
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>		➤	
Not possible to gauge without regular visits over time, few people about on our two visits to the village centre.			
<b>Accessibility</b>			❖
There is no railway station.  Bus service: National Express West Midlands 16 Wolverhampton – Stourbridge via Kingswinford			
<b>State of town centre environmental quality (public realm)</b>	✓		
Swindon has a generally pleasant environment.			
<b>Balance between independent and multiple stores</b>	✓		
All businesses are independently-run, as expected for a centre of this small size.			
<b>Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding</b>			
We have not found evidence that there are barriers to new businesses opening.			

Indicator	Good	Neutral	Not Good
Opening hours/availability/extent to which there is an evening and night time economy offer		✓	

'The Old Bush' suggests a fair basis for a limited evening and night time economy, along with 'The Green Man' at the far end of 'High Street' (separated by numerous non-commercial buildings).





Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime		➤	

Statistics from UKCrimeStats.com indicate 185 crimes in the last year (April 2019 – March 2020) for a daytime population of 1,810 in postcode sector DY3 4 which covers Swindon and two smaller settlements, equating to an overall rate of 10.2%. This compares to a national crime rate of 10.1% over the same period. There were no reports of any crimes related to shoplifting compared with an average of 0.6% and 1.9% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.3% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

#### DY3 4NP Between March 2019 and March 2020



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**Business Survey Feedback:** There is uncertainty surrounding the car park of 'The Old Bush' pub. The rules keep changing, and visitors to the area never know if they're allowed to use the pub car park for shopping purposes, and if they are, how long they're allowed to stay there. The landlord of the pub has final say on parking matters.

**TABLE 2: SWINDON SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Reasonable mix of uses despite limited number of units</li><li>✓ No vacant units present at time of surveys.</li><li>✓ Attractive physical environment.</li></ul>	<ul style="list-style-type: none"><li>✗ Restricted catchment area</li><li>✗ Lack of dedicated shoppers car parking</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Opportunity to improve provision of dedicated short stay car parking.</li></ul>	<ul style="list-style-type: none"><li>⬅ As a small settlement midway between Wombourne and Kingswinford, the pull of higher order centres remains a constant threat.</li></ul>

# Swindon

## Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>High Street, DY3 4NR:</b> north side, east to west				
	The Old Bush	Public house	Service use, Class A4 ( <i>sui generis</i> )	Serves traditional Indian cuisine
19	Swindon Convenience Store	Convenience store and Post Office	Convenience retail, Class A1 (E)	"Fags, mags and off-licence"
17	Amathus Unisex Hair Design	Hair stylists	Service use, Class A1 (E)	
15	No White Bits Boutique	Tanning and beauty salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	
13	Smith's Fish and Chips	Fish and chips	Service use, Class A5 ( <i>sui generis</i> )	
<b>Not in centre</b>				
13	Swindon United Reform Church	Religious	Service use, Class D1 (F.1)	
Wombourne Road	St. John's C of E Primary School	School	Service use, Class D1 (F.1)	
Swin Forge Way	Swindon Community Centre	Community centre	Service use, Class D2 (F.2)	Large modern building
Canal lock				
	long gap			
<b>High Street, DY3 4NR</b>	The Green Man	Public house	Service use, Class A4 ( <i>sui generis</i> )	

# Wheaton Aston

Wheaton Aston is a village and civil parish in the district of North Devon, Devon, England. It is situated about 10 miles (16 km) north of Exeter.

The village is known for its historic church, St. Andrew's, which is a Grade I listed building. The church is a fine example of 15th-century English Gothic architecture.

Wheaton Aston is also known for its scenic views of the surrounding countryside. The village is surrounded by rolling hills and fields, and the River Exe flows through the area.

The village is a popular destination for tourists and residents alike. It offers a peaceful and scenic environment, and a variety of amenities including shops, restaurants, and a pub.

Wheaton Aston is a beautiful village with a rich history and a scenic environment. It is a great place to visit or live, and offers a variety of amenities and activities for all.

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The village is known for its historic church, St. Andrew's, which is a Grade I listed building. The church is a fine example of 15th-century English Gothic architecture.

**TABLE 1: WHEATON ASTON VILLAGE CENTRE NPPG HEALTH CHECK INDICATOR**

**About the Settlement: Tier 3 settlement**

Up to the 18th century, Wheaton Aston was regarded as something of a [spa](#) due to the existence of a mineral spring in one of the gardens. In the 1830s, Thomas Telford built the Birmingham and Liverpool Junction canal (now known as the Shropshire Union Canal) through the edge of the village (it is located by Bridge 19), bringing a lot of people and trade into the village. This was due to the canal being the main through route between Liverpool and London.



The Pitt Rivers Museum in Oxford has on display a pair of moles feet from 1902 that were carried in the pocket of an old man from Wheaton Aston as a cure against toothache.

Health Check			
Indicator	Good	Neutral	Not Good
Diversity of uses	✓		

3 different types of retail, service and other uses appropriate to a 'town centre' in 4 properties. See Centre Survey below.



## Composition of Centre

**Convenience 1:** Village store

**Comparison 1:** Pharmacy

**A1 services 1:** hairdressers

The facilities in the village are dispersed even more than is sometimes the case elsewhere in South Staffordshire. The Village Hall is on High Street at its junction with Hawthorne Road, at the far end of which on Frog Lane is a Spar store.

Opposite the sheltered bus stop for Cannock, Penkridge and Stafford on High Street is 'The Coach and Horses' public house with 'Momtaj Spice' Indian restaurant and take-away upstairs. The 'Hollies' village store and sub-post office (formerly 'Doal Stores' is some way east, just beyond Caspian Way, with, further on, a Banks's pub, 'The Hartley Arms' on the bank of the Shropshire Canal main line and a small general shop with fuel pumps opposite.


Indicator	Good	Neutral	Not Good
<b>Proportion of vacant street level property</b>			❖
One vacant property, very long-term.			
<b>Commercial yields on non-domestic property</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Customers' experience and behaviour</b>	✓		
Generally pleasant and welcoming.			
<b>Retailer representation and intentions to change representation</b>	✓		
Please see 'Balance between independent and multiple stores' below.			
<b>Commercial rents</b>			
Not known, data like this is difficult to obtain for small settlements as the number of transactions is so low.			
<b>Pedestrian flows</b>	✓		
Not possible to gauge without regular visits over time, little pedestrian activity during our visits to the village centre.			
<b>Accessibility</b>		➤	
There is no railway station.			
Bus services: Select <div>             809 Bridgnorth Low Town – Rodaston College              877 Stafford – Church Eaton – Brewwood – Wolverhampton              878 Penkridge – Brewwood – Wolverhampton           </div>			

This is what Wikipedia says about its accessibility:

*'It has good transport links making it an ideal commuter to the large cities of the English Midlands. Junction 12 of the M6 motorway is only 5 miles away, providing quick access to Birmingham, Walsall and Wolverhampton, while close proximity to the M54, A449 and A5 provide easy access to Stafford, Cannock, Telford and Shrewsbury'.*

This is true enough about the road connections of much of South Staffordshire, but presents an overly rosy view of accessibility by all residents of Wheaton Aston.



Indicator	Good	Neutral	Not Good
State of town centre environmental quality (public realm)	✓		
 <p>Lots of trees, including this fine yew.</p>			
Balance between independent and multiple stores	✓		
All businesses are independently-run, as expected for a centre of this small size.			
Extent to which there is evidence of barriers to new businesses opening and existing businesses expanding			
We have not found evidence that there are barriers to new businesses opening.			



Village Stores / Sub Post Office  
between the village centre and the  
Shropshire Union Canal

Indicator	Good	Neutral	Not Good
Opening hours/availability/extent to which there is an evening and night time economy offer		✓	



'The Coach and Horses' with  
'Momtaj Spice' in the village centre  
and 'The Hartley Arms' next to the  
canal provide a modicum of night-  
time economy.

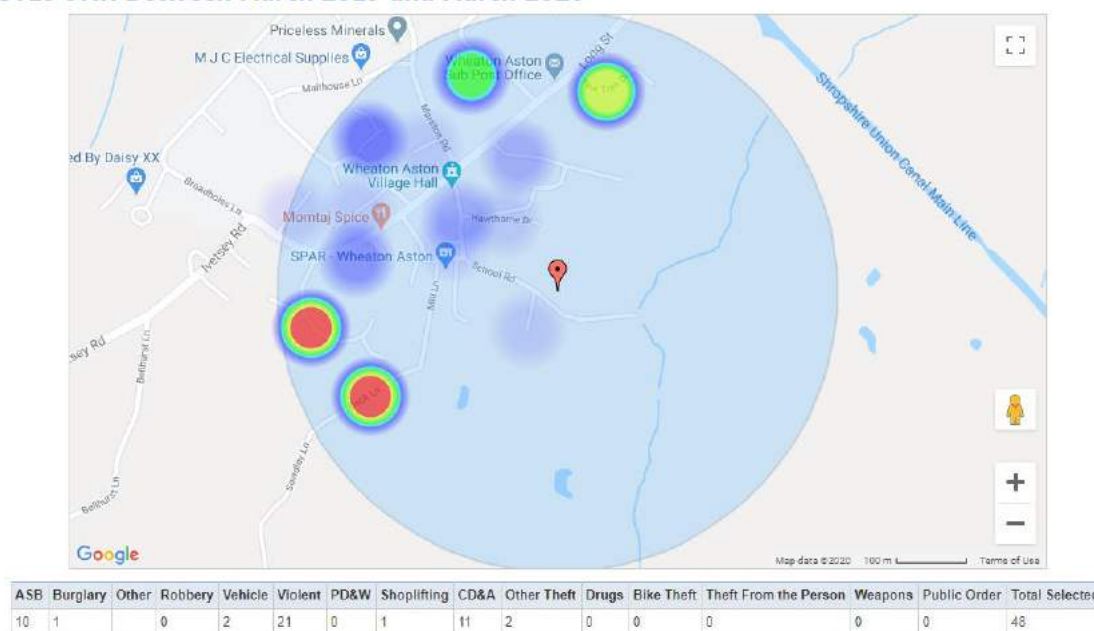


Indicator	Good	Neutral	Not Good
Perception of safety and occurrence of crime	✓		

Statistics from UKCrimeStats.com indicate 222 crimes in the last year (April 2019 – March 2020) for a daytime population of 4,981 in postcode sector ST19 9, equating to an overall rate of 4.5%. This compares to a national crime rate of 10.1% over the same period. 0.1% of these crimes related to shoplifting compared with an average of 0.6% and 1.0% to Anti-social behaviour (UK average 2.1%). Violent crimes accounted for 1.6% of crimes (UK average 3.0%).

Perception of safety: not possible to gauge without regular visits over time, but usually felt safe. The homes within and around the village centre and on its approaches provide for added surveillance, as recommended by good planning practice.

#### ST19 9NH Between March 2019 and March 2020



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**Business Survey Feedback:** Wheaton Aston has several pubs and ample parking, so it appears to have avoided the problems of its neighbouring centres. The canal system has also served this community well during lockdown. The business surveyed expressed a need for upkeep, in their case roof repairs (preferably before winter), although they did mention other businesses in Wheaton Aston who need similar maintenance.



**TABLE 2: WHEATON ASTON SWOT ANALYSIS**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>✓ Attractive and historic settlement</li><li>✓ Reasonable mix of uses including community uses</li></ul>	<ul style="list-style-type: none"><li>✗ Proximity to Penkridge restricts potential catchment area</li><li>✗ Lack of a coherent and defined centre.</li><li>✗ Long term vacant unit</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>➔ Tourism associated with the Shropshire Union Canal.</li><li>➔ Relatively isolated location ensures retailers within the centre have limited local competition.</li><li>➔ Potential to better define the village centre.</li></ul>	<ul style="list-style-type: none"><li>⬅ Relatively isolated location and small population limits trade potential.</li></ul>

# Wheaton Aston

# Village Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>High Street, ST19 9NP</b>				
43		General store	Convenience retail, Class A1 (E)	Dry cleaning service
	<i>House, adjoining</i>		<i>Residential, C3</i>	
	<i>House, set back</i>		<i>Residential, C3</i>	
	Vacant		Vacant	Was 'Element Studios (nails, lashes and skin care) Understood to have been vacant since 2012
9	Wheaton Aston Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	Free collection and delivery Formerly 'The Harvest Shop'
<b>Pinfold Lane</b>				
39	Split Enz's	Hairstylists	Service use, Class A1 (E)	
<b>Outside defined centre, could be included in Centre</b>				
<b>High Street, ST19 9NP</b>				
36	Coach and Horses with Momtaj Spice	Public House, Restaurant, bar and takeaway	Service use, Class A4 ( <i>sui generis</i> )	Momtaj Spice (upstairs from the Coach and Horses pub)
<b>The Cobbles, ST19 9NB</b>				
Leabank House	Wheaton Aston Surgery	Doctors' surgery	Service use, Class D1 (E)	
	houses		<i>Residential, C3</i>	
High Street/Hawthorne Road	Wheaton Aston and Lapley Village Hall	Village Hall	Service use, Class D2 (F.2)	High Street becomes Long Street
<b>Outside defined centre, important facilities nearby</b>				
<b>Frog Lane, ST9 9NH</b>	Spar Wheaton Aston	Neighbourhood store		Open 7am-10pm

## Wheaton Aston

## Village Centre Survey

Long Street, ST9 9NF				
19	Doal Food and News	Neighbourhood store (‘Premier’) and Post Office	Convenience retail, Class A1 ( )	Mon - Fri, 6am- 10pm Sat – Sun, 7am- 10pm)
long gap				
49	Turners Garage Shop	Fuel, car accessories and general store	Comparison retail, Class A1	1 x DERV pump 1 x Red Diesel pump  <b>20</b>
56	The Hartley Arms	Public house	Service use, Class A4 ( <i>sui generis</i> )	A Banks's pub, next to the Canal Opposite garage shop Large car park at rear of building
Shropshire Union canal, main line				

## appendix twelve

# Composition of Village Centres by Use Class

Settlements	Retail A1 shops				Service uses								Vacant	Other	Total
	Convenience	Comparison	Charity	All A1 retail	A1	A2	A3	A4	A5	sui generis	D1	D2		e.g. B1, B2	
<b>Tier 1</b>															
<b>Bilbrook</b>	4	4	0	8	4	1	1	1	3	4	3	0	1	2	28
<b>Codsall</b>	8	7	1	16	11	3	0	4	1	2	0	2	3	0	42
<b>Cheslyn Hay</b>	2	4	0	6	6	2	3	2	4	6	4	1	3	2	39
<b>Great Wyrley</b>	5	5	1	11	6	0	3	1	3	2	2	0	2	0	30
<b>Penkridge</b>	7	13	2	22	12	9	6	4	4	7	2	0	3	1	70
	Class A1 retail				A1/A2		A3/A4		A5	sui generis	D1/D2		Vacant	Other	Total
Totals	26	33	4	63	54		25		15	21	14		12	5	209
proportions	12.4%	15.8%	1.9%	30.1%	25.8%		12.0%		7.2%	10.0%	6.7%		5.7%	2.4%	
<b>Tier 2</b>															
<b>Brewood</b>	5	5	0	10	5	2	2	3	0	3	1	2	2	0	30
<b>Wombourne</b>	7	19	3	29	14	9	4	3	2	5	11	3	5	4	89
<b>Perton</b>	4	4	2	10	3	2	2	1	1	0	8	0	0	0	27
<b>Essington</b>	3	0	0	3	1	0	0	0	0	0	0	0	0	0	4
<b>Huntington</b>	2	0	0	2	0	0	1	0	1	0	0	0	0	0	4
<b>Kinver</b>	6	11	3	20	10	3	7	2	3	3	2	0	1	1	52
	Class A1 retail				A1/A2		A3/A4		A5	sui generis	D1/D2		Vacant	Other	Total
totals	27	39	8	74	49		25		7	11	27		8	5	206
proportions	13.1%	18.9%	3.9%	35.9%	23.8%		12.1%		3.4%	5.3%	13.1%		3.9%	2.4%	
<b>Tier 3</b>															
<b>Coven</b>	3	2	0	5	1	0	0	1	1	1	0	0	0	0	9
<b>Featherstone</b>	4	1	0	5	1	0	1	0	2	0	0	0	0	0	9
<b>Swindon</b>	1	0	0	1	1	0	0	1	1	1	0	0	0	0	5
<b>Shareshill</b>	1	0	0	1	0	0	0	0	0	0	0	0	0	0	1
<b>Pattingham</b>	1	3	0	4	2	0	1	2	0	0	0	0	0	0	9
<b>Wheaton Aston</b>	1	1	0	2	1	0	0	0	0	0	0	0	1	0	4
	Class A1 retail				A1/A2		A3/A4		A5	sui generis	D1/D2		Vacant	Other	Total
totals	11	7	0	18	6		6		4	2	0		1	0	37
proportions	29.7%	18.9%	0%	48.6%	16.2%		16.2%		10.8%	5.4%	0%		2.7%	0%	
<b>South Staffs</b>													Vacant	Other	Total
totals	64	79	12	155	109		56		26	34	41		21	10	452
proportions	14.2%	17.5%	2.7%	34.3%	24.1%		12.4%		5.8%	7.5%	9.1%		4.6%	2.2%	



