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Quantitative Needs Assessment

West Somerset Council & Exmoor National Park Authority

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For and on behalf of GVA Grimley Ltd

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Appendices

1. Introduction

Scope and Purpose

1.1 This report has been prepared by GVA, in association with c4g, in response to an instruction by West Somerset Council ('WSC') and Exmoor National Park Authority ('ENPA') dated April 2011 to prepare a Quantitative Needs Assessment ('QNA') for retail and leisure uses to cover both the West Somerset Local Planning Authority and Exmoor National Park areas. Both ENPA and WSC are in the process of updating and finalising their evidence base for their respective Core Strategy documents. The West Somerset Core Strategy is expected to be published for consultation in Autumn/Winter 2011/2012 and the Exmoor Preferred Strategy for the 'Local Plan' (or Core Strategy and Development Management policies) is expected in Spring 2012.

1.2 From the outset of this report, it is important to clarify the geographical extent of the areas covered by this study. Whilst the WSC administrative area is distinct from the surrounding administrative areas of Sedgemoor District Council, Mid Devon District Council and North Devon District Council, the Exmoor National Park Authority area lies across the boundaries of West Somerset and North Devon. Therefore, in order that distinct areas can be defined, this study will refer to the West Somerset Local Planning Authority area[1] ('WS LPA') and Exmoor National Park Authority ('ENPA') as a Local Planning Authority in its own right.

1.3 Apart from the need to inform both Core Strategy documents, the need for further evidence base information in relation to retail and leisure uses arises from two further factors. First, the most recent retail study for the West Somerset area dates back to 2005. Since 2005 there have been major changes to the UK economy which will have had an impact upon shopping patterns, retail expenditure and the health of town centres and there is need for the evidence base information to take account of these factors. In addition, there has not been a retail assessment of Exmoor National Park before.

1.4 Secondly, Planning Policy Statement 4: Planning for Sustainable Economic Growth ('PPS4') which was published in by the Department of Communities and Local Government ('DCLG') December 2009 and which should be taken into account by local planning

[1] That part of the West Somerset Council administrative area which is not covered by ENPA

authorities in the preparation of local development documents[2]. PPS4 sets out national planning policy for economic development, including main town centre uses such as retail and leisure development. It provides a range of policies on plan making, including Policy EC1 which is particularly relevant to this study. EC1.3 notes that the evidence base at the local level should include an assessment of the need for economic development and main town centre uses. EC1.4 confirms that the need for retail and leisure development should take account of quantitative and qualitative factors, thus providing the basis for this study.

1.5 At the time of preparing this report, DCLG has also recently published the draft National Planning Policy Framework (July 2011). Whilst it is a consultation document and, therefore, subject to potential amendment, nevertheless it gives a clear indication of the Government's direction of travel' in planning policy. Therefore, the draft National Planning Policy Framework is capable of being a material consideration, although the weight to be given to it will be a matter for judgement.

1.6 A detailed review of the salient contents of PPS4 and the draft NPPF can be found at Appendix J of this report.

West Somerset and Exmoor

1.7 For the purposes of this report, the key settlements in the WS LPA area are the town of Minehead, along with the smaller settlements of Watchet and Williton. The key settlements in Exmoor National Park are Dulverton, Lynton & Lynmouth and Porlock. However, Dunster also has a high prevalence of retail and leisure uses for its small size and is therefore also included. In both areas, there are also a number of key villages which contribute to the settlement hierarchy and these are explained in Section 3 of this report.

1.8 The function of retail and leisure uses in the WS LPA area and Exmoor have a relationship with the wider surrounding area. WS LPA's economic and retail catchments are influenced by Taunton, Bridgwater and Tiverton, whilst Exmoor has a relationship with Barnstaple, South Molton, Tiverton, Minehead and Taunton. In addition, Hinkley Point lies in the north-eastern part of the WS LPA area and has been identified by the Government as the site for a potential new nuclear installation. Should this project progress, it would have

2 See paragraph 2 of the introductory section of PPS4

significant implications for the local area and should therefore be considered as part of this study.

1.9 The limited experience of researching retail issues in National Parks[3] suggests that retail conditions can be different in National Parks, due to the rural nature and catchment area profile. The influence of tourism on Exmoor makes it different to other rural areas with small settlement provision. Tourism provides a retail boost for the area and also has the potential to influence the type and scale of the local retail offer. These characteristics, and further research around them, will therefore be an important part of this study.

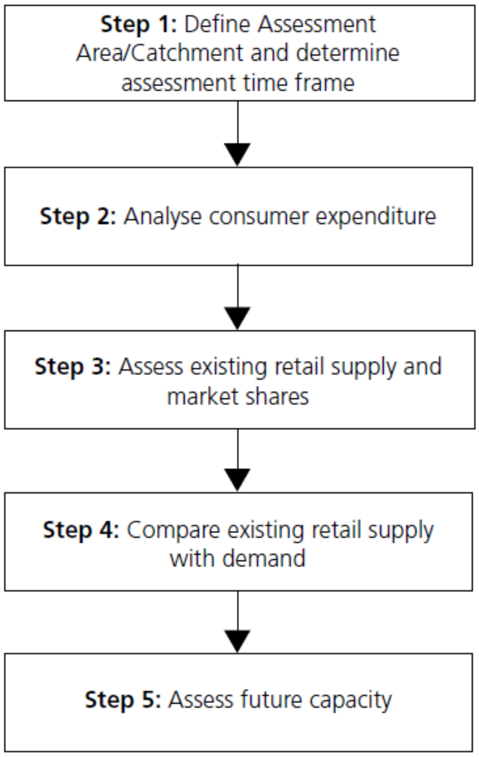
Objectives for this Study

1.10 As much of the work for the town centres and retail/leisure policy elements of their respective evidence base is being undertaken by WSC and ENPA, the focus of this study will be on a quantitative assessment of retail and leisure needs. Within regard to retail uses, quantitative need is conventionally measured as expenditure capacity, i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area. Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increases in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.

1.11 Figure B1 contained below is taken from the Practice Guidance supporting PPS4 and identifies the five stages of analysis conventionally undertaken to examine quantitative need for retail uses

3 Lake District National Park Retail Study 2009 & Peak District Retail Study 2009

Figure B1: Key steps to quantitative need assessments



1.12 The project brief issued by WSC and ENPA for this study also requires a needs assessment, in its broadest sense, for leisure uses across the WS LPA and Exmoor areas. In general terms the same principles that apply to the assessment of need for new retail development also apply to leisure development. However, there are a number of important differences and constraints which mean that the approach to leisure uses cannot be the same as for retail assessments, including:

- Less detailed and reliable information on leisure uses;
- Greater diversity and change in the leisure sector over time in the range of activities and associated property requirements due to the sector's dynamic nature; and
- Greater elasticity of demand for leisure activities when compared to the retail sector.

1.13 Because of these differences, leisure needs assessments are usefully underpinned by components such as: an understanding of the demographic profile of the an area; an estimation of the likely expenditure per head of population on leisure activities; discussions with the leisure industry regarding the demand for leisure facilities; and, an assessment of the current level of provision of leisure facilities benchmarked against levels of provision in similar areas elsewhere.

1.14 In light of the above, the objectives for this study are as follows:

- To identify the retail catchment areas and market shares for shopping patterns associated with the main settlements within the WS LPA and Exmoor National Park areas;
- To provide a quantitative assessment of the need for additional retail and, in its broadest sense, leisure floorspace within the WS LPA and Exmoor National Park areas up to 2026; and
- To identify the specific issues and implications that the mosaic of smaller settlements and the National Park bring to this picture.

1.15 Two pieces of empirical research provide an important contribution to this study: a survey of household shopping patterns across the WS LPA and Exmoor areas; and, a survey of businesses in the key settlements across both administrative areas. The household survey was specifically commissioned for this retail study. The survey interviewed 1,000 people across a wide geographical area, based on postcode sector areas, within the WS LPA and ENPA areas plus adjoining local authority boundaries. A plan of the survey area is contained at Appendix A of this report. The survey, whose parameters are explained in greater detail in Section 3 of this report, has established the shopping habits of households for different types of food and non-food goods and has, in turn, contributed towards the detailed assessment of need for additional retail floorspace. The survey has also been structured to ascertain customer/visitor profiles, mode of travel to shopping destinations, plus a number of attitudinal questions determining what users think about key settlements in the WS LPA and Exmoor areas. A full copy of the household survey tabulations is contained at Appendix B.

1.16 We have also conducted a survey of retail and leisure businesses in each of the key settlements in the WS LPA and Exmoor areas. Local businesses lie at the heart of the local economy and their input into this quantitative assessment is very important. In particular, local businesses can provide information on: retail performance and retailer demand assessment, trading characteristics and trading catchment areas, future plans, plus a review of qualitative aspects of each centre. The local business surveys were distributed to a selection of traders and business interest groups in the key settlements in June. A copy of the questionnaire and covering letter sent to traders is contained at Appendix C and a summary of the survey results is contained at Appendix D.

Content of this Report

1.17 The remainder of this report is structured as follows:

- Section 2 provides an overview of recent retail trends and an overview national, regional, and local planning policy in relation to retail, leisure and town centre policy relevant for the purposes of this study.
- In Section 3 we provide a detailed assessment of quantitative need for retail and leisure floorspace across West Somerset and Exmoor. Using the results of the household shopping patterns survey and new population and expenditure forecasts, the assessment outlines the retail trading performance of each of the key settlements in West Somerset and Exmoor, including their catchments for convenience (food) and comparison (non-food) shopping. This section goes on to consider existing demand alongside the current supply of retail floorspace, with a view to defining potential quantitative needs across the different parts of West Somerset and Exmoor, taking into account the results of the local business and household shopping surveys. This section concludes with an examination of the potential quantitative need for leisure uses across West Somerset and Exmoor, again informed by resident population expenditure and tourism expenditure levels. The format of Section 3 follows the five step assessment outlined in Appendix B to the PPS4 Practice Guidance document.
- Section 4 provides a summary of the contents of the study and provides conclusions regarding quantitative need issues across Exmoor and West Somerset.

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

2. Retail Trends and the Local Context

National Retail Trends

2.1 Alongside the assessment of quantitative need for retail and leisure floorspace across West Somerset and Exmoor, it is useful to provide background context in terms of retail trends. An appropriate starting point is a review of national trends, which will set the strategic agenda for retailing across the local area.

2.2 A detailed review of national retail trends, and the influencing factors, can be found at Appendix I to this report. This review provides information on issues such as retail spending growth, the internet and online shopping, retail floorspace stock and development trends, recent development activity by size of town, retailer trends, demographics and mobility.

2.3 The issues arising out of the review at Appendix I can be summarised as follows:

- Growth in expenditure on retail goods will continue to grow, but it will be at levels much lower than recent and longer term trends. As a result of this change, additional pressure will be placed upon existing retailers to maintain a viable trading performance and there is likely to be a shift from planning for new floorspace to protecting existing retailers. The greatest impact of this change will no doubt fall upon smaller independent and niche retailers.
- Online shopping on the internet will continue to grow, but perhaps not at the levels experienced over the past 10 years. More retailers continue to enter the online shopping market and this will place further pressure on traditional 'bricks and mortar' high street and local retailers. Smaller and independent retailers, particularly those in rural areas, are likely to experience some of the greatest impacts of this trend, as they fight the dual competition from larger national multiples and the growth of internet shopping.
- Over many years, local independent stores, in towns and rural areas, have faced competition from larger national retailers and there is no sign that this trend will end without intervention in the market from national and local government. In light of the recent recession and lower forecast expenditure growth, there is more a trend for national multiple retailers to focus their stores on larger towns and close existing stores

in smaller market towns. This trend is relevant to Minehead only in the context of this study, although is nevertheless important given the role of Minehead in the local area. The local independent retail sector is also not immune to the effects of the recession. Not only will retailers face much slower levels of expenditure growth, they will also face competition from national multiples who attract shoppers to larger settlements with the prospect of a wide product range, plus the continuing advance of the on-line shopping sector.

- Increasing life expectancy and immigration will combine to add to the UK's 'top heavy' age structure. This trend is forecast to occur in the West Somerset and Exmoor area, as will be outlined later in this report. Older people's purchasing and shopping trip habits are different, including the favouring of smaller shops and independent retailers, and reliance on local services which could help the viability of local retailers in Exmoor and West Somerset.
- Whilst the car will remain very important in terms of shopping trips, there are further factors which will affect mobility in the future. Continuing rises in fuel prices have and will continue to effect how people shop, potentially favouring more local facilities at the expense of slightly higher prices, or further rises in internet shopping. Indeed, all areas, not just the larger towns and cities are now in the reach of supermarket's internet shopping delivery schemes. This could have two potential consequences for rural areas such as West Somerset and Exmoor: a willingness to try and undertake more shopping locally to save on fuel bills (suggesting a larger demand for more local facilities), plus a potentially larger demand from home-delivery shopping from the larger supermarkets.

Retailing in Rural Areas

2.4 Whilst these national trends are important and will have an influence upon the future of retailing within Exmoor and West Somerset, there is a need for this study to put these trends into a rural context and set out some of the key issues for rural towns and villages. This is particularly important for Exmoor and parts of West Somerset which are very rural in nature, and where the focus has and will continue to be on protecting and supporting existing facilities rather than planning for new retail and leisure floorspace.

2.5 A useful place to start is the place of Exmoor and West Somerset in the wider Somerset and Devon area. Minehead is the only large settlement, with the remainder of the settlement hierarchy comprising small towns and mostly villages. Minehead is the only settlement to possess large supermarkets and any significant amount of national multiple retailers (which occupy space alongside local independent traders). Indeed, beyond Minehead, it is only Watchet, Williton, Porlock, Lynton, Lynmouth, Dunster and Dulverton that have any significant retail, leisure and commercial floorspace. The other smaller villages are, at best, served by a small local store, and many have no retail provision. This situation is compounded by the ongoing closure of rural post offices, which add to the retail and service offer of rural settlements.

2.6 Whilst it will be confirmed via survey evidence later in this report, it is a reasonable working assumption that rural centres are more likely to be successful in attracting day to day small scale food shopping trips, more basic service trips and niche non-food shopping trips. Within parts of West Somerset and Exmoor, Minehead will attract a significant amount of non-food shopping trips, although the increasing dominance of larger centres beyond Exmoor and West Somerset will mean that even Minehead is constrained by a natural ceiling in its shopping market share. For Exmoor residents, Tiverton, Taunton and Barnstaple are particularly attractive centres, whilst Taunton and Bridgwater will be attractive for residents of West Somerset District.

2.7 Across most of Exmoor and West Somerset, the retail and service sector landscape is dominated by local independent traders. Many traders have a single outlet in a single settlement, although some will have a small group of outlets across a small number of settlements. For many years, local independent traders in both rural and urban areas have faced stiff competition from the growing dominance of national multiples. In rural areas, the performance and success of local traders is influenced by a number of factors, including: increasing mobility which makes larger centres farther afield more attractive and accessible; small catchment areas with limited spending power; the inability to 'bulk buy' in the same way that national retailers can accomplish; high property prices with significant competition from leisure and residential uses; and also rising petrol prices which could benefit local retailers where people chose to shop more locally.