## **appendix thirteen**

# Birches Bridge

by William Shakespeare

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## Birches Bridge

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
Wolverhampton Road Southeast side, northwest to southeast				
74	Costa Coffee (est 1971)	Coffee Shop	Service use, Class A1 (E)	Former bank <a href="https://www.costa.co.uk/">https://www.costa.co.uk/</a>
74	Co-Op Food	Food store	Convenience retail, Class A1	01902 843054 <a href="https://finder.coop.co.uk/food/store/WV8-1PE/74-wolverhampton-road">https://finder.coop.co.uk/food/store/WV8-1PE/74-wolverhampton-road</a> "Welcome to Birches Bridge's Co-Op" Counter service / 2 checkouts / 3 self-scan Grocer of the Year 2019
76	Staffordshire Wildlife Trust	<b>Charity Shop</b>	Comparison II retail, Class A1 (E)	
78	Compton Care	<b>Charity Shop</b>	Comparison II retail, Class A1 (E)	01902 840011 <a href="https://www.comptoncare.org.uk/">https://www.comptoncare.org.uk/</a> "Making Everyday Extraordinary" 'Birches Bridge Shop'
80	The Farmhouse	Butchers	Convenience retail, Class A1 (E)	01902 840300
82	Good Taste Chinese Cuisine	Restaurant (takeaway)	Service use, A5 (Sui generis)	01902 842828
84	Ian Rigby Jewellers	Jewellers	Comparison retail, Class A1 (E)	01902 845300 <a href="https://www.ianrigby-jewellers.co.uk/">https://www.ianrigby-jewellers.co.uk/</a> End of lease April 2020. Closing sale (half price on all watches, clocks, glass and leather) To Let via Michael Tromans & Co 01902425646 <a href="http://www.michaeltromans.co.uk">www.michaeltromans.co.uk</a>

## Birches Bridge

## Neighbourhood Centre Survey

86	Lloyds Pharmacy		Comparison retail, Class A1 (E)	01902 842935 <a href="https://lloydspharmacy.com/">https://lloydspharmacy.com/</a>
Parade from to 74 to 86 Wolverhampton Road: 19 on-street parking spaces. Parking on shop side of service road only, double yellow lines on the other side. Spaces are narrow (6.5ft-7ft).				
Access road leading to waste and recycling facilities and staff car park				
88	Codsall Tuition Centre	Education (maths and English, 6-16 years old)	Service use, Class D1 (F.1)	01902 219433 <a href="http://www.top-tuition.com/">http://www.top-tuition.com/</a> first floor
88	4Sight Opticians	Opticians	Comparison retail, Class A1 (E)	01902 844201 <a href="https://www.4sightopticians.com/branch/codsall/">https://www.4sightopticians.com/branch/codsall/</a> 'Member of Kodak Lens Vision Centre'
90	Fones Tech	Mobile, laptop and tablet repair service	Service use, Class A1 (E)	01902 845554 <a href="http://www.fonestech.com">www.fonestech.com</a> Monday-Saturday 9.30 am-5.30 pm First floor office suite to let via Michael Tromans and Co (505 sq. ft)
92	Wow	Hair, tanning, beauty and nail salon	Service use, Class A1 (E)	01902 840062 <a href="http://wowhair.co.uk/services/92-wolverhampton-rd/">http://wowhair.co.uk/services/92-wolverhampton-rd/</a>
94	Acorns	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	01902 846538 <a href="http://www.acorns.org.uk">www.acorns.org.uk</a> 'Supporting your local children's hospice' Spacious and well stocked
94a	Worthington Estates	Sales, lettings, surveys and valuations	Service use, Class A2 (E)	01902847358 <a href="http://www.worthingtonestates.co.uk">www.worthingtonestates.co.uk</a>
96	The Vineyard	Wines and spirits	Convenience retail, Class A1 (E)	01902 546540 'Cider House cider available here on draught'
96a	Body and Soul	Beauty and massage therapies	Service use, Sui generis (Sui generis)	01902 843620 <a href="mailto:info@thaibodyandsoul.co.uk">info@thaibodyandsoul.co.uk</a>

## Birches Bridge

## Neighbourhood Centre Survey

98	Birches Bridge Fish Bar	Fish and chip shop	Service use, Class A5 ( <i>sui generis</i> )	01902 844756 <a href="https://www.birchesbridgefishbar.co.uk/">https://www.birchesbridgefishbar.co.uk/</a> Tuesday-Saturday 11.30am-2pm and 4pm-midnight Sunday 5pm-11pm Monday Closed
Parade from 88 to 98 Wolverhampton Road: 16 on-street parking spaces. Parking either side of service road. access road				
100	Style 100	Hair and beauty salon	Service use, Class A1 (E)	01902 840123 <a href="http://www.style100.co.uk/">http://www.style100.co.uk/</a>
6 Birches Bridge. Wolverhampton Road	Codsall Flooring	Carpets, vinyls and window blinds	Comparison retail, Class A1 (E)	01902 840101 <a href="https://www.codsallflooring.co.uk/">https://www.codsallflooring.co.uk/</a>
102	Papa John's Pizza	Pizza restaurant (takeaway)	Service use, Class A5 ( <i>sui generis</i> )	01902 844141 <a href="http://www.papajohns.co.uk">www.papajohns.co.uk</a>
104	The Wishing Tree	Shop selling Emporia helium balloons Also cards and gifts	Comparison retail, Class A1 (E)	01902 846222 <a href="http://www.emporiaballoon.com">www.emporiaballoon.com</a>
106	Deli Fusion	Sandwich and coffee shop Also catering	Service use, Class A1 (E)	01902 842948 <a href="https://www.facebook.com/delifusion/">https://www.facebook.com/delifusion/</a>
106 (above Deli Fusion)	Undertone Tattoo	Tattoo parlour	Service use, <i>Sui generis</i> ( <i>Sui generis</i> )	01902 618433 <a href="https://www.facebook.com/undertonetattoo/">https://www.facebook.com/undertonetattoo/</a> Tue-Sat 10.30am-6pm Mon by appointment <a href="mailto:undertonetattoo@hotmail.com">undertonetattoo@hotmail.com</a>
108	The Flower Shop	Florists	Comparison retail, Class A1 (E)	01902 843763 <a href="http://www.theflowershoponline.co.uk/">http://www.theflowershoponline.co.uk/</a> 4.5 wide, 8 deep <b>36</b>
110	Village Nails & Spa	Nail salon	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	07921 408428 <a href="https://www.facebook.com/VillageNailsCodsall/">https://www.facebook.com/VillageNailsCodsall/</a>
110 (above Village Nails & Spa)	Bridge Barbers	Barbershop	Service use, Class A1 (E)	01902 844300 <a href="https://www.facebook.com/Bridge-Barbers-119368981449938/">https://www.facebook.com/Bridge-Barbers-119368981449938/</a>



## Birches Bridge

## Neighbourhood Centre Survey

1a-1b Birches Bridge	Codsall Cobblers Ltd Just Keys Ltd Quality Signs Oak and Teak Benches Hardware & Ironmongery	Shoe repair and key cutting service Trophy engraving and purchase Benches Hardware Ironmongery	Comparison retail, Class A1 (E)	01902 842181 <a href="mailto:codsallengravers@btconnect.com">codsallengravers@btconnect.com</a> <a href="http://www.codsallcobblers.8k.com">www.codsallcobblers.8k.com</a> Ironmongery 01902 842423  <a href="http://www.sbblinds.co.uk">www.sbblinds.co.uk</a> 01902 840446
Parade from to 100 Wolverhampton Road to 1a-1b Birches Bridge: 19 on-street parking spaces, including 1 disabled. Parking either side of service road.				
Wolverhampton Road, WV8 1PF Northwest side, <i>northwest to southeast</i>				
137	Coven Dental Surgery	Dentist	Service use, Class D1 (E)	01902 840722 Forecourt parking for 10 vehicles
139	Codsall Spice	Bangladeshi and Indian Bar and Restaurant	Service use, Class A3 (E)	01902846723 <a href="http://www.codsallspice.com">www.codsallspice.com</a> 2 storey detached building Takeaways and parties
	EuroGarages Birches Bridge	Petrol filling station with 'Subway' restaurant and Spar shop	PFS (service use, <i>sui generis</i> ) With Convenience retail, Class A1 (E)	01902 845188 6 sets of pumps

# Boscomoor

1997-2000

1997-2000

1997-2000

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1997-2000

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1997-2000

1997-2000

1997-2000

1997-2000

1997-2000

## Boscomoor

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Boscomoor Shopping Centre, Wolverhampton Road, ST19 5NS</b>				
Local neighbourhood shopping centre, opened following planning permission in 1989 for <i>Demolition of transport hotel and erection of retail units</i> (ref. No: 89/00118). The centre car park has 94 plus 4 disabled spaces. Prominent roadside location off A449 Stafford-Penkridge-Wolverhampton road, 200m north of B5012. Owned/managed by LCP Properties 01384 400123				
	Co-Op		Convenience retail, Class A1 (E)	Welcome to Penkridge's Co-Op Monday-Saturday 6am-10pm Sunday 10am-4pm 3 EPOS checkouts: 4 self-scan checkouts: 1 counter
	Sizzling Wok	Chinese restaurant with takeaway service	Service use, Class A3 (E)	01785 712283
	Compton Care	<b>Charity shop</b>	Comparison II retail, Class A1	'Making everyday extraordinary'
)	Flaming Grill	Fast food	Service use, Class A5 ( <i>sui generis</i> )	01785 712527
	Oyster's Fish Bar	Fish and chips	Service use, Class A5 ( <i>sui generis</i> )	01785 714022
	Devils Haircut	Unisex hair salon	Service use, Class A1 (E)	01785 713665
	Balti Palace	Indian restaurant	Service use, Class A3 (E)	01785 715040

## Boscomoor

## Neighbourhood Centre Survey

	Barnardo's	<b>Charity shop</b>	Comparison II retail, Class A1 (E)	
Unit 7b	Vacant		Vacant	184 sq.m (1,980 sq.ft) To Let though Burley Browne (Sutton Coldfield) 0121 362 1530 / <a href="http://www.burleybrowne.co.uk">www.burleybrowne.co.uk</a> Rent £27,500 pa. exclusive. 'Under offer'.  Prominent on entrance to shopping centre.
	Penkridge Eye Care by Nvision	Opticians	Comparison retail, Class A1	01785 711112
	Subway	Fast food, eat-in and takeaway	Service use, Class A3 (E)	Opened late 2018, one of two new units in extended centre
	Greggs	Sandwiches and pastries	Convenience retail, Class A1 (E)	Opened late 2018, one of two new units in extended centre
The following facilities <b>adjoin the centre</b> to the south				
	Hodson Ford	Ford car dealership		01785 712244 <a href="http://www.hodsonford.co.uk">www.hodsonford.co.uk</a>
	Texaco petrol station	Petrol station		01785 710990

## Bull Lane

1890-1900

1900-1910

1910-1920

1920-1930

1930-1940

1940-1950

1950-1960

1960-1970

1970-1980

1980-1990

1990-2000

2000-2010

2010-2020

2020-2030

2030-2040

2040-2050

2050-2060

2060-2070

2070-2080

2080-2090

2090-2100



## Bull Lane

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Bull Lane WV5 9BZ</b>				
24	Golden Valley	Chinese and English food to takeaway	Service use, A5 ( <i>sui generis</i> )	
26	Studio PM	Unisex hair salon	Service use, Class A1 (E)	01902 324444
28	Lifestyle Express	Small convenience store	Convenience retail, Class A1 (E)	
30	Blush	Tanning and beauty	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	01902 896097

# Common Road

## Common Road

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Common Road</b> <b>WV5 0NB</b> east side of road, north to south				
126	Chip Inn	Fast food to takeaway	Service use, Class A5 ( <i>sui generis</i> )	01902 893605
<i>side road Park Avenue</i>				
130	Costcutter	Neighbourhood store	Convenience retail, Class A1 (E)	<a href="http://www.costcutter.co.uk">www.costcutter.co.uk</a> 01902 895410 ATM
	The Barber Shop	Barbers	Service use, Class A1 (E)	07779 681834 <a href="https://www.facebook.com/barbers76/">https://www.facebook.com/barbers76/</a>
130b	BLOW hair by Louisa	Hair Salon	Service use, Class A1 (E)	07526 406104 <a href="https://www.facebook.com/pages/category/Hair-Salon/BLOW-hair-by-louisa-148419252170988/">https://www.facebook.com/pages/category/Hair-Salon/BLOW-hair-by-louisa-148419252170988/</a> Above the Barber Shop
132	Country Cuppa	Tearoom	Service use, Class A1 (E)	07747 085293 <a href="https://www.facebook.com/Countrycuppawombourne/">https://www.facebook.com/Countrycuppawombourne/</a>
134	Motorcare Car Spares and Accessories	Car accessories	Comparison retail, Class A1 (E)	01902 898200 <a href="https://wombourne.cylex-uk.co.uk/company/motorcare-12852755.html">https://wombourne.cylex-uk.co.uk/company/motorcare-12852755.html</a>
136	JRK Computer Supplies Ltd	Computer supplies	Comparison retail, Class A1 (E)	01902 326426 <a href="https://www.jrkcomputersupplies.co.uk/">https://www.jrkcomputersupplies.co.uk/</a>
138	Wombourne Funeral Services	Funeral directors	Service use, Class A1 (E)	01902 893535 <a href="https://www.wombournefuneralservices.co.uk/">https://www.wombournefuneralservices.co.uk/</a>

## Common Road

## Neighbourhood Centre Survey

138b	Niche Cards, Gifts and Flowers	Florist and gift shop	Comparison retail, Class A1 (E)	01902 895131 <a href="https://www.nichecardsgiftsandflowers.co.uk/">https://www.nichecardsgiftsandflowers.co.uk/</a>
138	Wombourne Dry Cleaners	Dry cleaning service, ironing, alterations and repair	Service use, Class A1 (E)	01902 898039
<i>side road Wombourne Park</i>				
<b>Not in centre, west side of Common Road</b>				
135	Balti Hut	Indian and Bangladeshi restaurant and takeaway	Service use, Class A3 (E)	01902 331411 <a href="https://en-gb.facebook.com/BaltiHutWombourne/">https://en-gb.facebook.com/BaltiHutWombourne/</a> Fully licensed
	<i>houses</i>		C3	
141	Sniffers Dog Grooming	Pet grooming	Service use, <i>Sui generis</i> ( <i>sui generis</i> )	01902 898281 <a href="https://en-gb.facebook.com/sniffersgrooming">https://en-gb.facebook.com/sniffersgrooming</a>