2.8 These factors can, in some instances, lead to the closure of shops and services in rural areas, as businesses become non-viable in the face of small customer numbers and competition from larger stores. This, in turn, has an impact upon the local community and the vitality of a settlement, with less or no shops or post offices to act as a focal point. Therefore, whilst national and local planning policy supports the need to maintain and enhance town and village centres in all sizes of settlement, there appears to be a more forceful case for this in rural areas. This was a key issue raised during the 'Your Future Exmoor' events organised by ENPA, with particular support for the protection of local services and allowing for more flexible use where existing services are at risk (see Issue 3 in Your Future Exmoor – Exmoor National Park Feedback Report).

2.9 There are however, other individual characteristics which can affect retailing and other commercial uses in rural areas. One such characteristic is tourism, which is particularly relevant to West Somerset and, in particular, Exmoor National Park. A significant number of visitors come to West Somerset and Exmoor each year, for day visits and longer stays. Being a National Park, the whole of Exmoor attracts a large number of visitors and settlements such as Dunster, Dulverton, Porlock, Lynton and Lynmouth are focal points for visitors. In West Somerset, Minehead is a particularly important destination, with the Butlins holiday complex, which is one of the largest in the country.

2.10 The presence of tourists and visitors brings additional retail expenditure to the local area, which is a benefit to the local economy. It has the potential to support retail and leisure uses in part or, in some circumstances, in their entirely. This in turn benefits jobs and as positive knock-on effects for the local economy. In addition, tourist expenditure can help to support (and keep open) shops and services which couldn't be supported by local residents' expenditure alone. There are, however, potential disadvantages to the influence of tourism, including the lack of choice for local residents' day to day shopping needs and tourist businesses being able to 'out bid' local businesses for premises and increase property prices and rents.

2.11 As a consequence of all of the above, it is important to look at how some national trends could affect rural areas such as Exmoor and West Somerset and we outline our observations below:

- Given that Exmoor and West Somerset are very rural in nature, population levels are low and growth in the future will be limited. This places rural retailers and service providers at a disadvantage to equivalent retailers in more populated areas, and means that they will find it harder to increase floorspace productivity at reasonable levels. Turnover levels can become static, which can threaten the viability of stores.
- The impact of internet shopping has the potential to have a particularly important and significant effect upon rural areas. Rising fuel prices and the general growth in internet

shopping availability have the ability to push and pull the local population to an increased participation in internet shopping. The importance of internet shopping across Exmoor has been highlighted by the Your Future Exmoor consultation exercise which found that 23% of those people responding to the consultation used the internet twice a month or more frequently for shopping (with 39% using the internet once a month or less and 38% never using the internet for shopping). However, the success of internet shopping can depend upon internet access and the speed of the broadband connection across Exmoor and West Somerset. If broadband connections are poor, then this can affect internet shopping, although one of the unintended consequences of providing high speed broadband connections to aid rural business could be to fuel rises in internet shopping in that same area. In addition, an aging population in Exmoor and West Somerset, who may not be as comfortable with internet shopping as younger age groups, may also constrain internet shopping.

- Notwithstanding the above factors, there are signs that internet shopping will have a growing influence on the Exmoor and West Somerset area. Beyond the internet only companies already selling products online, more and more existing 'bricks and mortar' national high street brands are now increasing their online sales. In addition, and most importantly, national grocery retailers are continuing to roll out their internet shopping home delivery services. The first phase of home deliveries was primarily concentrated on larger towns and cities, although home deliveries are now commonplace from supermarkets in Barnstaple, Tiverton, Taunton and Bridgwater. Therefore, not only are local stores across Exmoor and West Somerset faced with 'traditional' actual shopping trips to stores in Barnstaple, Tiverton, Taunton and Bridgwater, they are now also faced with the ability for the local population to order their groceries online. Such competition suggests that local independent retailers will need to find a niche offer which continues to attract day-to-day top-up and other convenience shopping which can be differentiated from mainstream larger scale grocery shopping trips.
- Trends in mobility will play an important part in the future of retailing in Exmoor and West Somerset. With limited public transport infrastructure, the private car plays a very important part in shopping and service trips. Whilst this will continue in the future, rising fuel prices will influence the choices people make about shopping trips. As we have already noted, this could lead to an increase in internet shopping, although it also offers an opportunity for local facilities to improve their market share and offer an expanded range of goods to those people who wish to do more shopping locally.

- On Exmoor, particularly west of the A396 continuing right to the western Park boundary, settlements are scattered and Exmoor residents are relatively isolated from other larger settlements outside of the Park. To this point in time this appears to have supported the ongoing viability of small local stores, pubs, and other shops. Exford is a good case in point, with two village shops side by side, and a range of other modest services. This is a tiny village where isolation and tourist trade is supporting a retail and leisure offer well above what might be expected. The same is true for the Park's larger settlements too, none of which are greater than 2,000 population. This feature of the Park's settlements is important for locals and visitors, and how to protect and enhance it is a critical issue for future planning and management.

Retailing in West Somerset and Exmoor: the current picture

2.12 In order to set the scene for this quantitative needs assessment, it useful to provide a review of the current pattern of retail and leisure provision across West Somerset and Exmoor, including the range of uses and level of floorspace in each of the main settlements.

2.13 In order to paint this picture, we have analysed land use survey data provided by WSC and ENPA and collated this information into the standard GOAD classification for convenience (food), comparison (non-food), retail service and vacant units. GOAD prepare plans for a significant number of town centres across the country and its classification of retail and service uses is generally accepted as a useful definition of town centre retail floorspace.

2.14 However, because the standard GOAD classification does not count all town centre land uses, we have expanded our classification to including four other 'non-GOAD' categories, including leisure service uses (Use Classes A3/A4/C1/C2), employment uses (Use Classes B1/B2/B8), other leisure/community uses (Use Classes D1/D2) and other land uses beyond these classifications.

2.15 Land use information, arranged into these categories, for those settlements in West Somerset and Exmoor where the above uses are present, is contained at Appendix G.

2.16 There is also a separate analysis of leisure service uses and this is contained in the final part of Section 3 of this report.

2.17 As noted in section 1 of this report, the main settlements in West Somerset are Minehead, Watchet and Williton and the main settlements in the National Park are Dulverton, Lynton/Lynmouth and Porlock, plus Dunster[4]. These settlements also have the largest amount of retail, leisure and other commercial uses and therefore for the purposes of this summary we concentrate on these settlements.

2.18 For each settlement, a summary land use table is provided (using data from Appendix G). It shows the numbers of units within the various GOAD land use categories, along with those land uses outside of this classification. Within each summary table, the unit numbers are converted into percentages, showing what proportion each land use occupies within the total unit stock. In addition, we provide a national average for the GOAD land use categories and, in order to provide a logical comparison against local data, we have recalculated the percentage figures for centre's land use data. These percentages are shown in brackets in each summary table below.

2.19 It should also be noted that the GOAD national average data is based on generally larger settlements across the country. As such, care should be taken when comparing the data for settlements in West Somerset and Exmoor against national average data, although it does provide a useful comparison terms of the characteristics of the local area.

2.20 Within the following analysis, we also compare the proportion of units against average levels for West Somerset and Exmoor. For Exmoor the average consists of the main settlements (Lynton, Lynmouth, Porlock and Dulverton) along with Dunster[5], whilst the West Somerset Average consists of Minehead, Watchet and Williton. We appreciate that there are other settlements in both West Somerset and Exmoor, although accurate data for some of these settlements is not available and in any event these settlements have little retail and service uses, which would skew the average.

2.21 The GOAD national averages, alongside the averages for Exmoor and West Somerset, are shown in the table below. It indicates that collectively the main centres in Exmoor have higher proportions of comparison retail uses than West Somerset, but lower levels of service uses, and similar levels of convenience uses. GOAD, however, undercounts all services as noted above. A similar difference can also be found when the Exmoor averages are compared against national average levels, apart from convenience goods retailers where

4 For the avoidance of doubt, Dunster is not classified as a rural centre, although it is an important settlement in the context of this study given the number of shops

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the proportion is similar. The West Somerset centres have similar proportions of comparison and service uses to the national average Also, and importantly, Exmoor centres have a noticeable lower proportion of vacant units than the West Somerset and national averages.

Table A: National, Exmoor and West Somerset GOAD Land Use Average Levels

GOAD Land Use Sector	National GOAD Land Use Average (%)	Exmoor GOAD Land Use Average (%)	West Somerset GOAD Land Use Average (%)
Convenience	9.5	9.5	8.3
Comparison	42.1	51.0	44.8
Service	34.6	29.5	32.2
Vacant	12.6	7.6	13.7
Miscellaneous	1.2	2.4	1.1
TOTAL	**100**	**100**	**100**

Minehead

2.22 Minehead is the largest settlement within West Somerset, lying on the coast in the north east of West Somerset District. Minehead is heavily associated with its status as a holiday resort, along with its role as residential and service centre for West Somerset. In 2001, the town had a population of 11,699 people, although during the peak holiday season this can rise to circa 25,000.

2.23 Minehead has the largest amount of retail floorspace across West Somerset and Exmoor, benefiting from a large town centre, containing a wide mix of uses, along with some out of centre retail development, primarily in the form of Tesco and Morrisons supermarkets.

2.24 The principal shopping area in the town centre covers: The Avenue, The Parade, Friday Street, Bampton Street, Blenheim Road and Park Street.

2.25 We have analysed land use data collected by West Somerset Council and provide data for the town centre boundary and the prime shopping area boundary below. The town centre boundary data is also compared against the national GOAD average, as this provides a better fit than the Prime Shopping Area data.

Table B: Land Uses in Minehead Prime Shopping Area Boundary, 2011

Sector	Units		National Average
	No.	%	(%)
GOAD Categories			
Convenience	10	14.5	-
Comparison	33	47.8	-
Service	19	27.5	-
Vacant	4	5.8	-
Miscellaneous	0	0	-
Non-GOAD Categories			
Use Class A3/A4/C1/C2	0	0	-
Use Class B	2	2.9	-
Use Class D	1	1.4	-
Other	0	0	-
TOTAL	**69**	**100**	**-**

Source: data from West Somerset Council. Figures may not add due to rounding.

Table C: Land Uses in Minehead Town Centre Boundary, 2011

Sector	Units		National Average
	No.	%	(%)
GOAD Categories			
Convenience	16	7.7 (9.2)	9.5
Comparison	90	43.3 (51.7)	42.1
Service	57	27.4 (32.8)	34.6
Vacant	10	4.8 (5.7)	12.6
Miscellaneous	1	0.5 (0.6)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	12	5.8	
Use Class B	8	3.8	
Use Class D	6	2.9	
Other	8	3.8	
TOTAL	**208**	**100**	

Source: data from West Somerset Council. Figures may not add due to rounding.

2.26 Whilst the WSC land use analysis has covered 436 units across Minehead, the above summary tables indicate that there are 208 units within the town centre boundary and 69 units within the prime shopping area.

2.27 Taking the town centre boundary figures, 9.2% of units covered by the GOAD classification are occupied by convenience uses, which is comparable to the national average and higher than the average of West Somerset centres. The largest convenience goods stores in the town centre are the Co-op and Iceland stores. Until recently, there was also a Somerfield store, although this closed as a result of the merger of Somerfield and the Co-op. A EuroSpar store did briefly operate from the Somerfield unit, although this has now also closed and the unit is currently vacant. The remainder of the convenience sector in Minehead town centre includes butchers, newsagents, a delicatessen and an off-licence.

2.28 The proportion of comparison retail uses in Minehead town centre (51.7%) is much higher than the national average (42.1%) and West Somerset average (44.8%), whilst the proportion of service uses in the town centre is slightly lower than the national average but commensurate with the West Somerset average level. The town centre has a wide range of comparison goods retailers which cover most non-food goods types and it is the only centre to possess a significant number of national multiple retailers, including: WH Smith, Clinton, Superdrug, QS, Specsavers and Clarks.

2.29 32.8% of units in the town centre counted under the GOAD classification accommodate retail service uses, such as restaurants, cafes, banks and building societies. This is commensurate with the West Somerset average (32.2%) and slightly lower than the national average of 34.6%. There are a wide range of service uses in the town centre, including national high street banks and building societies, plus numerous food and drink outlets, whose numbers are likely to be supported by the tourist trade in the town.

Watchet

2.30 Watchet is a small town situated on the coast between the upland areas of the Brendon Hills to the south and west, and the Quantock Hills to the east. The centre of the town has a tight historic street pattern, with the main shopping streets being Swain Street and Market Street, with a group of neighbourhood shops on Liddymore Road.

2.31 A breakdown of retail, leisure and other commercial land uses, taken from WSC data, is shown in Table D below.

Table D: Land Uses in Watchet

Sector	Units		National Average
	No.	%	(%)
GOAD Categories			
Convenience	3	3.5 (5.5)	9.5
Comparison	22	25.9 (40.0)	42.1
Service	16	18.8 (29.1)	34.6
Vacant	12	14.1 (21.8)	12.6
Miscellaneous	2	2.4 (3.6)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	17	20.0	
Use Class B	5	5.9	
Use Class D	7	8.2	
Other	1	1.2	
TOTAL	**85**	**100**	

Source: data from West Somerset Council. Figures may not add due to rounding.

2.32 There are 85 retail and other commercial premises in Watchet, 55 of which are included in the GOAD land use classification. Within the GOAD classified uses, the proportions of convenience, comparison and service uses are all slightly below the national and West Somerset average. The proportion of vacancies is almost twice as high as the national and West Somerset average levels and is a clear indication of a weakness of the centre.

2.33 Beyond the GOAD land uses, a large proportion of the remainder of commercial uses comprises hotel and bed & breakfast accommodation, plus public houses.

2.34 With regard to retailers present in Watchet, the convenience sector includes two Co-op stores (on Swain Street and Liddymore Road) and a Spar convenience store. There are no further convenience or niche food stores in Watchet. Within the comparison goods retail sector, there is modest range of shops catering for some local needs, although there are also a number of specialist stores and those catering for the tourist/visitor market. There are also furniture and interior décor stores, a pharmacy, a gallery, a florist, some charity shops and stores associated with harbour/fishing uses.

Williton

2.35 Williton is located 1.5 miles to the south of Watchet and has grown around the junction of the A39 Bridgwater to Minehead road and the A358 linking the village to Taunton. These links have benefitted the growth of the centre of Williton, as has the location of West Somerset Council's offices close to the centre of the settlement. Because of it's location, Williton is an important service centres and has a range of services which could disproportionate to its size. Despite being smaller than Watchet, in terms of resident population, Williton has a larger number of retail and other commercial premises.

2.36 We summarise below the retail and commercial land uses in Williton, based upon WSC data.

Table E: Land Uses in Williton

Sector	**Units**		**National Average**
	No.	**%**	**(%)**
GOAD Categories			
Convenience	6	5.8 (12.2)	9.5
Comparison	13	12.6 (26.5)	42.1
Service	14	13.6 (28.6)	34.6
Vacant	15	14.6 (30.6)	12.6
Miscellaneous	1	1.0 (2.0)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	9	8.7	
Use Class B	28	27.2	
Use Class D	8	7.8	
Other	9	8.7	
TOTAL	**103**	**100**	

Source: data from West Somerset Council. Figures may not add due to rounding.

2.37 Williton has a proportion of convenience goods uses (12%) which is higher than both the national (9.5%) and West Somerset average (8.3%) levels. Convenience uses within the centre include Co-op and Spar convenience stores, plus a greengrocers, a deli/local produce shop, newsagents and a bakery.

2.38 The proportion of uses in the comparison and service sectors are below national and West Somerset average levels, particularly the comparison goods sector. This level of provision, when compared to the other main settlements across West Somerset and Exmoor, is likely to be due the role and location of Williton, which is not conducive to tourist trade. The uses which are present appear to cater more for the day to day needs of the local population and include, banks, take-aways, hair salons, builders and agricultural supplies and pet related products.