# Giggetty Lane

## Giggetty

## Lane



## Giggetty Lane

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Giggetty Lane WV5 0AW</b>				
5-6	Boots	Chemist Health and beauty	Comparison retail, Class A1 (E)	01902 324062 9am-6.30pm
3-4	Co-Op Blakeley	Food store and post office	Convenience retail, Class A1 (E)	01902 326638 No automatic door
<b>Common Road WV5 0LP</b>				
2	Providence Engraving	Engraving (trophies etc) and signage (restaurants etc)	Service use, Class A1 (E)	01902 898429 <a href="http://www.providenceengraving.co.uk">www.providenceengraving.co.uk</a>
<b>Common Road WV5 0AN</b>				
1	Bromley Butchers	Butchers	Convenience retail, Class A1 (E)	01902 892336 <a href="mailto:www.bromleybutchers@gmail.com">www.bromleybutchers@gmail.com</a> Forecourt parking for about 15 cars

# Glenthorne Drive

## Glenthorne Drive

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Glenthorne Drive WS6 7BZ</b> east side, south to north				
2	Cheryl's Flower House	Florists	Comparison retail, Class A1 (E)	01902 410725 Open 7.30am to 6.30pm Shops on ground floor, flats on first floor.
4	Glenthorne Washeteria	Launderette, with dry cleaning service	Service use, Sui generis (sui generis)	01922 412 832
6	Hair Avantgarde Ltd	Unisex hair salons	Service use, Class A1 (E)	01922 412412
8	'Clothes Depot'	Buy unwanted goods and sell secondhand goods.	Comparison retail, Class A1 (E)	'We pay cash on the spot for your clothes' <a href="https://www.facebook.com/clothesdepotcheslynhay/">https://www.facebook.com/clothesdepotcheslynhay/</a> <a href="https://www.fashyas.com/GB/Walsall/422466967796279/Clothes-Depot">https://www.fashyas.com/GB/Walsall/422466967796279/Clothes-Depot</a> 07580 936082 They buy clothes, paired footwear and belts. They sell secondhand goods, such as DVDs, glassware, clothes and board games
10	The Black Circle	Tattoo and piercing	Service use, Sui generis (Sui generis)	07772 363017 <a href="https://en-gb.facebook.com/Blackcircleattoostudio/">https://en-gb.facebook.com/Blackcircleattoostudio/</a> "Estd 2017" 6w
12	Nisa Local	Neighbourhood convenience store	Convenience retail, Class A1 (E)	01922 412362 <a href="https://www.nisalocally.co.uk/stores/staffordshire/walsall/12-glenthorne-drive">https://www.nisalocally.co.uk/stores/staffordshire/walsall/12-glenthorne-drive</a>

## Glenthorne Drive

## Neighbourhood Centre Survey

Other side of <b>New Horse Road</b> , to the south				
<b>WS6 7AG</b>	'The White Horse'	Pub	Service use, A4 ( <i>Sui generis</i> )	01922 411814 <a href="https://en-gb.facebook.com/thewhitehorsecheslynhay/">https://en-gb.facebook.com/thewhitehorsecheslynhay/</a> A Marstons pub. Large car park at the front dominates the corner position New Horse Road and Mount Pleasant. Opens 3.30pm weekdays

# Planks Lane



## Planks Lane

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>Planks Lane WV5 8DX</b>				
51	Gary Lee	Barbers	Service use, Class A1 (E)	07551 451722 <a href="mailto:www.garylee@wombourne.net">www.garylee@wombourne.net</a>
49	Gordon Beddow	Fishing tackle and bait, pet and garden food and cycle accessories	Comparison retail, Class A1 (E)	01902 896432
47	1st Stop (‘Yuvi Convenience Store Ltd’)	Small neighbourhood foodstore	Convenience retail, Class A1 (E)	01902 546120 / 896706
45	Spines	Physiotherapy clinic	Service use, Class D1 (F.1)	01902 894613 <a href="http://www.spinesphysiotherapyclinic.co.uk">www.spinesphysiotherapyclinic.co.uk</a> open 1pm – 6.30pm
45	Wombourne Pharmacy	Pharmacy	Comparison retail, Class A1 (E)	01902 893366
The shopping parade is interspersed with entrances to flats over. Limited forecourt parking. The doctors' surgery is a separate building.				
45	Dale Medical Practice	Doctors' surgery	Service use, Class D1 (F.1)	01902 892209 <a href="https://www.dalemedicalpractice-wombourne.nhs.uk/">https://www.dalemedicalpractice-wombourne.nhs.uk/</a> Multi-lingual website Small off-street car park

# Potter's Cross

## Potter's Cross

## Potter's Cross

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
<b>(east side – north to south)</b>				
<b>Enville Road DY7 6BX</b>				
54	Severn Edge Veterinary Group	Veterinary Surgeon	Service use, Class D1 (F.1)	01384 873660 <a href="http://www.severnedgevets.co.uk">www.severnedgevets.co.uk</a> Forecourt parking
	House			
52	Lotus House	Cantonese and English food to takeaway	Service use, Class A5 ( <i>sui generis</i> )	01384 873763 Opens at 5pm
46	Toppcutz Hair Design Ltd	Hairstylists	Service use, Class A1 (E)	01384 873287 <a href="http://www.toppcutz.co.uk">www.toppcutz.co.uk</a>
48	Swinford Insurance	Insurance and Financial Solutions	Service use, Class A2 (E)	01384 872229
<b>White Hill DY7 6AD</b> (off Meddins Lane, close to PCNC)				
4	Potter's Cross Store	Essential household lines, sub Post Office, limited outdoor clothing	Convenience retail, Class A1 (E)	01384 872707

# Tower View Road

1000 ft. wide

1000 ft. wide

1000 ft. wide

1000 ft. wide

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1000 ft. wide

## Tower View Road

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
spur of <b>Tower View Road</b> <b>WS6 6HF</b> south side of road, west to east				Street View dated July 2011
25b	Vogue hair and Beauty	Hair and beauty salon	Service use, A1 (E)	01922 415885 <a href="https://www.facebook.com/pages/category/Hair-Salon/Vogue-Hair-Beauty-219610344844706/">https://www.facebook.com/pages/category/Hair-Salon/Vogue-Hair-Beauty-219610344844706/</a>
25	Piper's Café	Café	Service use, Class A3 (E)	01922 411252 <a href="https://www.facebook.com/piperscafetowerview/">https://www.facebook.com/piperscafetowerview/</a> Open 8am to 2pm Formerly 'Trudy's News', CTN
27	Vacant		Vacant	Formerly AM Supersave, general store. Convenience retail, Class A1  Net sales area 384 sq/ft (35.6 sq/m) Rear store/kitchen 118 sq/ft (10.9 sq/m) VACANT (Fraser Wood letting agents)
29	Tower View Deals	Cards, gifts, DIY store	Convenience retail, Class A1 (E)	01922 414285 <a href="https://www.towerviewdeals.co.uk/">https://www.towerviewdeals.co.uk/</a> Formerly Tower Ironing, ironing services
31	Bombai Kitchen	Indian food, takeaway / delivery	Service use, Class A5 (sui generis)	01922 412450 <a href="https://bombaikitchenonline.com/index.php">https://bombaikitchenonline.com/index.php</a> Opens 5pm
33	Vacant		Vacant	Was 'Bluebells' florist. Let agreed by Fraser Wood. 36 sq m (387 sq ft).
35	Tanning Studio	Unisex tanning salon	Service use, Sui generis (sui generis)	01922 417892

# Walsall Road



## Walsall Road

## Neighbourhood Centre Survey

Street Name and Number	Name of Business	Type of Business	Category / Use Class up to 31.8.20 (from 1.9.20)	Notes
Shaw's Lane side road				
<b>Walsall Road, WS6 6DP</b> west side, north to south				
			<i>residential</i>	
383-385	Costcutter, the Great Wyrley Store	Small neighbourhood store	Convenience retail, Class A1 (E)	Includes service by Midland Dry Cleaner
387	387 Veterinary Centre	Vets	Service use, Class D1 (E)	01922 411755 <a href="http://www.387vets.com">www.387vets.com</a>
	Wyrley Park Fish Bar	Fish and chip shop, Burgers, kebabs, fried chicken	Service use, Class A5 ( <i>sui generis</i> )	
Benton's Lane side road				
<b>Walsall Road WS6 6HZ</b>				
407	E&S Mears	Butchers	Convenience retail, Class A1 (E)	01922 413078

## appendix fourteen

## Composition of Neighbourhood Centres by Use Class

Settlements	Retail A1 shops				Service uses								Vacant	Other	Total
	Convenience	Comparison	Charity	All	A1	A2	A3	A4	A5	sui generis	D1	D2		B1	
<b>Tier 1</b>															
<b>Codsall</b>															
Birches Bridge	4	7	3	14	6	1	1	0	3	3	2	0	0	0	30
<b>Cheslyn Hay</b>															
Glenthorne Drive	1	2	0	3	1	0	0	1	0	2	0	0	0	0	7
<b>Great Wyrley</b>															
Tower View Road	1	0	0	1	1	0	1	0	1	1	0	0	2	0	7
Walsall Road	2	0	0	2	0	0	0	0	1	0	1	0	0	0	4
<b>Penkridge</b>															
Boscomoor	2	1	2	5	1	0	3	0	2	0	0	0	1	0	12
<b>Totals</b>	10	10	5	25	9	1	5	1	7	6	3	0	3	0	60
Proportions (%)	16.7%	16.7%	8.3%	41.7	15%	1.7%	8.3%	1.7%	11.7%	10%	5%	0%	5%	0%	
<b>Tier 2</b>															
<b>Wombourne</b>															
Bull Lane	1	0	0	1	1	0	0	0	1	1	0	0	0	0	4
<b>Common Road</b>	1	3	0	4	5	0	0	0	1	0	0	0	0	0	10
Giggetty Lane	2	1	0	3	1	0	0	0	0	0	0	0	0	0	4
<b>Planks Lane</b>	1	2	0	3	1	0	0	0	0	0	2	0	0	0	6
<b>Kinver</b>															
Potter's Cross	1	0	0	1	1	1	0	0	1	0	1	0	0	0	5
<b>Totals</b>	6	6	0	12	9	1	0	0	3	1	3	0	0	0	29
Proportions (%)	20.7%	20.7%	0%	41.4	31%	3.5%	0%	0%	10.3%	3.5%	10.3%	0%	0%	0%	
<b>Tier 3 (none)</b>															
<b>South Staffs</b>															
<b>Totals</b>	16	16	5	37	18	2	5	1	10	7	6	0	3	0	89
proportions (%)	18%	18%	5.6%	41.6	20.2	2.2%	5.6%	1.1%	11.2%	7.9%	6.7%	0%	3.4%	0%	
	Retail Class A1				A1/A2		A3/A4		A5	sui generis	D1/D2		Vacant	Other	Total
Proportions (%)	41.6%				22.5%		6.7%		11.2%	7.9%	6.7%		3.4%	0%	

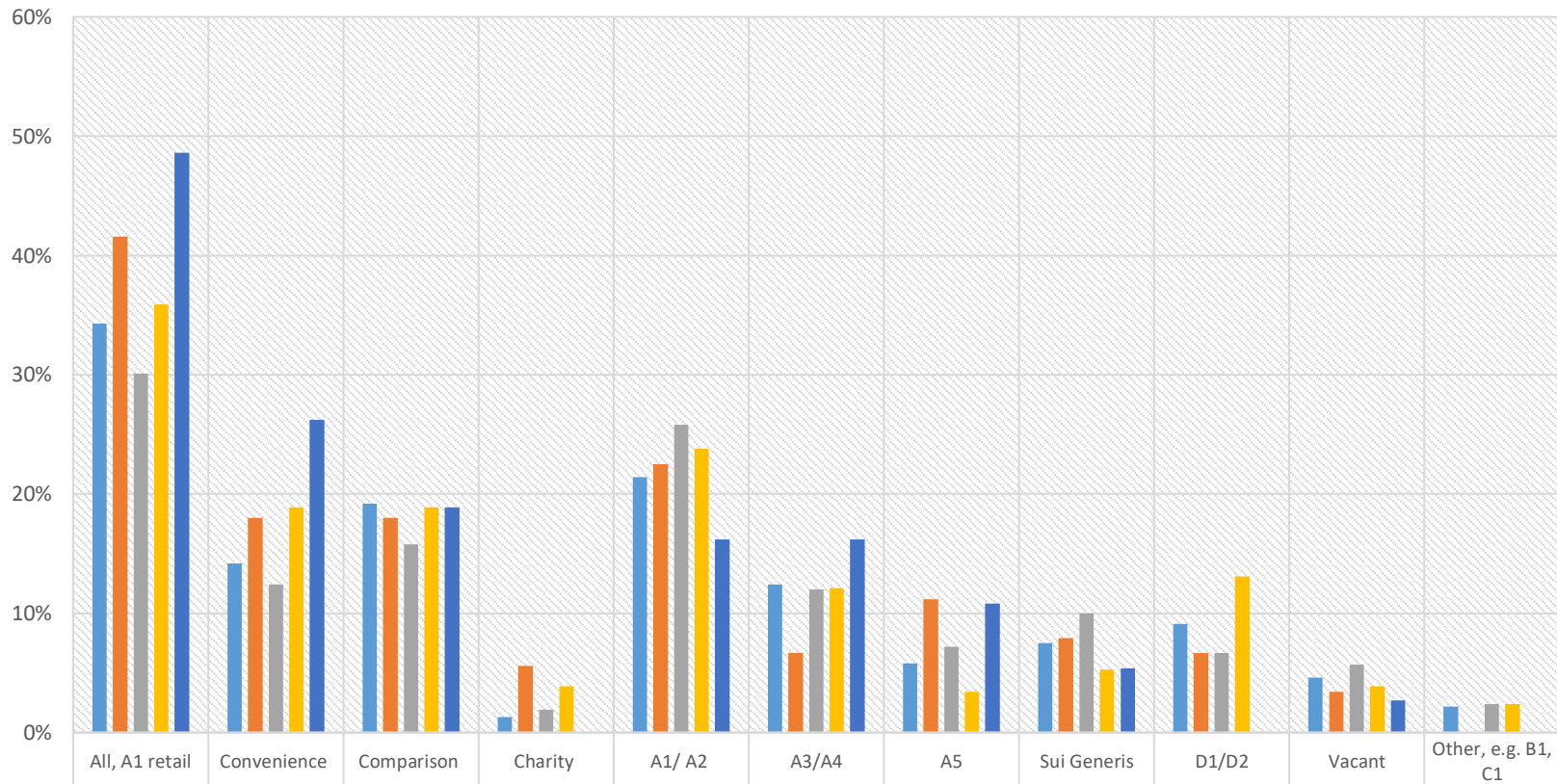
## appendix fifteen

## Composition Totals by Centre Type

	Retail A1 shops				Service uses					Vacant	Other, e.g. B1, B2	Total
	Convenience	Comparison	Charity	All A1 retail	A1/A2	A3/A4	A5	<i>sui generis</i>	D1/D2			
<b>Village Centres, Tier 1</b>												
Totals	26	33	4	63	54	25	15	21	14	12	5	209
proportions	12.4%	15.8%	1.9%	30.1%	25.8%	12.0%	7.2%	10.0%	6.7%	5.7%	2.4%	
<b>Village Centres, Tier 2</b>												
Totals	27	39	8	74	49	25	7	11	27	8	5	206
proportions	13.1%	18.9%	3.9%	35.9%	23.8%	12.1%	3.4%	5.3%	13.1%	3.9%	2.4%	
<b>Village Centres, Tier 3</b>												
Totals	11	7	0	18	6	6	4	2	0	1	0	37
proportions	29.7%	18.9%	0%	48.6%	16.2%	16.2%	10.8%	5.4%	0%	2.7%	0%	
<b>Village Centres, all</b>												
Totals	64	79	12	155	109	56	26	34	41	21	10	452
proportions	14.2%	17.5%	2.7%	34.3%	24.1%	12.4%	5.8%	7.5%	9.1%	4.6%	2.2%	
<b>Neighbourhood Centres, all</b>												
Totals	16	16	5	37	20	6	10	7	6	3	0	89
proportions	18%	18%	5.6%	41.6%	22.5%	6.7%	11.2%	7.9%	6.7%	3.4%	0%	

# Composition Totals by Centre Type

Composition of Village Centres by Tier



All Centres	34%	14.20%	19.20%	1.30%	21.40%	12.40%	5.80%	7.50%	9.10%	4.60%	2.20%
Neighbourhood Centres	42%	18%	18%	5.60%	22.5%	6.70%	11.20%	7.90%	6.70%	3.40%	0.00%
Tier 1	30.10%	12.40%	15.80%	1.90%	25.80%	12.00%	7.20%	10.00%	6.70%	5.70%	2.40%
Tier 2	35.90%	18.90%	18.90%	3.90%	23.80%	12.10%	3.40%	5.30%	13.10%	3.90%	2.40%
Tier 3	48.60%	26.20%	18.9%	0	16.20%	16.20%	10.80%	5.40%	0%	2.70%	0%

■ All Centres ■ Neighbourhood Centres ■ Tier 1 ■ Tier 2 ■ Tier 3



## **appendix sixteen**

## South Staffordshire Centres: Estimates of Convenience and Comparison Floorspace

Settlements	Type of Centre	Estimated Sales Floorspace (sq m)			Estimated population 2018 (ONS)
		Convenience	Comparison	Total	
<b>Tier 1</b>					
<b>Bilbrook</b>	Village centre	310	274	584	4,862
<b>Codsall</b>	Village centre	1,197	667	1,864	7,769
Birches Bridge	Neighbourhood centre	361	467	828	
<b>Cheslyn Hay</b>	Village centre	243	114	357	7,176
Glenthorne Drive	Neighbourhood centre	180	64	244	
<b>Great Wyrley</b>	Village centre	1,375	376	1,751	11,314
Walsall Road	Neighbourhood centre	142	0	142	
Tower View Road	Neighbourhood centre	20	0	20	
<b>Penkridge</b>	Village centre	997	1,346 <sup>1</sup>	2,343	8,631
Boscomoor	Neighbourhood centre	872	329	1,201	
<b>Tier 2</b>					
<b>Brewood</b>	Village centre	326	442	768	2,704
<b>Wombourne</b>	Village centre	592	962	1,554	14,309
Bull Lane	Neighbourhood centre	40	0	40	
Common Road	Neighbourhood centre	72	82	154	
Giggetty Lane	Neighbourhood centre	54	36	90	
Planks Lane	Neighbourhood centre	67	47	114	
Sainsbury's, Heath Mill Road	Out-of-centre superstore	1,737 <sup>2</sup>	306	2,043	
<b>Perton</b>	Village centre	2,583	949	3,532	10,587
<b>Essington</b>	Village centre	193	0	193	5,210
<b>Huntington</b>	Village centre	455	0	455	(4,536 2011)
<b>Kinver</b>	Village centre	395	378	773	7,259
Potter's Cross	Neighbourhood centre	15	0	15	
<b>Tier 3</b>					
<b>Coven</b>	Village centre	272	56	328	2,655
<b>Featherstone</b>	Village centre	273	68	341	6,512
<b>Swindon</b>	Village centre	35	0	35	1,293
<b>Shareshill</b>	Village centre	36	0	36	743
<b>Pattingham</b>	Village centre	136	178	314	1,772
<b>Wheaton Aston</b>	Village centre	20	16	36	2,016
<b>Totals</b>		12,998	7,157	20,155	

1. Penkridge: A large 'farm and country superstore' that sells many DIY, garden and other household products accounts for about half of this.
2. Wombourne: Assumed 85% convenience / 15% comparison split, also for Sainsbury's Perton. For Co-op supermarkets, assumed 90% / 10%

## appendix seventeen

**a**

# TELEPHONE SURVEY OF BUSINESS OWNERS AND MANAGERS

## 1.0 INTRODUCTION AND METHODOLOGY

- 1.1 Having conducted several surveys of business owners and managers in the recent past in connection with developments by Tesco Stores Ltd, we realised that considerable value was derived from them in providing information about the experiences of and perceptions of things in the centre's concern.
- 1.2 As part of our proposition to South Staffordshire District Council, we indicated that we consider that there would be value in running a similar survey in connection with the South Staffordshire retail centre study. Officers found this an attractive proposition.
- 1.3 Considerable thought was given to the structure of the questionnaire, and Christine Reeves of the Reeves Retail Planning Consultancy posed 13 testing questions about whether the pre-existing wording would obtain satisfactory results. What was intended in our previous survey was that the interviewee would not feel constrained or worried about possible questions about turnover and specific matters in connection with their business. Therefore, we decided to keep the questions as they were, but inserted for the interviewers prompts to help the interviewee understand what we were looking for in the question.
- 1.4 The questions are all open-ended, specifically designed to avoid standardised answers, such as 'yes, we think business rates are too high', etc.
- 1.5 Alsop Verrill Ltd carried out a telephone survey of people running businesses in the various village and neighbourhood centres both before the coronavirus Covid-19 lockdown that commenced on the 23rd March 2020 and after the majority of shops had re-opened on the 4th July 2020. We spoke to business owners and managers to find out what they thought about their current performance, their hopes and fears for the future, and their perceptions of the centre in which their business was situated. 77 completed interviews were achieved. This represents a sample of about 14.5% of all businesses. The Survey Questionnaire is included at **Appendix Z (b)**, a redacted report of responses forms **Appendix Z (c)** whilst a map showing the location of respondents is **Appendix Z (d)**. We include in this section summaries of each centre from our perceptions of the respondents' comments.

1.6 Businesses were contacted in all the 17 Settlements of the District and completed interviews with businesses achieved as follows:

**Tier 1 (31)**

- ✓ Bilbrook x 3
- ✓ Cheslyn Hay x 4
- ✓ Codsall including Birches Bridge x 13
- ✓ Great Wyrley x2
- ✓ Penkridge x 9

**Tier 2 (24)**

- ✓ Brewood x 4
- ✓ Huntington x1
- ✓ Kinver x 10
- ✓ Perton x1
- ✓ Wombourne x 8

**Tier 3 (15)**

- ✓ Coven x 4
- ✓ Essington x 2
- ✓ Featherstone x2
- ✓ Pattingham x 4
- Shareshill - 0
- ✓ Swindon x2
- ✓ Wheaton Aston x1

**Neighbourhood Centres (7)**

- ✓ Bull Lane (Wombourne x1)
- ✓ Boscomoor Shopping Centre (Penkridge) x1
- ✓ Glenthorne Drive (Cheslyn Hay) x1
- ✓ Giggetty Lane (Wombourne) x1
- ✓ Potter's Cross (Kinver) x1
- ✓ Planks Lane (Wombourne) x 2

1.7 From those businesses that were unable to participate, the most commonly cited reason was down to managers or business owners being too busy to answer our questions.



1.8 Other reasons cited included:

- Management not available;
- Don't do or aren't allowed to do telephone surveys;
- Won't give potentially sensitive information over telephone;
- No answer to the call;

1.9 8 businesses expressed interest in the survey but due to time constraints were unable to answer at the time of the call and indicated that an email should be sent, unfortunately no responses were forthcoming via these emails.

## **2.0 BUSINESS SURVEY FEEDBACK**

### **a. Overall View**

2.1 A number of business owners and managers that we spoke to commented that their centre could be better 'advertised'. What they meant by this is that, pertaining to the centres not on main roads (which is most of them) with lots of passing traffic, that they felt that people were just not aware of the centres. Therefore it is our strong recommendation that 'village shops' be given directional arrows and distance markings, erected in appropriate locations, for all village and neighbourhood centres.

2.2 A number of other people interviewed said that they welcomed and looked forward to more housing development, as they saw this as a source of extra trade to sustain and enhance their businesses.

2.3 It was interesting that very few respondents mentioned that 'charity shops' were in any way a problem.

### **b. A note on Covid-19**

2.4 Most of the businesses surveyed acknowledged the effects of the Covid-19 pandemic on their recent economic progress, noting a sharp downturn during lockdown (end of March to late July/early August). Furthermore, many shopkeepers noted that business hadn't picked up significantly when they re-opened (not including hairdressers and beauty salons, most of whom enjoyed a surge in custom).

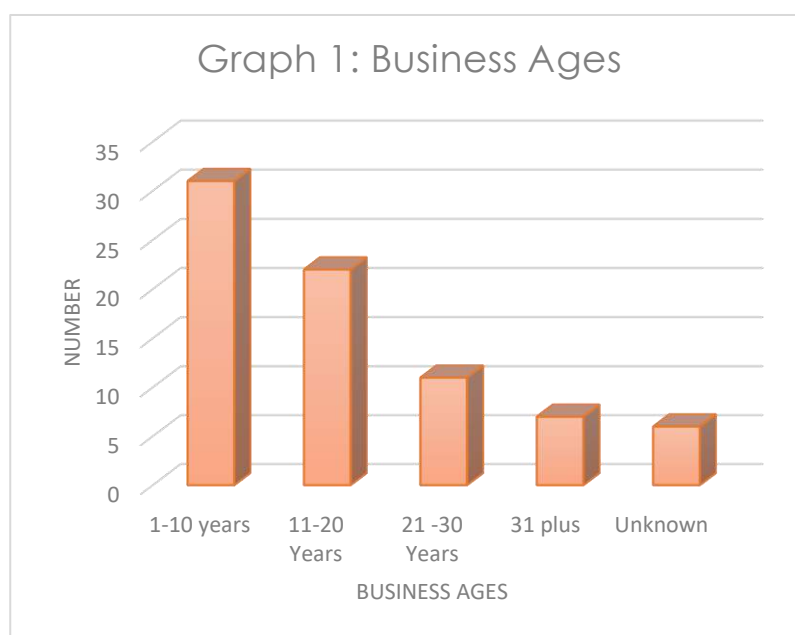
- 2.5 Cafes were also seen as key to businesses picking up. Shopkeepers were looking forward to when cafés could re-open, as it gave visitors further incentive to stay in the centre and shop. In light of this, many struggling businesses (at the time of writings) may have since benefitted from cafes reopening, particularly those establishments taking advantage of the UK government's Eat Out to Help Out scheme.
- 2.6 Many shopkeepers expressed serious concerns about a second wave. If the pandemic was to return and be of similar or greater devastation to its forebear, several businesses said they had little hope of surviving and would be forced to close for good, even with renewed financial support from the UK government. Interestingly an overwhelming majority of businesses were happy with the financial support they were given by the UK government.
- 2.7 The outcomes of our Survey of Business Owners and Managers are very interesting and tally with the impression of the general health of centres that our on-the-ground inspections and desk-top research and analysis has shown.

### **3.0 ASSESSMENT**

#### **a. Type of Business**

- 3.1 A broad sample of the type of businesses present across the District' Village and Neighbourhood Centres were contacted. Completed interviews were achieved as follows:
- 19 in the Convenience retail category, including Small Supermarkets (x7), CTNS (x7), Vaping accessories shops (x2), and one each of a Butchers, Sweetshop and a Greengrocer.
  - 33 in the Comparison retail category. These included Florist (x4), Pharmacy (x6), Clothing, Hardware, Charity shops, Greeting cards and Shoe shops.
  - 23 in the Service category, these included Hairdressers and Barbers, Tattoo parlours, Photography Studio and Dog groomers.
  - 1 restaurant and 1 takeaway.

## b. Business Age



3.2 71 businesses were able to give an indication as to how long they had operated in the District. **Graph 1** summarises the responses.

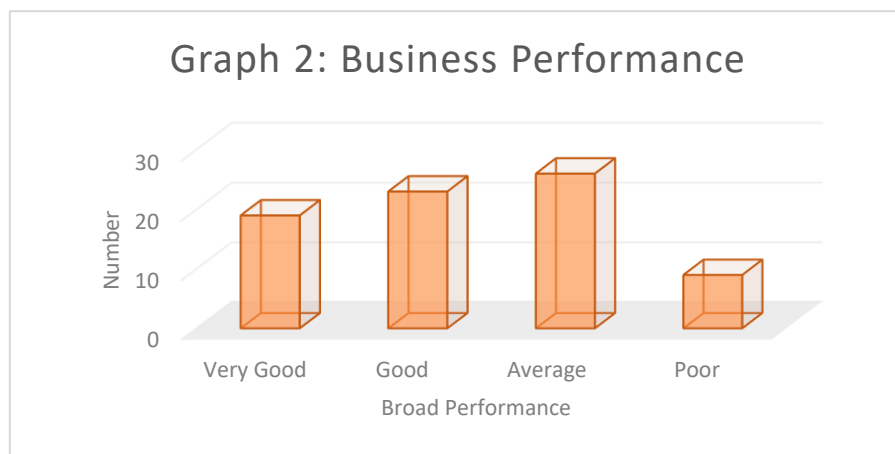
3.3 The ages of businesses contacted ranged from just a few months to 60 plus years, with an average age of 15 years. 56% of the business contacted whom gave information had operated for longer than 10 years. Conversely 8 of the businesses had operated for only a year or less and 2 for just over a year.

3.4 This information provides an illustration of a relatively stable retail environment.

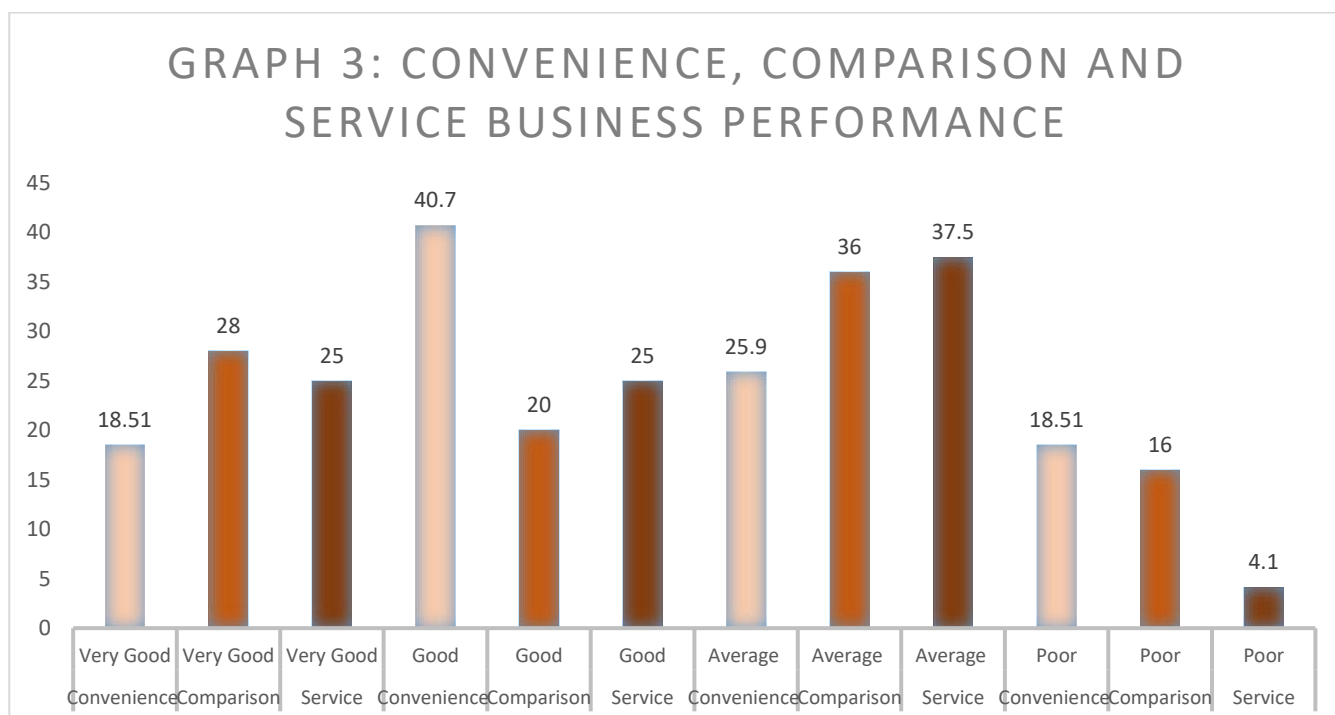
3.5 That just under half of businesses contacted had operated for less than 10 years also illustrates confidence in the area as a place to set up business

## c. Performance

3.6 Business owners and managers were asked how they felt they had fared during the previous 2-3 years. Responses were received from 76 of the 77 businesses we spoke to, with one business unable to disclose this information. **Graph 2** summarises the responses.