Dunster

2.39 Dunster is one of the largest villages in Exmoor National Park, famous for its medieval castle and historic street pattern. It is a very popular tourism destination, benefiting from close proximity to the junction of the A369 and A39, close to Minehead. As a consequence, many of the shops and services in Dunster cater for the tourism market which is likely to provide a significant part of their annual turnover.

2.40 The proposals map in the Exmoor National Park Local Plan defines a Core Retail Area which extends along the majority of the length of High Street, between Church Street and Dunster Steep.

2.41 Data from ENPA has been arranged into the GOAD classification of land uses, plus other leisure and commercial uses present in the village.

Table F: Land Uses in Dunster

Sector	Units		National Average
	No.	%	(%)
GOAD Categories			
Convenience	3	4.8 (7.5)	9.5
Comparison	26	41.3 (65.0)	42.1
Service	8	12.7 (20.0)	34.6
Vacant	1	1.6 (2.5)	12.6
Miscellaneous	2	3.2 (5.0)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	14	22.2	
Use Class B	0	0.0	
Use Class D	9	14.3	
Other	0	0.0	
TOTAL	**63**	**100**	

Source: data from ENPA. Figures may not add due to rounding.

2.42 The above data indicates the dominant comparison goods retail function of Dunster, with 65% of all units within the GOAD classification falling in this sector. It is considerably higher than the national and Exmoor average levels, with many of these uses being orientated towards the tourist/visitor market. Stores include arts, crafts and gift stops, plus stores selling antiques.

2.43 There are three convenience goods stores in Dunster, comprising a delicatessen, sweet shop and newsagents. These stores appear to perform a dual role in serving the limited day to day needs of the local population plus catering for the tourism market. The proportion of convenience uses is below the national and Exmoor average levels.

2.44 Due to the dominance of the comparison goods retail sector, the space for retail service uses is squeezed. The proportion of service is lower than the national and Exmoor average levels, with current provision comprising mainly food and drink uses such as tearooms and coffee shops. Interestingly, the proportion of non-retail service uses such as hotels and bed & breakfast uses is higher than retail service uses such as cafes.

2.45 There is only one vacancy within Dunster, indicating the strength of the centre in terms of its ability to attract and retail retailers and other businesses.

Dulverton

2.46 Dulverton lies at the southern gateway to Exmoor National Park, on the A396 Exe Valley Road which links the town to Tiverton to the south. Beyond its historic and attractive core, the town has growth at a relatively high level over the past 50 years, with the town doubling in size. Many of the retail and leisure uses in Dulverton can be found along High Street, Fore Street and Bridge Street.

2.47 Despite its attractiveness and popularity amongst tourists and visitors, Dulverton does not possess many hotels or bed & breakfast uses and has one of the lowest proportions of leisure service uses across the National Park's main settlements.

2.48 Table G below outlines the pattern of retail and other commercial land uses in Dulverton, which is taken from ENPA data.

Table G: Land Uses in Dulverton

Sector	Units		National Average
	No.	%	(%)
GOAD Categories			
Convenience	5	5.2 (10.6)	9.5
Comparison	23	24.0 (48.9)	42.1
Service	14	14.6 (29.8)	34.6
Vacant	4	4.2 (8.5)	12.6
Miscellaneous	1	1.0 (2.1)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	8	8.3	
Use Class B	13	13.5	
Use Class D	20	20.8	
Other	8	8.3	
TOTAL	**96**	**100**	

Source: data from ENPA. Figures may not add due to rounding.

2.49 Convenience uses accommodate 10.6% of all units counted towards the GOAD classification of uses in Dulverton. This proportion is higher than the national (9.5%) and Exmoor average (9.5%) levels. Convenience uses include a delicatessen, butchers, convenience store, greengrocers and farm shop.

2.50 Comparison uses occupy 48.9% of all units counted within the GOAD classification, which is higher than the national average (42.1%), but lower than the Exmoor average (51%). The range of units present clearly serve part of local residents needs and those of tourists. Retailers include a pharmacy, antiques stores, arts and crafts shops, clothes shops and gift shops.

2.51 The proportion of service uses in Dulverton matches the Exmoor average and is slightly below the national average. There are a number of estate agents, along with a number of tearooms, a Natwest bank and hair/beauty salons.

2.52 There were four vacant units in Dulverton, although only one of these appears to a former retail unit. In any event, the proportion of vacancies in Dulverton is lower than the national average and slightly higher than the Exmoor average.

Porlock

2.53 Porlock lies to the west of Minehead, close to the coast and accessed from the A39. It is the smallest of the four main settlements in the National Park and has 59 retail, leisure and other commercial units. The majority of these uses are located along High Street, which forms the main route through the village. There are also some retail and service uses on Parsons Street.

2.54 Table H below sets out the distribution of retail and other commercial land uses in Porlock, organised into GOAD land use classification categories, plus other non-GOAD category uses. The data in this table is taken from ENPA information.

Table H: Land Uses in Porlock

Sector	Units		National Average
	No.	%	(%)
GOAD Categories			
Convenience	5	8.5 (14.3)	9.5
Comparison	16	27.1 (45.7)	42.1
Service	10	16.9 (28.6)	34.6
Vacant	3	5.1 (8.6)	12.6
Miscellaneous	1	1.7 (2.9)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	11	18.6	
Use Class B	1	1.7	
Use Class D	12	20.3	
Other	0	0.0	
TOTAL	**59**	**100**	

Source: data from ENPA. Figures may not add due to rounding.

2.55 There are 35 units within Porlock, out of the total of 59, which are included within the GOAD land use classification. There are five convenience uses, which represents 14% of those units included in the GOAD classification. This is above national average and Exmoor average levels. The proportion of comparison units is also slightly above national average levels, whilst there are below average service uses and vacancies within Porlock.

Lynton & Lynmouth

2.56 Although they can be seen as one community, Lynton and Lynmouth are two settlements separated by Lynmouth Hill. Retail, leisure and other commercial uses are spread across both settlements. In Lynton, retail and service uses are located mainly on Lee Road and Queen Street, whilst similar uses in Lynmouth are located on Lynmouth Street and Watersmeet Road.

2.57 Table I below outlines the distribution of land uses in Lynton and Lynmouth, based on the GOAD classification of land uses and other salient land uses falling outside of these categories.

Table I: Land Uses in Lynton & Lynmouth

Sector	**Units**		**National Average**
	No.	**%**	**(%)**
GOAD Categories			
Convenience	7	3.8 (7.9)	9.5
Comparison	42	23.1 (47.7)	42.1
Service	30	16.5 (34.1)	34.6
Vacant	8	4.4 (9.1)	12.6
Miscellaneous	1	0.5 (1.1)	1.2
Non-GOAD Categories			
Use Class A3/A4/C1/C2	54	29.7	
Use Class B	2	1.1	
Use Class D	37	20.3	
Other	1	0.5	
TOTAL	**182**	**100**	

Source: data from ENPA. Figures may not add due to rounding.

2.58 For those units which fall into the GOAD classification, 7.9% are occupied by convenience goods retailers. This is lower than the national and Exmoor averages (9.5%). Convenience uses include a newsagent, a greengrocers, a confectioner, a Londis convenience store and a Costcutter convenience stores.

2.59 47.7% of units are occupied by comparison goods retailers, which is higher than the national average (42.1%) but lower than the Exmoor average of 51%. The range of comparison goods retailers is clearly influenced by the role of Lynton and Lynmouth serving the tourism market plus some local needs. There is a pharmacy, clothes shops, a pet goods shop, a hardware store, a number of galleries and arts/crafts stores and a number of gift shops.

2.60 The proportion of service uses (34.1% is commensurate with the national average (34.6%) and higher than the Exmoor average of 29.5%. There are many tearooms and cafes, plus a Lloyds bank and a number of takeaways (including fish and chip shops).