- 3.7 Responses were split into 4 broad categories from Very Good through to Poor, and the slight majority of businesses (54%) stated that they were considered that they had performed well over the last 2-3 years.



- 3.8 These figures have also been split between Convenience, Comparison and Service retailers, **Graph 3** summarises the responses. This analysis points to Convenience businesses having felt they had performed better during this period with 59.21% of such businesses having felt they had performed either very good or good compared to 48% of Comparison businesses and 50% of Service businesses. (Table 3).

- 3.9 Each answer has been scored out of 4 (4 being very good and 1 being poor), with a total average score for centres with 2 or more responses. The average score for all centres is 2.6, with Cheslyn Hay (3), Bilbrook (3) and Great Wyrley (3) of the proposed tier 1 centres alongside all the proposed tier 2, having a higher average score, alongside Coven (tier 3). Businesses in Pattingham (2) and Codsall (including Birches Bridge) appear to have found life the hardest over the preceding 3 years with an average score of 2.1

### **Tier 1 Settlements**

<b>Codsall (including Birches Bridge)</b>	
4	Very well
4	Pretty good
3	Fine
3	Good
2	Alright
2	Up and Down
2	Okay
2	Middling (steady income)
1	Badly
1	Not good
1	Dropped
1	Badly
	Not able to answer
<b>Average Performance score: 2.1</b>	
<b>Bilbrook</b>	
4	Pretty good
3	Okay
2	Okay
<b>Average Performance score: 3.0</b>	
<b>Cheslyn Hay</b>	
4	Very Well
3	Fine
3	Fine
2	Okay
<b>Average Performance score: 3.0</b>	
<b>Penkridge</b>	
4	Improved massively
3	Doing Okay until Covid 19
3	Doing Okay
3	Good
2	Fair to middling
2	Crazy this year but quiet before
2	Not Bad
1	Terrible
1	Not Great
<b>Average Performance score: 2.3</b>	

Great Wyrley	
3	Fine
3	Picking up
<b>Average Performance score: 3.0</b>	

*Tier 1 Settlements: Neighbourhood Centres*

Glenthorne Drive, Neighbourhood Centre Cheslyn Hay	
2	On/off (Covid-19 closed, but July 4th boom)
Boscomoor, Neighbourhood Centre Penkridge	
3	Good (improving year on year)

**Tier 2 Settlements**

Brewood	
4	Gone very well
3	Growing
2	Initially finding feet, doing okay
2	Average
<b>Average Performance score: 2.75</b>	

Wombourne	
4	Pretty good
4	Relatively well
4	Very good
3	Quite well
3	Growing
3	Fine
2	Okay
2	Average
<b>Average Performance score: 3.1</b>	

Perton	
3	Good

Huntington	
4	Really well

Kinver	
4	Pretty good (after the business split into 4)
4	Really good
4	Very good
4	Pretty good
4	Sales increased by 35% since took over
4	Very good, improved
2	Hit and miss
2	Not too bad
2	Okay
2	Okay
<b>Average Performance score: 3.2</b>	



### Tier 2 Settlements: Neighbourhood Centres

<b>Bull Lane, Neighbourhood Centre Wombourne</b>	
<b>4</b>	Really Good
<b>Giggetty Lane, Neighbourhood Centre Wombourne</b>	
<b>2</b>	Slowly Growing
<b>Planks Lane, Neighbourhood Centre Wombourne</b>	
<b>3</b>	Fine
<b>1</b>	Badly
<b>Average Performance score: 2.0</b>	
<b>Potters Cross, Neighbourhood Centre Kinver</b>	
<b>2</b>	Okay

### Tier 3 Settlements

<b>Swindon</b>	
<b>3</b>	Good
<b>3</b>	Good
<b>Average Performance score: 3.0</b>	
<b>Wheaton Aston</b>	
<b>2</b>	Not Bad
<b>Essington</b>	
<b>1</b>	Business is very hard
<b>Coven</b>	
<b>4</b>	Doing Well
<b>4</b>	Very well
<b>3</b>	Okay
<b>2</b>	Picked up
<b>Average Performance score: 3.5</b>	
<b>Featherstone</b>	
<b>3</b>	Quite Well
<b>2</b>	Alright, but down since Covid
<b>Average Performance score: 2.5</b>	
<b>Pattingham</b>	
<b>3</b>	Steady now busier
<b>2</b>	So – So
<b>2</b>	Consistent
<b>1</b>	Struggling
<b>Average Performance score: 2.0</b>	

3.10 Of those businesses who reported to be performing well, reasons given included:

- Good local reputation and word of mouth.
- Limited competition of similar businesses locally.
- Expanding local population.
- New attractor businesses drawing people into the centre.
- Passion for and investment in business.
- Good rapport with local customer base.
- Keeping finger on the pulse.

- Existing Rate relief.
- Loyal local customer base.
- Sourcing good quality products at reasonable prices.
- Ability of website to increase awareness of business.
- Increasing number of people shopping locally since Covid lockdown.
- Committed staff.

- 3.11 The closure of local banks in Penkridge (Barclays closed in October 2017), Codsall (Lloyds closed February 2018) and Wombourne (Lloyds closed August 2019) were cited by four businesses as negatively impacting upon their performance.
- 3.12 The opening of Aldi stores outside the district in Willenhall (Walsall Metropolitan District) and Stafford were cited by a CTN in Essington and a mini supermarket in Penkridge as negatively impacting upon business.
- 3.13 A struggling CTN in Codsall detailed the 3 primary reasons why they felt fortunes had changed in the last few years, as detailed:
- i. Closure of the neighbouring bank resulting in loss of linked trips.
  - ii. The fact that people no longer buying newspapers due to internet, has massively impacted upon business with around 800 newspaper accounts cancelled in the last few years.
  - iii. Children not going to school during Covid lockdown has resulted in loss of student and parent before and after school trade.

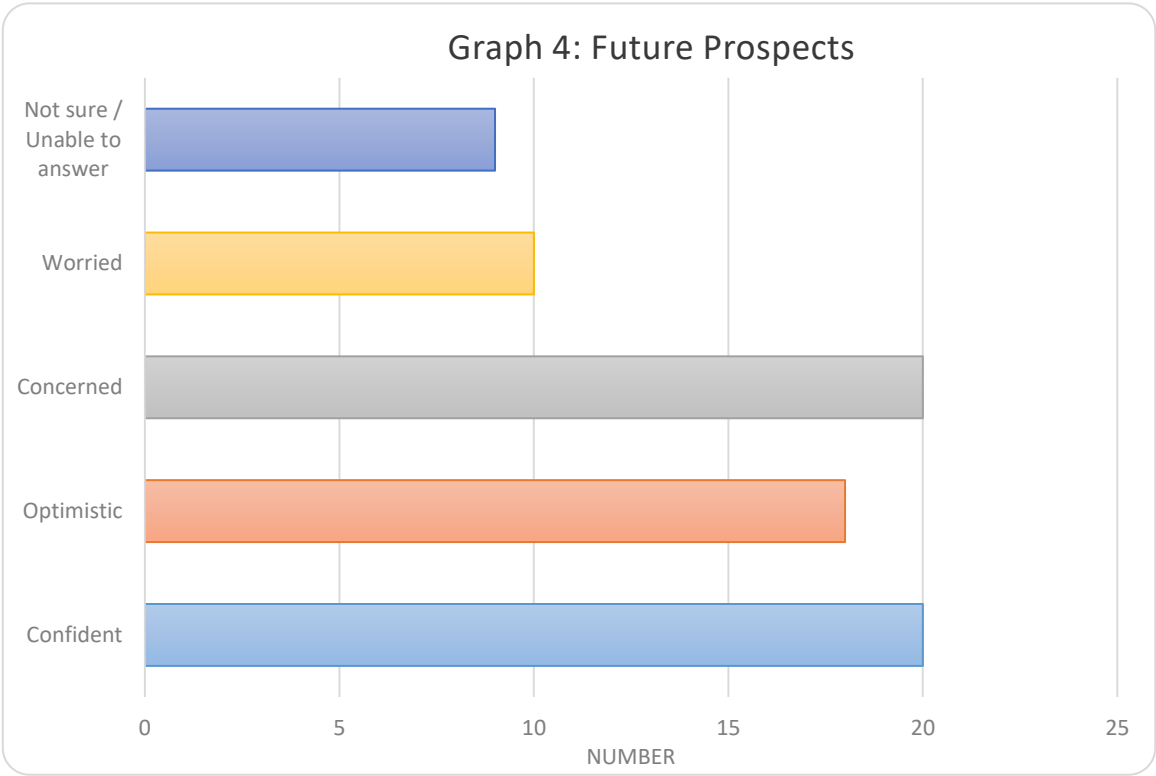
#### **d. Things that could be done**

- 3.14 Businesses were asked if anything could be done to help. Improved access to centres was a major area of discussion. 134 businesses across Swindon, Essington, Huntingdon, Cheslyn Hay, Penkridge (x3), Kinver (4), Bilbrook and Codsall (x3) reported that car parking should be increased or improved, and particularly with dedicated parking made available for workers. Businesses in Brewood and Pattingham felt that car parking should be made free with more availability made for short term visitor parking.
- 3.15 A business in Kinver stated that public transport into the centre should be improved, while a business in Codsall also noted cycle parking as something that they would like to see in the centre.

- 3.16 One of the businesses contacted rents their unit from South Staffordshire Council directly and praised the Council for keeping rents reasonable, but urged that this should continue, if they were to survive. Reducing business rates was also cited by a couple of further businesses, whilst one felt that both the Government and / or the Council need to provide greater incentives for retailers to stay on the High Street.
- 3.17 Further responses related to greater investment including in the creation of a more attractive local environment as well as the provision of greater support from the council in terms of encouraging businesses to develop websites and in providing guidance making the shop Covid secure.

**e. Prospects**

- 3.18 Going forward, businesses were asked to rate their prospects upon a scale spanning confident, optimistic, worried and concerned. The responses, which are shown at **Graph 4** were mixed, presenting a diverse picture across the spectrum with 38 (55.8% of those able to give an answer) of businesses indicating that they were either confident or optimistic and 30 (44.1%) indicating they were worried or concerned.



- 3.19 9 Businesses were unsure as to how the future would pan out, with some noting it could go either way.

- 3.20 At a local level responses were ranked on a scale out of 4 (4 being the most confident down to 1 (Worried). Businesses in Coven appeared the most concerned about future expectations (average score of 2.25), with businesses in Cheslyn Hay appearing the most confident going forward (average score of 3). The average for all centres is 2.6.

#### **Tier 1 Settlements**

<b>Codsall</b>	
4	Confident
4	Confident
3	Optimistic
3	Optimistic
3	Optimistic
2	Concerned
2	Concerned
2	Concerned
1	Worried
1	Worried
<b>Average Expectation score: 2.6</b>	
<b>Bilbrook</b>	
4	Confident
1	Worried
<b>Average Expectation score: 2.5</b>	
<b>Penkridge</b>	
4	Confident
4	Confident
4	Confident
3	Optimistic
3	Optimistic
2	Concerned
2	Concerned
1	Worried
<b>Average Expectation score: 2.8</b>	
<b>Great Wyrley</b>	
4	Confident
<b>Cheslyn Hay</b>	
4	Confident
3	Optimistic
3	Optimistic
2	Concerned
<b>Average Expectation score: 3.0</b>	

#### *Tier 1 Settlements: Neighbourhood Centres*

<b>Glenthorne Drive, Neighbourhood Centre Cheslyn Hay</b>	
3	Optimistic
<b>Boscomoor, Neighbourhood Centre Penkridge</b>	
2	Concerned

### **Tier 2 Settlements**

<b>Wombourne</b>	
<b>4</b>	Confident
<b>3</b>	Optimistic
<b>3</b>	Optimistic
<b>3</b>	Optimistic
<b>2</b>	Concerned
<b>2</b>	Concerned
<b>1</b>	Worried
<b>Average Expectation score: 2.5</b>	
<b>Brewood</b>	
<b>4</b>	Confident
<b>4</b>	Confident
<b>2</b>	Concerned
<b>1</b>	Worried
<b>Average Performance score: 2.75</b>	
<b>Huntington</b>	
<b>4</b>	Confident
<b>Perton</b>	
<b>4</b>	Confident

<b>Kinver</b>	
<b>4</b>	Confident
<b>4</b>	Confident
<b>4</b>	Confident
<b>4</b>	Confident
<b>3</b>	Optimistic
<b>3</b>	Optimistic
<b>2</b>	Concerned
<b>2</b>	Concerned
<b>2</b>	Concerned
<b>1</b>	Worried
<b>Average Expectation Score 2.9</b>	

### *Tier 2 Settlements: Neighbourhood Centres*

<b>Bull Lane, Neighbourhood Centre Wombourne</b>	
<b>2</b>	Concerned
<b>Giggetty Lane, Neighbourhood Centre Wombourne</b>	
<b>2</b>	Concerned
<b>Planks Lane, Neighbourhood Centre Wombourne</b>	
<b>2</b>	Concerned
<b>4</b>	Confident

<b>Average Expectation score: 3</b>	
<b>Potters Cross, Neighbourhood Centre Kinver</b>	
<b>3</b>	Optimistic

### **Tier 3 Settlements**

<b>Swindon</b>	
<b>3</b>	Optimistic
<b>2</b>	Concerned
<b>Average Performance score: 2.5</b>	
<b>Wheaton Aston</b>	
<b>2</b>	Concerned
<b>Coven</b>	
<b>3</b>	Optimistic
<b>3</b>	Optimistic
<b>2</b>	Concerned
<b>1</b>	Worried
<b>Average Expectation score: 2.25</b>	
<b>Featherstone</b>	
<b>1</b>	Worried
<b>Pattingham</b>	
<b>4</b>	Confident
<b>2</b>	Concerned
<b>2</b>	Concerned
<b>Average Expectation score: 2.6</b>	
<b>Essington</b>	
<b>3</b>	Optimistic

- 3.21 When asked what they were looking forward to, businesses were generally less optimistic with 27 businesses indicating that they had nothing to look forward to over the coming year. Other responses included one respondent who had recently taken on a CTN business and were looking forward to building it up, after previous owners had run it to the ground, whilst a CTN in Penkridge was particularly confident for the future and had recently appointed an architect to investigate how they could expand their unit and a small chain supermarket had recently been given a budget from head office to invest in the store.
- 3.22 A couple of respondents in Codsall and Wombourne noted summer fetes and events, as positive experiences which draw additional people into the respective villages and a respondent in Pattingham referred to the local scarecrow festival as a positive event.
- 3.23 The construction of new houses was remarked about positively by a couple of respondents in each of Bilbrook and Wombourne as well as a respondent on the Boscomoor Neighbourhood Centre in Penkridge, with respondents noting this as a way of increasing the local retail catchment.