2.61 Beyond the units included within the GOAD classification, there are a significant number of leisure service uses such as hotels and bed & breakfast premises and public houses, which in total occupy around one third of all commercial premises across Lynton and Lynmouth. There is also a large number of community uses, falling within Use Class D, such as a cinema, nursing homes, sports facilities, a community hall and a health centre. These uses occupy around one fifth (20%) of all units counted by the ENPA survey.

Traders Survey

2.62 As part of this study, a survey has been undertaken of town centre traders across the main centres in West Somerset and Exmoor. During the early stages of this study, GVA and c4g worked with officers at WSC and ENPA to design a survey questionnaire (see copy of questionnaire at Appendix C). The survey was sent out to 48 businesses across the WS LPA and ENPA areas, with these businesses covering a range of retail and service sectors. Following the distribution of the original survey questionnaire, a series of follow-up calls and correspondence were conducted in order to maximise the response rate.

2.63 The survey was designed to obtain traders' views and opinions across a range of issues, including:

- The dominant and under-represented sectors in town centres
- The split of retail business between the local and tourist/visitor sectors
- Perceptions regarding the needs of local residents being met
- Vacancy levels
- The affordability of rental levels
- Opening hours / late night shopping / Sunday trading
- Car parking & public transport
- Quality of the town centre environment

2.64 Responses were received from traders in Minehead, Watchet, Williton and Lynton and we summarise the responses for each town in turn below. Given the number responses which have been received, it would be inappropriate to suggest that the views summarised in this section are representative of all traders and businesses in the main centres in WS LPA and ENPA. Instead, they provide a snap-shot of a limited selection of traders and the remainder of this section should be read and understood in this way.

2.65 There were responses from four businesses in Watchet, including retail and leisure businesses. It is clear from the responses received that tourists visitors have an important influence over the trading performance of businesses in Watchet, with some businesses commenting that over 50% of their trade comes from tourists. Businesses confirmed that the summer months were their busiest period, with the West Somerset Railway making an important contribution to the level of visitors in the town centre. Given the level of tourists and visitors in the centre, it is unsurprising that many businesses commented on the dominance of pubs, hotels, bed and breakfast accommodation and food & drink outlets in the town centre. Other dominant sectors were noted as the convenience stores, whilst under-represented sectors included niche convenience operators such as butchers and greengrocers, plus the need for new non-food retailers. Two particular issues were raised as particularly negative issues: signage in the town and car parking provision. Traders indicated that the lack of signage caused problems for those visitors unfamiliar with Watchet, with very few signs directing people around the town. Regarding car parking, traders felt that there is enough car parking provision generally, but raised the current charging regime as a particular problem, with the consequential high demand for free parking spaces in the town centre.

2.66 Three traders in Minehead town centre responded to the survey, providing valuable information on the usage of the centre and the salient issues regarding its ongoing health. Like other centres, car parking in the town centre was raised as a key issue, particularly the charges imposed and the perception that this could act as a disincentive in visiting the centre. Regarding the range of shops and other facilities in the town centre, there was little concern raised over the ability to meet the needs of the local population although one trader felt that this did not stop the local population choosing to visit other (larger) centres where there was an even greater choice. Traders felt that the town centre's visitor profile consisted of local people, holiday makers (particularly those staying at Butlins) and second home owners. There was a clear view that the town centre attracted older people from the local community, with a perception that younger age groups preferred to travel to centres outside of the area. Two out of the three responses indicated that the majority of trade in retail businesses in the town centre came from the local population, although some traders reported that up to 40% of annual turnover came from visitors. Specific comments were also made regarding the Friday market in the town centre, with two traders commenting on the disruption it caused to movement around parts of the town centre, although it is clear that these traders are located in close proximity to the market and these views may not be shared by other traders and businesses in the town centre.

2.67 Three traders in Williton responded to the survey with a range of views and observations, although there was particular focus on the range of retail facilities on offer, the perception of traffic congestion in the centre and current levels of car parking provision. Two out of the three responses commented on the need for a new supermarket in Williton, based primarily on the additional parking it could provide and its ability to attract more people to the town centre. However, the third response, referring specifically to the current proposal for a supermarket in the village, appears to suggest that a new supermarket would damage high street shops. With regards to parking provision in Williton, there was consensus on the amount currently provided and its cost. Specific comments were made regarding the cost of parking in Williton damaging the attractiveness of the centre to potential visitors. With regards to other aspects of the village centre, traders confirmed that the holiday season saw an increase in visitor levels, along with the consequential increase in traffic through the village. There was also disagreement over whether the village was able to serve the needs of local residents, although responses indicated the need for additional leisure and community facilities alongside new retail facilities.

2.68 The final set of responses came from (two) traders in Lynton. Given the role of Lynton as a tourist destination, traders' confirmation of the dominance of catering and accommodation uses in Lynton is unsurprising. Whilst comments were made over the need for additional retail facilities, along with wider variety of gift shops for the tourism market, both traders commented that Lynton served the needs of the local population very well. The lack of vacant properties and the generally good built environment in the centre were also noted, along with the significant influence of spending by tourists within shops and services.

3. Quantitative Need Assessment for Retail and Leisure Provision in West Somerset & Exmoor

Introduction

3.1 This section considers the five key steps involved in preparing a quantitative need assessment. These five steps are outlined in Figure B1 of the PPS4 Practice Guidance (reproduced in Section 1 of this report) and are as follows:

1. define assessment area and determine assessment time frame;
2. analysis of consumer demand;
3. assess existing retail supply and market shares;
4. compare existing retail supply with demand; and
5. assessing future capacity

3.2 From the outset it should be noted that a quantitative assessment of need should be used as part of a wider tool kit for preparing effective town centre strategies, including the assessment of qualitative factors of need, town centre health checks and the impacts of specific proposals. Some of these elements of work are being undertaken by West Somerset Council and Exmoor National Park Authority as part of their own evidence base work for retailing and town centres.

3.3 We outline below our assessment for each stage of the quantitative assessment for retail need across West Somerset and Exmoor. This is then followed by our broader assessment of quantitative need for leisure uses across the same area.