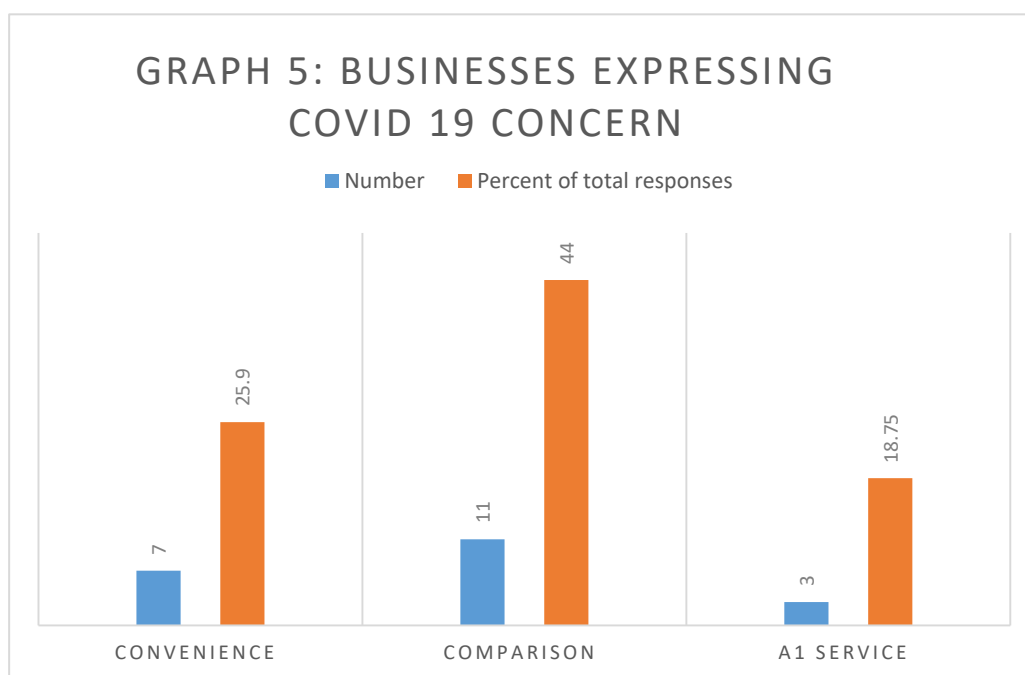
- 3.24 A few businesses contacted post lockdown noted that they felt independent retailers in the District's villages would benefit going forward as people will be more reluctant to travel to and to shop in the busier larger centres outside the District.
- 3.25 Christmas was also noted favourably by 4 respondents in Codsall and one respondent each in Kinver and Pattingham.

#### **e. Concerns**

- 3.26 Concerns were split between those relating to Covid 19 and more local issues. As such, the analysis of this has been split to deal with each.

#### **i. Impact of Covid 19**

- 3.27 The first interviews were conducted in late February and early March 2020, shortly prior to the national shutdown, at this early stage 4 respondents indicated concern over the potential economic implications that they felt the forthcoming Coronavirus pandemic might bring.
- 3.28 Post-lockdown, a significant number expressed fears that any second wave would bring harm economically, and 3 businesses in particular expressed worries about how this could impact Christmas trade. Graph 5 illustrates concerns about Covid-19 expressed by different categories of business.
- 3.29 One business contacted post lockdown in June 2020 also noted the negative impact that changes to public transport provision and of less people using public transport had had on the business since re-opening. It was noted by a couple of respondents that such changes had reduced the number of older customers in the centre and who were previously loyal but no longer able to access the town centre. Another business contacted post lockdown expressed concern over the use of face coverings in shops stating that they felt such measures had already put people off from visiting their shop.
- 3.30 Whilst a further business contacted post lockdown expressed fears that the ban on trade events and conferences may have, as these form a key part in sourcing quality products and ensuring they are staying on trend with the product range.
- 3.31 Similarly a clothing business in Brewwood was concerned about the ongoing Coronavirus enforced ban on events such as weddings and racing which they noted as big drivers of trade.



## ii. Other Local Concerns

- 3.32 Other concerns included a couple from businesses in Codsall relating to the number of Charity shops that were opening locally, and the negative perception that such shops might bring in attracting people to the centre as a place to shop.
- 3.33 Respondents in Codsall and Great Wyrley also noted an increase in anti-social behaviour locally alongside a lack of police, and worried that this was also creating a negative impression of their respective centres.
- 3.34 A concern expressed in Wombourne before the coronavirus lockdown related to how quiet it had been in the year to date, something that will only have increased as the year has progressed, with a further concern from a convenience store in the village relating to a proposed Lidl store opening on its edge.
- 3.35 In Penkridge, concern was expressed about local rumours that the post office, which is housed in the Co-op supermarket, may shut, and which itself follows the closure of all the local banks in the village.
- 3.36 On a more positive note 5 respondents indicated that they had no immediate concerns, with businesses in Coven and Pattingham stating they felt the villages already had a decent range of shops and facilities for a settlement of their size.

3.37 In Kinver, concern was expressed about changes to the running of the local market, illustrative of the importance of such events in drawing people into the town.

#### **f. Things like to see**

3.38 Finally, businesses were asked if there was anything they would like to see within their respective centres.

3.39 Charges relating to car parking were raised repeatedly, with 5 respondents in Codsall (conflict between retailers, local schools and Bilbrook Train Station was repeatedly raised), 4 in Kinver, 1 each in Wombourne and 1 in Brewood, stating that they would like to see an increase in parking provision, and a respondent in Pattingham stated that they would like to see the Council get rid of current car parking charges.

3.40 A respondent in Featherstone also noted that a formal car parking area to serve retailers and their customers would be highly welcomed, with much of their trade coming via passing traffic from outside of the village, alongside better advertising for the village's retailers along the A460.

3.41 1 respondent in each of Pattingham and Coven stated that an increase in local bus provision would be useful particularly at weekends.

3.42 Further responses included;

- Less charity shops.
- Need for a bank.
- Events such as walking street in Stafford.
- Brightening up the parade.
- Increasing parking enforcement noted by businesses in Birches Bridge Neighbourhood Centre close to Bilbrook station.
- Increasing local police presence and CCTV provision noted by a couple of businesses to combat anti-social behaviour.
- Retention of the Post Office in Penkridge.
- Like things as they are particularly village feel of the centre.
- More independent shops.
- More facilities and things to do for children and teenagers.
- More new housing in Great Wyrley.
- Better street lighting in Birches Bridge
- Greater support from the Parish Council in Wheaton Aston

## **4.0 CONCLUSIONS**

- 4.1 The responses received came from a broad range of businesses across a number of settlements and provide an interesting spectrum of thoughts from business owners and managers within the District and an insight into what they feel could be improved and what they would like to see.
- 4.2 Car parking came up repeatedly, as did concerns over anti-social behaviour, and the lack of police, the loss of banks and business rates and the reduced public transport provision.
- 4.3 Events to attract people into settlements were supported, and the overall prevailing view was generally positive in terms of both past performance the future, despite the wider economic uncertainty that the coronavirus pandemic might potentially bring about.

**b**

## South Staffordshire Telephone Survey of Business Owners and Managers

Good morning / afternoon, could I please speak to the owner or manager of the business?

My name is John Ainsworth / Kieren Knapp, I am calling from Alsop Verrill, a town planning consultancy. We are working for South Staffordshire District Council on a survey of businesses in the village and neighbourhood centres of the District so that it can plan better for their needs.

The survey should only take a few minutes. The information that we gather will be combined together so anything you tell me will be kept completely confidential.

Q1: How many years has the business operated?

Q2: How would you say your business has fared over the last 2/ 3 years?

Q3: Has anything specific contributed to the performance of the business?

Q4: Are there any particular things that could be done to help your business?

*Prompt, if necessary: as to 'what could be done', by thinking about 'by whom'? e.g. the person being interviewed, the parent company (if there is one, most will be individual businesses), other traders, local people, the Council or the Government?*

*For example, could be to do with rent, business rates, car parking, information / support systems /*

Q5: Which of these statements best sums up the way you see the next year or two for your business?

I am very confident / optimistic /  
concerned / worried about our prospects /  
not sure one way or the other

Q6: Thinking of your business, is there anything on the horizon locally that you are particularly looking forward to?

Q7: Is there anything on the horizon locally that you are particularly concerned about?

Q8: Is there anything that you would like to see in **NAME CENTRE** that might be beneficial?

*Prompt, only if necessary: 'useful' in what sense? E.g. for the other traders or shoppers? e.g. street lighting, better parking facilities, type of shop or service or community facility*



C

Ref	Business Type	Date	Years in Oper	How has your Business fared last 2/3	Reason for this	Things that could be done to help the business	Future Prospects	Looking forward to	Concerns	Anything like to see
	<b>Proposed Tier 3 Centre</b>									
1	Convenience store	26/02/2020	4	Really well	Good reputation locally	Car park at front shared, ideal if made into one big car park	confident			
	<b>Proposed Tier 1 Centre</b>									
2	Windows, doors, conservatories	19/08/2020	20	Very well	Steady business	Funding access (investors reluctant at the moment)	Confident	Nothing	None	All okay
3	Boutique, nails, hair and fashion	19/08/2020	2	Fine	Covid-19 has been an issue	Don't know	Concerned	Nothing	None	Greater restrictions on parking violators
4	Women's beauty	21/08/2020	20	Okay	Covid-19 hit the business	Parking restrictions need relaxing (too many tickets being issued)	Optimistic	Nothing	None	Lift parking restrictions
5	Pharmacy	26/02/2020	Not sure	Fine	Busy shop, only one	More parking	optimistic	Nothing	None	no okay
	<b>Proposed Tier 3 Centre</b>									
6	Unisex hair salon	20/08/2020	9	Okay	Covid-19 hit the business	Parking is an issue, plus single glass pane window	Optimistic	Nothing	Nothing	No (well established, loyal clientele)
7	CTN	26/02/2020	1	Business is very hard	New Aldi about a mile away.	Rents unit from South Staffs. Quite reasonable rent, keep low.	Not sure			
	<b>Proposed Tier 3 Centre</b>									
8	Hairdressers	20/08/2020	1.5	Quite well	Surge at re-opening on 4th July	More customers needed!	Optimistic	Nothing	Nothing	Not really
9	CTN and Post Office	23/07/2020	50	Alright but since Covid down and down	Rely on passing traffic and less on road post lockdown	Better advertising of post office on main road	Worried	Nothing	Coronavirus and continuing downward trend	Formal parking area
	<b>Proposed Tier 1 Centre</b>									
10	Raist	15/07/2020	25	Fair to middling	Been innovative and hard working	Provision of more free parking	Confident	Nothing	Coronavirus	More one off independents to encourage people in to the town
11	CTN	15/07/2020	9	Improved massively	Economic climate and people trusting and shopping local more.	Better information and guidance regarding making shop covid secure	Optimistic	Hoping to expand if can, preparing planning app at moment.	Rumours of a Lidl	More parking
12	Home interiors	21/08/2020	7	Not great	Business hasn't picked up much after Covid-19	Flooding defences (council need to unblock the drains)	Concerned	Outdoor cinema is good for business	Market is a business killer	More help from the government
13	Vape shop	10/03/2020	1	Doing okay			Not sure			
14	Convenience store	15/07/2020	32	Crazy this year but quiet before	Competition increased last few years, with Aldi opening nearby on Queensville Stafford and Sainsburys Local opening in Penkridge	Nothing	Optimistic	Refit last year and now able to stock a wider range of products	Nothing	Bank
15	Greeting cards	24/06/2020	15	Very well until Covid-19	Get rate relief, wouldn't be able to survive without it, Covid 19 this year has been devastating.	More car parking, particularly for staff.	Concerned	Hoping for a good Christmas	Hearing Post office is under threat	Post office, as all banks have shut, plus more parking availability.
16	Optometry	21/08/2020	25	Not bad	Covid was bad, but things are picking up	Better parking is needed	Confident	Not really	Not really	More parking facilities would be great
17	Antique and reproduction furniture	10/03/2020	30	Terrible	Banks in town closing, increasing vacant units	Reduce business rates to encourage units to re-open	Worried	No	No	Events such as walking street in Stafford
18	Take away	31/07/2020	1	Good	Nothing	Can't think of anything	Confident	No	No	Nothing
	<b>Proposed Tier 3 Centre</b>									
19	Butchers and Farm shop	10/03/2020	60 +	Very Well	Local competition closed down	No	Optimistic	No	No	Increase provision of CCTV.
20	Raist	16/07/2020	1.5	Picked up, going okay	Having website helps	Don't know	Optimistic	Picking back up after virus	Virus coming back, face masks may help people feel more comfortable	No, good choice of shops already.
21	Hair stylists	20/08/2020	27	Doing well	Surge at re-opening on 4th July	Softer stiffening and social distancing (hard to police the public)	Concerned	No	No	No
22	CTN	10/03/2020	Been in few months	Okay	Previous owners had run shop down, looking to build back up	Invest in flood defences, recent flooding has kept people away	Worried	Trying to build business back up	Coronavirus, keeping local elderly population in.	Increase number of buses, particularly at weekends
	<b>Proposed Tier 3 Centre</b>									
23	Womens hats and gifts	28/07/2020	4	First 2 years finding feet, doing okay, encouraging since lockdown	Website has enabled us to increase awareness	Free Car Parking, or at least a time limit on car parking to ensure enough spaces for short term visitors	Concerned	Events such as weddings and racing important for trade so would like to see these allowed again	Mandatory face coverings a concern, feel will put people off visiting shop	More visitor car parking spaces
24	Pharmacy	15/07/2020	40+	Growing	Local population growth	Would like a ramp to get into shop, but listed building so is difficult	Confident	Nothing	Too many vacant units in Brewood, more shops closing than opening.	More shops in Brewood
25	Gifts and cards	26/06/2020	12	Gone very well	Sourcing good quality products at reasonable prices, loyal local customer base	Don't have website, Website support and better local advertising would be useful	Confident	In post Covid world can see independent village retailers benefiting as think people will be less reluctant to shop in larger places. Customers coming back saying how they have missed us	Lack of trade shows this year is a worry as they are important in sourcing fresh stock and staying on trend.	Parking always a issue.
26	Traditional sweets	19/08/2020	10	Average	Covid-19 has kept school children away	Schools reopening	Worried, might close	Not aware of anything	Christmas might be an issue	Fill those vacant shops!
	<b>Proposed Tier 1 Centre</b>									
27	Raist	12/03/2020	25	Good	Expanding local population	Nothing	Not Sure	Nothing	None	Increase car parking
28	Haberdashery, knitting supplies, embroidery and crafts	21/08/2020	3	Fine	Covid-19 measures	No	Confident	Christmas is always good	What if Covid cancels Christmas?	Parking maybe
29	Gifts	21/08/2020	1	Badly	Covid-19	More promotion needed (people don't know it's there)	Optimistic	Christmas is always good	What if Covid cancels Christmas?	Parking is ok, but more would help
30	Shoe shop	12/03/2020	Not sure	Not able to answer	Not able to answer	Nothing	Not able to answer	Summer events brings people in	Lack of policing locally	Bank
31	CTN	21/07/2020	20+	Not good	People no longer buying newspapers due to internet, 800 newspaper accounts cancelled last few years. Down to about 120. Been very quiet as a result of Covid 19 and students not in school has also had negative impact.	Bike racks would be useful	Worried	Nothing	Shops closing, need a network of shops within the settlement to encourage linked trips. Bank closing negatively affected trade.	Bank
32	Beauty salon	21/08/2020	5	Okay	Covid had negative impact	Confidence needs to return	Worried	Christmas might be good	Not much faith in Covidall getting its act together	Lloyd's Bank closure needs to be addressed
33	Dry cleaners and laundrette	24/08/2020	40	Very well	Stayed open during Covid	Dry cleaning side of the business needs to pick up.	Concerned	People going back to work will help dry cleaning	If people choose to stay home, could hurt business	Traffic wardens need to ease up
34	Charity shop	12/03/2020	Not sure	Alright	New Costa coffee drawn people in	Increase parking Provision	Optimistic	Nothing	Another Charity shop opening up, will now be 3 on the parade	Increase Parking provision
35	Pharmacy	03/08/2020	20+	Dropped	Parking a big issue, can be mayhem at times at school drop off times	Increase Parking	very confident	No	Lease coming to an end	Better parking / better street lighting
36	Interiors, carpets and vinyl	12/03/2020	13	Up and Down	Word of mouth	Increase parking Provision	Optimistic	Nothing	Coronavirus	Less Charity Shops
37	Cobblers and Hardware	12/03/2020	30	Badly	Loss of Banks, lack of parking due to people taking advantage of it for station.	Money spent on Parade, Fairer business rate system.	Concerned	Nothing	3 Charity shops and increase number of takeaways on the parade	Brightening up of the parade and parking enforcement