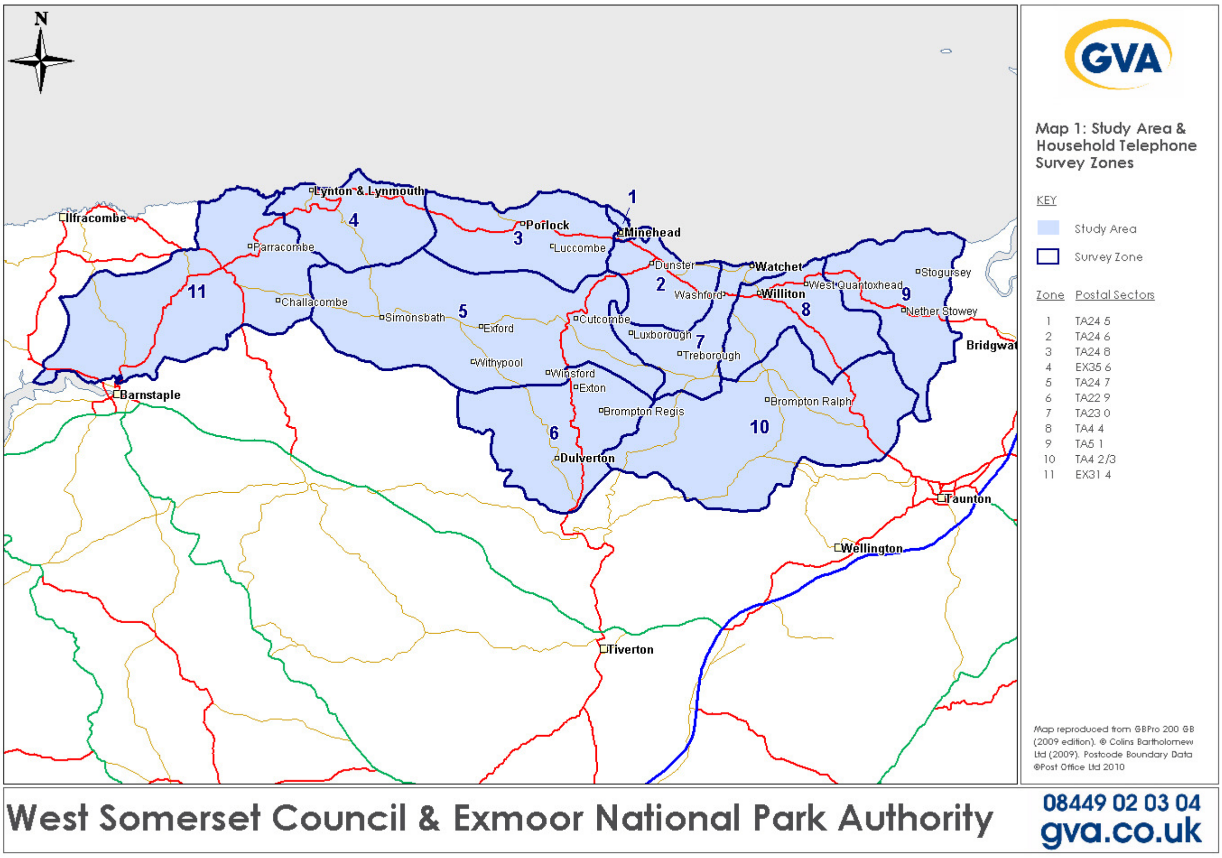
Step 1 – Define assessment area/catchment and determine time frame

Study area

3.4 A key starting point for the quantitative needs assessment is the definition of a study area. The study area forms the basis for the expenditure capacity calculations and is also used as the basis for household shopping patterns information from the household survey. The study area should be drawn sufficiently widely to thoroughly examine the relationship between all the relevant centres and their catchments.

3.5 As a starting point it is important to define the initial study area sufficiently widely to capture the combined sphere of influence of the key centres in the WS LPA and Exmoor areas. In this instance, the survey information used for the 2005 West Somerset Retail Study, plus the shopping patterns surveys used to inform retail studies in surrounding administrative areas[6], have been used. For Exmoor National Park, data with the West Somerset Retail Study was also consulted, along with shopping patterns information prepared for North Devon District Council.

3.6 The overall study area for this quantitative needs assessment is shown below and a larger version can be found at Appendix A to this report.



3.7 It shows a geographical area which encompasses the WS LPA and Exmoor National Park areas running along the north Somerset coast from Stogursey to Lynton/Lynmouth and stretching from the northern edge of Barnstaple in the west, encompassing settlements such as Simonsbath, Dulverton, Brushford and Wiveliscombe across its southern edge. It is

6 North Devon, Mid Devon, Taunton Deane and Sedgemoor

considered that this area contains the combined primary catchment area population for the key settlements in West Somerset and Exmoor.

3.8 Following the establishment of the overall study area, we have broken this area down into individual zones. These zones, which are based upon postcode sectors, enable a more detailed analysis of the interrelationship of the roles and functions between different centres. In this instance, the zones are based on individual postcode sectors (with one exception) and are shown on the plan at Appendix A and summarised below

Table A: Schedule of Study Area Zones

Zone	Settlements	Postcode Sectors
1	Minehead	TA24 5
2	Dunster	TA24 6
3	Porlock	TA24 8
4	Lynton + Lynmouth	EX35 6
5	Simonsbath, Exford, Withypool and Winsford	TA24 7
6	Dulverton	TA22 9
7	Luxborough, Treborough, Washford and Watchet	TA23 0
8	Williton	TA4 4
9	Stogursey	TA5 1
10	Brompton Ralph	TA4 2/3
11	Parracombe and Challacombe	EX31 4

Base and forecasting years

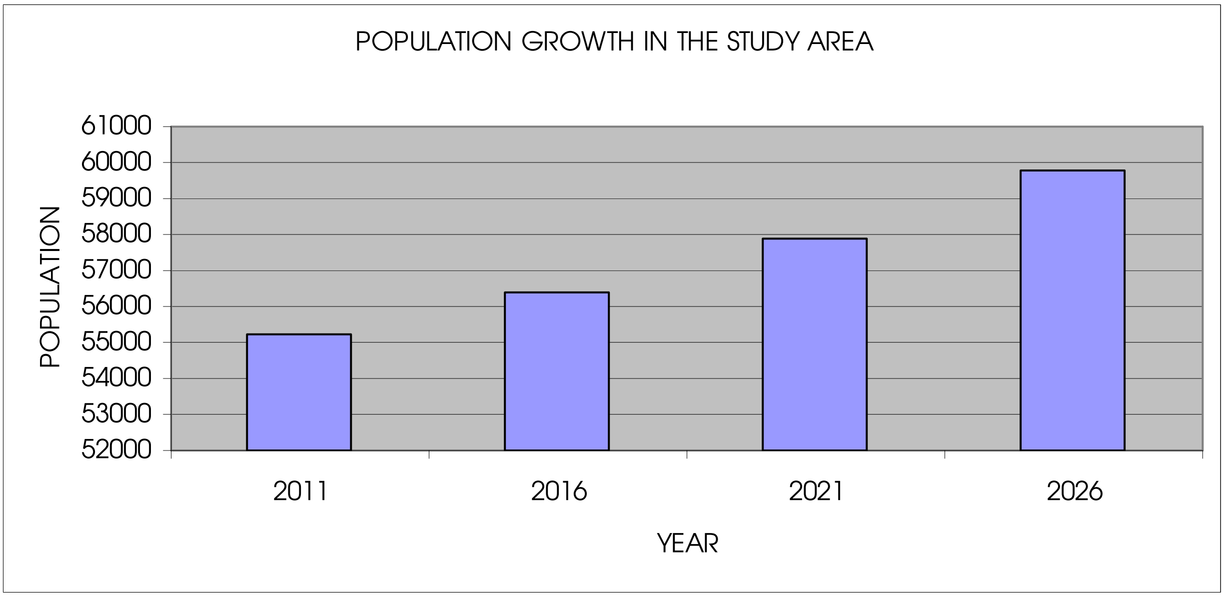
3.9 Once the study area and survey zones have been defined it is important to determine the time frame for the assessment. In line with best practice, the current year (2011) is adopted as the starting point (or base year). As this assessment is intended to support development plan making across West Somerset and Exmoor, the Practice Guidance document informing PPS4 indicates that the assessment should cover the period of the development plan document and thus should be up to 10 years ahead (with an interim five year forecast). In this instance, we have followed this guidance (i.e. forecast years at 2016 and 2021) and also provided further forecast year at 2026 which provides further strategic context. However, as will be noted later in this analysis, the use of medium to longer term forecasts should be treated with caution in light of the robustness of the retail expenditure forecasts and the ever-changing nature of the retail industry.

Step 2 – Analysis of consumer demand

Population estimates/distribution

3.10 The next stage of the quantitative analysis is the estimation of population levels across the study area. In order to achieve this we have obtained population and expenditure data reports from Experian for each of the individual survey zones in the study area. The population data in these reports is based upon 2001 Census data projected forward by Experian. For the avoidance of doubt, this population data does not take account of current work being undertaken on Core Strategies (or new style Local Plans) which will determine future housing allocations.

3.11 The population levels for 2011, 2016, 2021 and 2026 for each of the survey zones is shown in Table 1 at Appendix E and indicate relatively modest growth across the study area. Across the study area as a whole, resident population levels will grow by 1,164 people between 2011 and 2016 and by 2,646 people between 2011 and 2021. Between 2011 and 2026 resident population levels will grow by 4,565. This is illustrated below.