38	Greeting cards, gifts, balloons	19/08/2020	16	Middling (steady income)	Covid had negative impact	Break on council tax (expensive area for rents)(VOA source)	Concerned (2nd wave anxiety)	Christmas is always good	Local lockdown fears in the winter	More parking (train station has caused problems here)
39	Tattoo parlour	19/08/2020	5.5	Pretty good	Covid had negative impact	Break on council tax (expensive area for rents)(VOA source)	Confident	Nothing, everything great at the moment	Winter slowdown, upkeep is bad (heating is electric, very expensive)	Upkeep needs to improve, seeing as rents are so high
	Proposed Tier 2 Centre									
40	Pharmacy	21/07/2020	Not sure	Fine	Not sure	More Parking	Not sure, could go either way	New housing in Wombourne, and increased population leading to larger catchment population	Nothing	Not sure
41	Unisex hair salon	21/08/2020	18	Pretty good	Covid hit business, but all OK at the moment	Nothing really	Worried	Vacant shops being refilled	Nothing	Nothing
42	Fireplaces	12/03/2020	30	Very Good	Can't think of anything	Govt / council needs to give greater incentives for retailers to be on the high street	Concerned	Nothing	Coronavirus going to have a economic impact	Can't think of anything
43	Charity shop	12/03/2020	18	Quite well	Weather, but bank going has harmed trade.	Stimulus needed	Optimistic	Summer fete	Virus	Nothing
44	Tea and coffee merchants	24/08/2020	17	Okay	Covid	Parking is bad, but not much faith in that improving	Optimistic	Nothing	2nd wave will be bad	Nothing
45	Tanning and beauty	20/08/2020	3	Relatively well	Covid closed them, but good upsurge in recent months	Parking is terrible (commuters park their cars there)	Optimistic	More housing is coming and Lidl can help business	Nothing really	Parking needs reviewing
46	Convenience store	20/07/2020	8	Growing	New team put in place. Covid had positive impact as more people shopping locally.	Better Parking Enforcement	Confident	Nothing	Lidl	Current imbalance of charity shops and hairdressers. Could do with more facilities for children and teenagers.
47	Clothing	13/03/2020	3	Average	Slowed down this year	Need more promotion of business	Concerned	Nothing	How quiet it has been this year	More parking required
	Proposed Tier 1 Centre									
48	Café	19/08/2020	18	Pretty good	Local café, regular customers	Nothing particular. Waiting for Covid restrictions to be lifted	Unsure	New houses being built down the road	None	More parking required
49	Hairdressers	19/08/2020	32	Okay	Covid hit business, but bounced back on July 4th	Survival seems to be the theme here, local businesses helping each other	Worried, but hopeful	New houses being built down the road	None (customers are local)	Nothing (everything's great in Bilbrook)
	Clothing - School Uniform, Sportswear and Workwear	24/04/2020	25	Okay	Keeping finger on the pulse	Increase in Parking Provision	Confident	Kids going back to school for school uniform trade	Second wave of virus	Like Bilbrook as is, particularly village feeling.
	Proposed Tier 1 Centre									
51	Convenience Store	10/03/2020	20 +	Fine	Growth in local population	Antisocial behaviour big issue locally	Confident	No	Increase in anti-social behaviour	Increase police presence
52	Convenience store	23/07/2020	Not sure	Picking up	Covid has been good. More people shopping local.	Would like council to take on unit from poor landlord	Not sure	Nothing	Landlord	More newer housing.
	Proposed Tier 2 Centre									
53	Convenience Store	22/07/2020	Not sure	Very good, improving	Spar closed and found more people shopping locally following Covid	More public transport	Confident	Investment in store	Nothing	Nothing
54	Jewellers and gifts	20/08/2020	1	Hit and miss	Covid anxiety	Parking is difficult, and traffic calming measures kill business	Concerned (see what Christmas does)	Shutting High Street for Christmas market	What if they don't have Christmas market?	Parking increase
55	Restaurant	20/08/2020	4	Not too bad	Covid hit business, but people are returning	Parking is difficult, and traffic calming measures kill business	Concerned	Nothing	Nothing	Parking increase
56	Clothing and gifts	20/08/2020	17	Pretty good (after the business split into 4)	Covid didn't impact too hard	Nothing	Optimistic	Nothing, we're ok	Parish Council are dragging their feet over parking	Parking increase
57	Gifts, cards and notebooks	21/08/2020	16 years (6 under current ownership)	Really good	Nobody going on holiday means more business!	Increased vigilance with Covid-19 restrictions	Confident	Eat Out to Help Out scheme being extended	Elderly are staying away, which may continue with Covid restrictions	Vigilance on Covid-19 restrictions
58	Dog grooming	21/08/2020	1	Very good	Covid wasn't too bad	The business is a little hidden (needs promoting)	Confident	Nearby café opening 22nd Aug	Nothing	Not really
59	Pet supplies	21/08/2020	8	Pretty good	Covid wasn't too bad	Parking is a problem	Worried	Nearby café opening 22nd Aug	Traffic wardens are over zealous (people queuing outside shops)	More parking freedom
60	Arts & crafts, teaching of sewing	21/08/2020	27	Okay	Business picked up after classes started	Parking needed after council removed 19 spaces	Optimistic (once classes restarted)	Christmas market means late night shopping	New people in charge of market are useless!	Keep transport links open
61	Nails and beauty	21/08/2020	1	Okay	Covid knocked them off killer	New businesses need help	Concerned (another lockdown will kill business)	Community spirit is coming back	2nd wave anxiety and parking issues	Parking and road maintenance
62	Fruit and Veg	22/06/2020	4 under current ownership, 7 previous	Sales increased by 25% since took over	Passion for business, investment and rapport with customers	Increased local traffic patrols due to people parking on double yellows outside shop	Not Sure	Nothing	Coronavirus has resulted in changes to public transport and less older people heading out which has had impact. Also had to adapt with social distancing	Nothing will be done anyway.
	Proposed Tier 3 Centre									
63	Convenience store	27/07/2020	25	Steady until Covid, now busier	Covid has led to more people staying local	Nothing	Not sure	Very quiet place, nothing changes here	Coronavirus	Got everything we need
64	Photography studio	20/08/2020	4	Struggling	Covid has really hampered business	Pattingham needs to be 'put on the map' so to speak	Concerned	Scarecrow Festival brings in people	Nothing	Bus is too infrequent
65	Jewellers and gifts	20/08/2020	16	Consistent	Covid hasn't affected business too much	Nothing (free parking and good internet is great)	Concerned	Christmas!	2nd wave	Nothing
66	Menswear and suit hire	28/07/2020	37	So So	Coronavirus had negative impact	Currently get free business rates under small business scheme, would like to see better support in terms of paying staff if they are forced to quarantine	Confident - Have low overheads, so will be okay	Better Trading	How long current situation going to continue for	Get rid of car parking charges.
67	Unisex hair salon	19/08/2020	18	On/off (Covid-19 closed, but July 4th boom)	Covid had negative impact	Advertising could help	Optimistic	Not really	None	More houses
	Proposed Neighbourhood Centre									
68	Unisex hair salon	20/08/2020	8	Good (improving year on year)	Covid had negative impact	Rents are too high (and the upkeep isn't great)	Concerned	New houses being built down the road	Covid-19 2nd wave fears	Landlords need to ease up, area needs cleaning, more parking for longer
	Proposed Neighbourhood Centre									
69	Tanning and beauty	20/08/2020	2	Really good	Covid had negative impact	Confidence needed (health and safety around Covid-19)	Concerned (2nd wave and recession)	Nothing	Nothing	Everything OK
	Proposed Neighbourhood Centre									
70	Engraving and signage	20/08/2020	9	Slowly growing	Covid was bad, but things are picking up	Nothing really	Concerned (need 2 years to recover)	Sporting events returning is good for business	Recession	Area needs tidying up
	Proposed Tier 2 Centre									
71	Pharmacy chain	20/08/2020	25	Good	Stayed open during Covid	Nothing	Confident	Getting back to normal	Nothing	Nothing
	Proposed Neighbourhood Centre									
72	Independent pharmacy	20/08/2020	11	Badly	Covid and NHS cuts	Access to funding would help	Concerned	Nothing	Nothing	Need more houses
73	Barbers	20/08/2020	20	Fine	Covid was bad, but things are picking up	Nothing needed	Confident	Returning to normal	Rule breakers are ruining it (during Covid-19)	Parking is awkward, needs reviewing
	Proposed Neighbourhood Centre									
74	Essentials and Post Office	20/08/2020	3	Okay	Covid hit, but business slowly picking up	Nothing really	Optimistic	Building works are a good sign	Nothing	Nothing
	Proposed Tier 3 Centre									

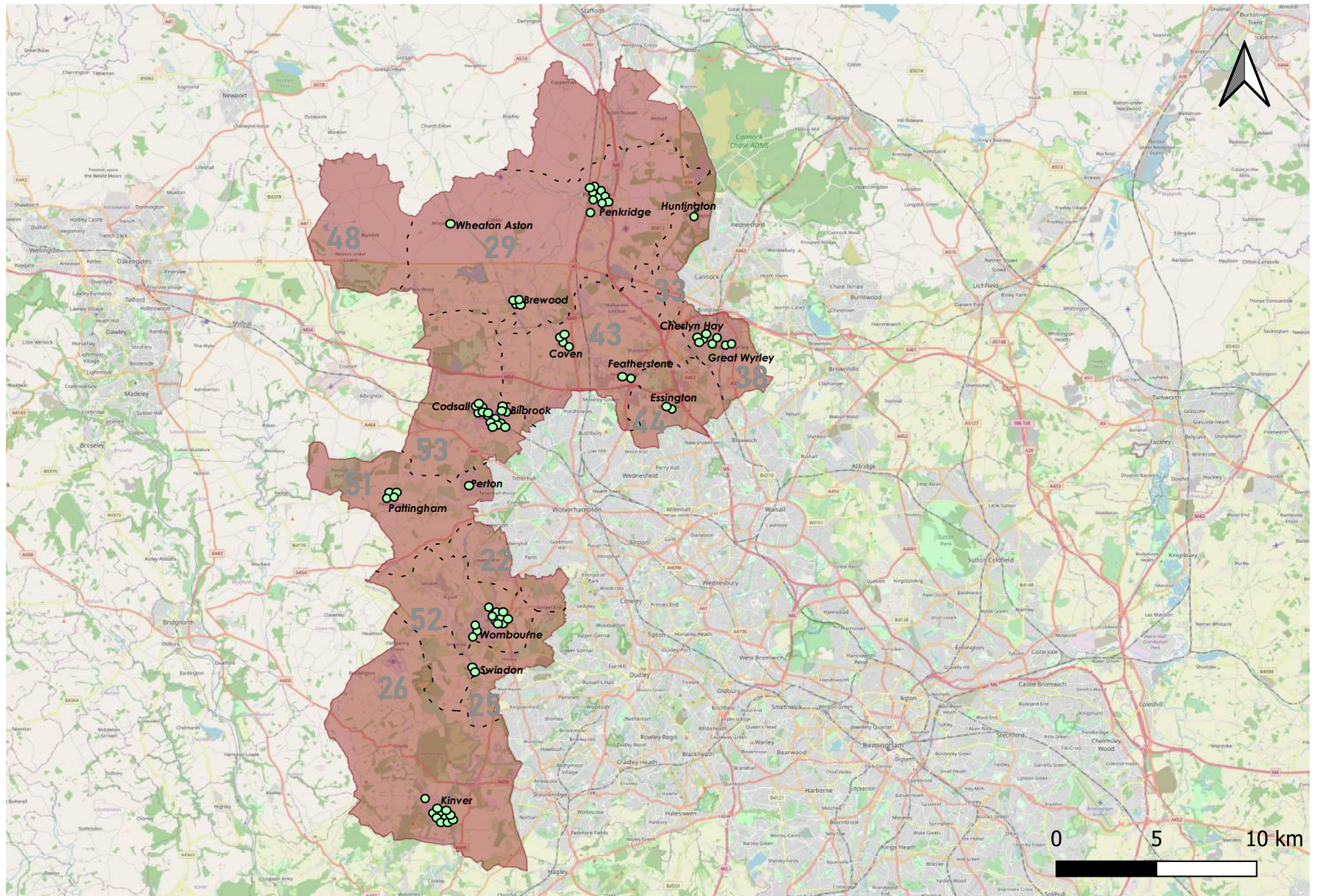
75	Grooming and beauty	20/08/2020	3	Good	Covid wasn't too bad	All OK	Optimistic	Nothing	Nothing	Nothing
76	Hair stylists	20/08/2020	19	Good	Surge at re-opening on 4th July	Parking is an issue (pub car park rules keep changing, uncertainty)	Concerned	Nothing	Competition and parking issues	Pub needs to give their parking spaces to customers
<b>Proposed Tier 3 Centre</b>										

77	Local shop and Post Office	25/08/2020	14	Not bad	Covid-19 has been a blessing in disguise for some local businesses	Roof repairs needed	Concerned	continued customer influx during lockdown	what happens when lockdown ends?	Parish Council needs to get more involved. They're supposed to support local business, but never seem to care.
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# Location of Shopkeepers Telephone Survey Respondants



## appendix eighteen

## THRESHOLD REQUIREMENTS FOR RETAIL IMPACT ASSESSMENT

LPA	Requirements for Retail Impact Assessment
<b>South Staffordshire District</b>	<p>Impact assessments are required for all retail and leisure developments over 2,500 square metres gross floorspace, and may be required for smaller developments such as those likely to have a significant impact on smaller centres.</p> <p>Impact assessments should also be provided for applications for other main village centre uses where they are in an edge of centre or out of centre location and not in accordance with a development plan.</p> <p><b>Source: Validation Guidance 2013</b></p>
<b>Cannock Chase District</b>	<p>No specific figures provided.</p> <p>The level and type of evidence and analysis required to address the key considerations should be proportionate to the scale and nature of the proposal.</p> <p><b>Source: Validation Guidance 2008</b></p>
<b>East Staffordshire Borough</b>	<p>Required for planning applications for town centre uses outside the defined town centre boundary, when the floorspace proposed meets the following local floorspace thresholds:</p> <ul style="list-style-type: none"> <li>•Burton –<b>1,500 sq.m gross</b> or more of convenience retail floorspace, or 750 sq.m gross or more of comparison retail floorspace.</li> <li>•Uttoxeter –<b>750 sq.m gross</b> or more of convenience retail floorspace, or 500 sq.m gross or more of comparison retail floorspace.</li> </ul> <p><b>Source: Local Plan 2012, STRATEGIC POLICY 21 Managing Town and Local Centres</b></p>



## THRESHOLD REQUIREMENTS FOR RETAIL IMPACT ASSESSMENT

<b>Lichfield District</b>	<p>Over <b>1,000 square</b> metres gross floorspace within Lichfield City; Over <b>500 sqm</b> gross floorspace within Burntwood; and Over <b>100sqm</b> gross floor space in any other centre.</p> <p><b>Source: Local Validation Requirements 2019</b></p>
<b>Newcastle Borough</b>	<p>Over <b>2,500sqm</b> of floorspace</p> <p><b>Source: List of Local Validation Requirements 1st October 2017</b></p>
<b>Stafford Borough</b>	<p>Stafford over <b>1,000m<sup>2</sup></b>gross floorspace Stone over <b>500m<sup>2</sup></b>gross floorspace Local centres over <b>300 m<sup>2</sup></b>and not in accordance with the Plan for Stafford Borough</p> <p><b>Source: Validation Criteria (August 2019)</b></p>
<b>Staffordshire Moorlands District</b>	<p>Required for all planning applications for retail and leisure developments over 2500 square metres gross.</p> <p><b>Validation Requirements (March 2016)</b></p>
<b>Tamworth District</b>	<ul style="list-style-type: none"> <li>• Over<b>250 sq.m. gross</b> within out of centre retail parks or strategic employment sites and employments allocations, as identified on the Local Plan policies map 2)</li> <li>• <b>Over 250 s.m. gross</b> within 400 metres of the boundary of a local centre)</li> <li>• <b>Over 100 sq.m. gross</b> of the boundary of a neighbourhood centre)</li> <li>• <b>Over 500 sq.m.</b> on any other area outside the town centre</li> </ul> <p><b>Source: Planning Validation Requirement June 2017</b></p>

## THRESHOLD REQUIREMENTS FOR RETAIL IMPACT ASSESSMENT

<b>Dudley Metropolitan Borough Council</b>  <b>Sandwell Metropolitan Borough Council</b>  <b>Walsall Council</b>  <b>Wolverhampton City Council</b>	Any proposal exceeding <b>500 square metres</b> net floorspace  <b>Source: Black Country Core Strategy, Adopted February 2011, CEN4 (Regeneration of Town Centres: Convenience Provision)</b>
<b>Shropshire</b>	Proposals for major retail development outside existing town centres.  <b>Source: Planning Applications at Shropshire Council 2012</b>
<b>Telford and Wrekin</b>	<ul style="list-style-type: none"> <li>• Retail floorspace <b>greater than 500 square metres gross.</b></li> <li>• Retail floorspace and is located <b>within 500 metres of the boundary of a District Centre and is greater than 300 square metres</b></li> <li>• Retail floorspace and is located within <b>500 metres of a Local Centre and has a floorspace greater than 200 square metres gross.</b></li> </ul> <b>Source: Telford &amp; Wrekin Local Plan 2018: Policy EC 8</b>
<b>Birmingham</b>	An impact assessment is required for retail, leisure and office development proposals <b>greater than 2,500sqm</b>  <b>Source: Validation Checklist</b>
<b>Coventry</b>	Any proposals for retail and other <b>Main Town Centre uses in excess of 1000 sq.m that fall outside a defined centre</b>  <b>Source: Validation checklist updated 29 July 2020</b>
<b>Solihull</b>	Town centre uses where <b>over 2,500sqm gross floor space</b> would be provided.  <b>Local Validation Criteria Jan 2020</b>

## THRESHOLD REQUIREMENTS FOR RETAIL IMPACT ASSESSMENT

<b>Bromsgrove</b>	<p>Retail Impact Assessments are required for all retail and leisure developments over 2,500 square metres gross floorspace, and may be required for smaller developments such as those likely to have a significant impact on smaller centres. Impact assessments should also be provided for applications for other main town centre uses when they are in an edge of centre or out of centre location and not in accordance with the Bromsgrove District Local Plan.</p> <p><b>Source: Local Validation Checklist Adopted 2011</b></p>
<b>Malvern Hills, Wychavon, Worcester</b>	<p>B. Any retail or leisure development proposal of over 1,000 square metres net that is located outside the defined centres listed in Table 5 below must be accompanied by a Retail Impact Assessment</p> <p><b>Source: Adopted SWDP (February 2016) SWDP 10: Protection and Promotion of Centres and Local Shops</b></p>
<b>Redditch</b>	<p>A Sequential Test must be applied to planning applications for main town centre uses that are not in an existing centre and which are not in accordance with an up-to-date Local Plan. They should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered.</p> <p><b>Source: Redditch Local Plan 2017</b></p>
<b>Wyre Forest</b>	<p>Retail Impact Assessment including a sequential test will be required for applications involving a proposed out of town retail, entertainment or leisure development, or an extension to an existing edge or out-of-centre retail, entertainment or leisure development in excess of 2,500 square metres gross floorspace.</p> <p><b>Source: Local Validation Requirement, Jan 2019</b></p>

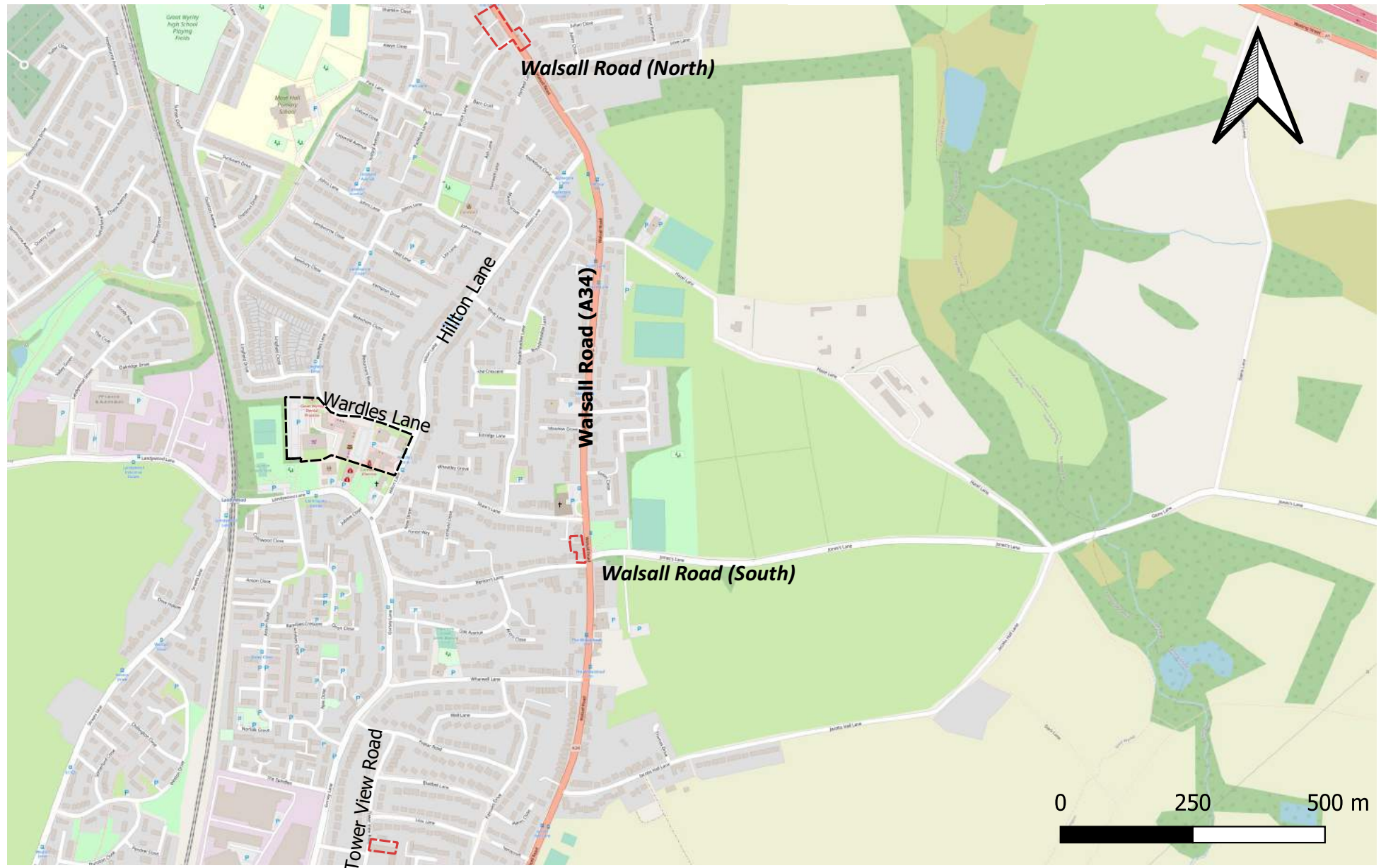


## appendix nineteen

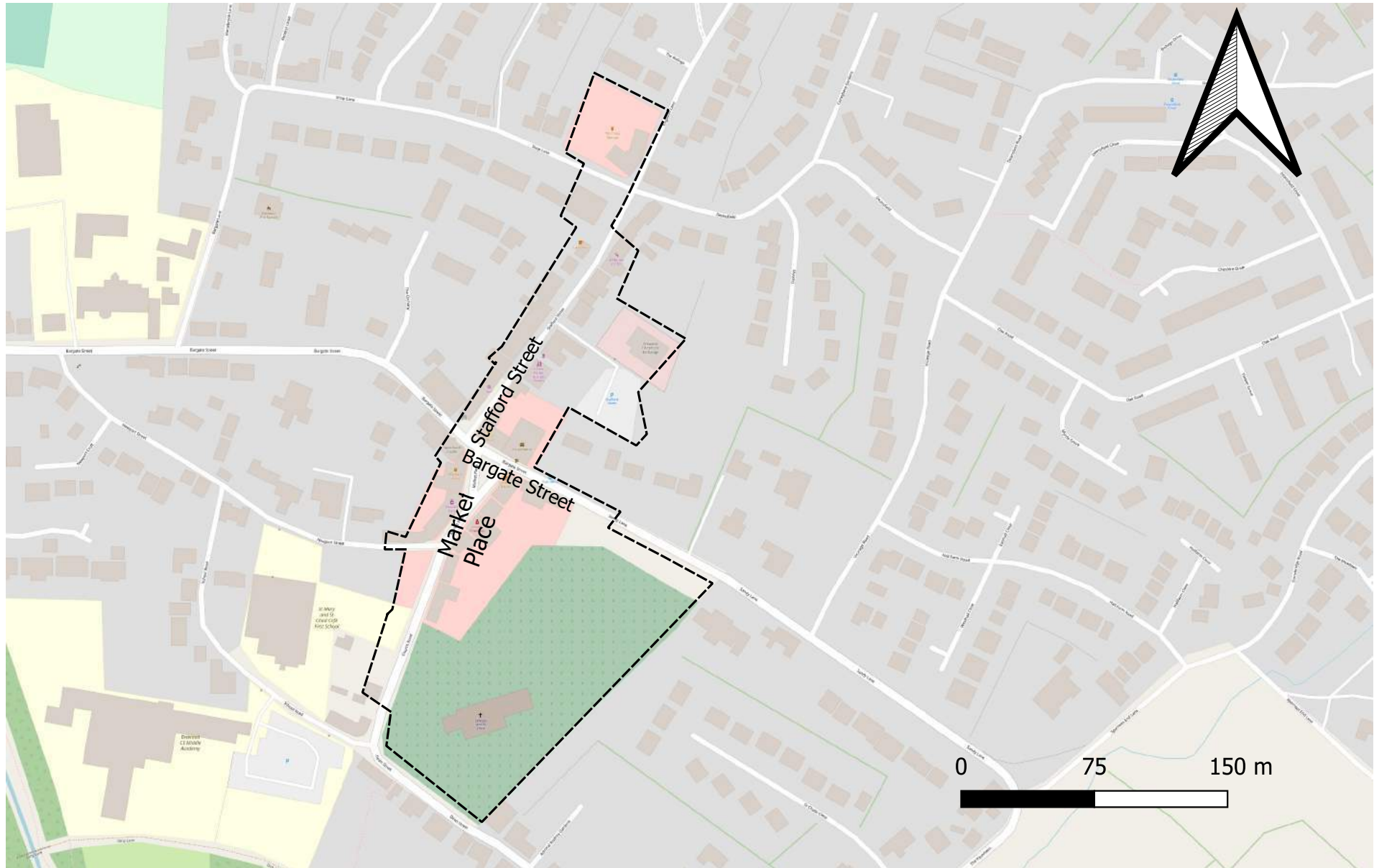
**a**

# Great Wyrley Village Centre

Also Showing Tower View Road and Walsall Road (North and South) Neighbourhood Centres



**b**

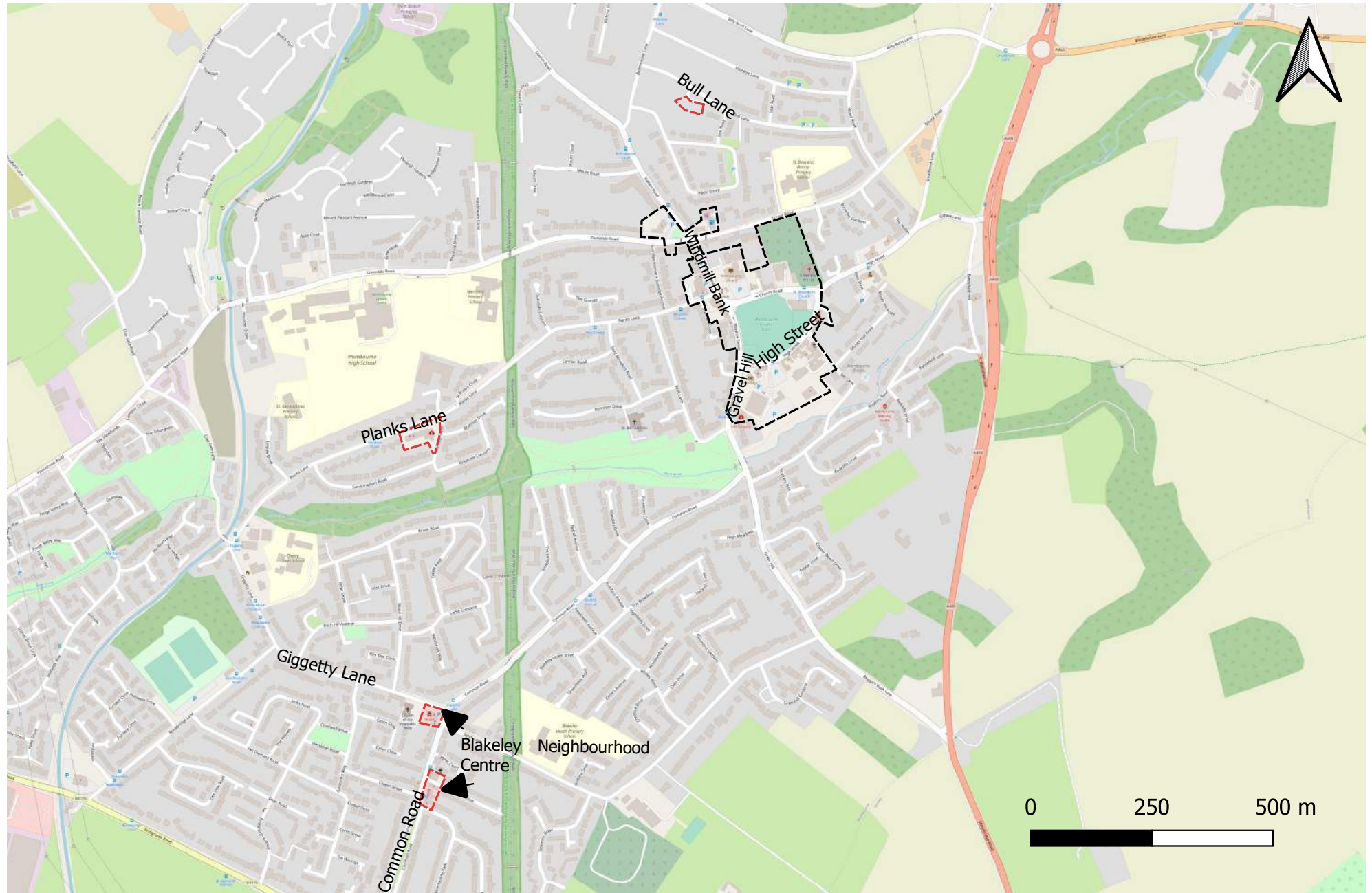


C



# Wombourne Village Centre

Including Bull Lane, Blakeley and Planks Lane  
Neighbourhood Centres



d

# Pattingham Village Centre