3.12 Broken down into individual areas, the main zones which cover the **Exmoor National Park** area include 3 (TA24 8), 4 (EX25 6) and 5 (TA24 7). Zone 3 is not expected to grow in size until after 2021, whilst Zone 4 has very low and steady population growth from 2011-2026.

The area with the largest growth is Zone 5 which will see an increase of 168 people between 2011 and 2021 and 257 people between 2011-2026. This higher level of growth (albeit modest compared with some of the other non-Exmoor zones in the study area) is likely to be due to the large size of Zone 5.

3.13 Within **the WS LPA area**, the zones covering Minehead are 1 (TA24 5) and 2 (TA24 6), although Zone 2 also covers Dunster. The main zone covering Minehead is Zone 1 and this is estimated to grow in size by 130 people by 2021, whilst the increase over the period 2011-2026 is expected to be 362 people. Zone 2 covers the eastern part of Minehead along with Dunster and Carhampton and is estimated to grow by 265 people between 2011-2021 and 505 people over 2011-2026.

3.14 Zone 7 (TA23 0) covers Washford, Watchet and Luxborough and is predicted to experience one of the highest levels of growth: 294 people between 2011-2016; 524 people between 2011-2016; and, 847 people between 2011-2026. To the east lies Zone 8 (Williton, TA4 4) which is predicted to have a smaller level of growth: 89 people between 2011-2016; 166 people between 2011-2016; and, 280 people between 2011-2026. Zone 9 (TA5 1) lies on the eastern side of West Somerset and includes settlements such as Stogursey and Nether Stowey. Table 1 indicates a modest level of growth of 98 people between 2011-2016, 263 people between 2011-2021 and 427 people between 2011-2026.

Local expenditure estimates

3.15 The same data reports obtained from Experian also provide per capita retail expenditure levels on convenience (food) and comparison (non-food) goods. Like the population data, local per capita expenditure data for each of the 11 survey zones has been obtained in order to ensure the economic characteristics of different areas is acknowledged in the quantitative analysis.

3.16 The data provided by Experian for each survey zone is based on actual 2009 spending per capita. In order to project these estimates up to the base year (2011), we have adopted the following growth rates for convenience goods expenditure: +0.3% growth to 2010 and no change between 2010-2011. For comparison goods expenditure the following assumptions have been adopted: +0.4% growth to 2010 and +1.2% growth to 2011. These growth rates are based upon forecasts published by Experian and Oxford Economics.

3.17 Between the base and forecast years (2011-2026), we have adopted the following growth assumptions for convenience and comparison goods expenditure:

- Convenience goods expenditure: an average annual growth rate of 0.6% per annum (which is the GVA 'house view' taking into account forecasts provided by Experian and Oxford Economics).
- Comparison goods expenditure: an average annual growth rate of 3.3% per annum (which is the GVA 'house view' taking into account forecasts provided by Experian and Oxford Economics).

3.18 In line with good practice we have made an allowance for 'special forms of trading' within our per capita expenditure data. 'Special forms of trading' is expenditure that does not take place in shops, such as internet shopping, mail order, through vending machines and market/roadside stalls. Based upon data provided by Experian plus our own analysis of retail expenditure trends we have made the following allowances for convenience and comparison goods expenditure on 'special forms of trading':

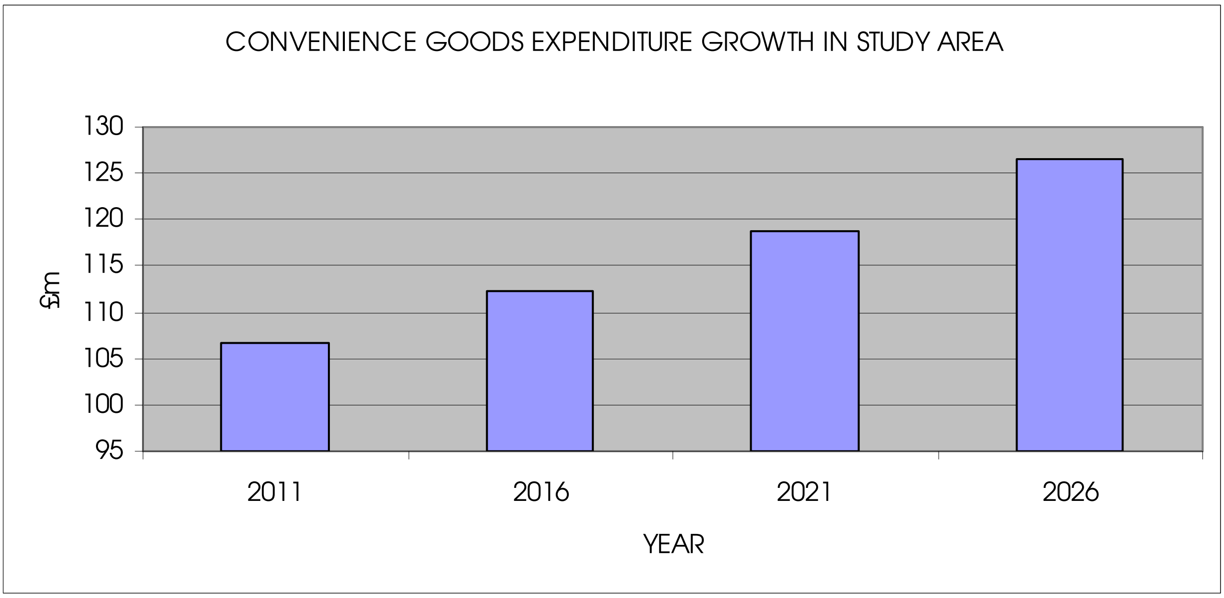
- Convenience goods expenditure: 5% reduction in total per capita expenditure, to take account of trends in non-store sales between 2011-2026.
- Comparison goods expenditure: 10.3% reduction in total per capita expenditure, to take account of trends in non-store sales of comparison goods between 2011-2026.

3.19 Given that expenditure on special forms of trading has been removed from the per capita expenditure estimates in Table 2, we have also removed reference to the various forms of special forms of trading from the household survey results when translating this into market share data in Table 4 (Appendix E) (see Step 3 later in this section).

3.20 Table 3 at Appendix E brings together the population (Table 1) and per capita expenditure data (Table 2) to provide an estimate of the total available retail expenditure within the study area[7]. This is calculated by a simple multiplication of the population and per capita expenditure data for each zone, for the various types of convenience and comparison goods expenditure.

3.21 Table 3a provides total available expenditure estimates for convenience goods and indicates that, at 2011, there is £106.7m of available expenditure. This is proposed to rise to £112.3m by 2016, £118.8m by 2021 and £126.5m by 2026. These rises are equivalent to a 5% increase between 2011-2016 and a 19% increase over the period 2011-2026.

[7] For the avoidance of doubt, the study area includes the whole of the West Somerset and Exmoor National Park areas, plus parts of surrounding administrative areas. The retail expenditure data cannot be split into separate estimates for West Somerset and Exmoor as the data is based upon postcode sector rather than administrative boundaries.



3.22 If the expenditure data in Tables 3b-h are combined then the total amount of comparison goods expenditure within the study area is £153m at 2011, rising to £184m in 2016, £222m in 2021 and £270m in 2026. Therefore, the increase in comparison goods expenditure in the study area is £20m between 2011 and 2016, £69m between 2011-2021 and £86m between 2011-2026.

Inflow / outflow of expenditure

3.23 Beyond the extent of the retail expenditure generated by residents of the study area, retail facilities in the WS LPA and Exmoor areas will also benefit from additional expenditure from visitors and tourists to the area. At the present time, tourists are likely to have the greater level of influence over inflow of expenditure than other potential sources such as long distance shopping trips and the influence of workers. Whilst the influence of workers in the local area may change in the future due to the potential construction of a new reactor at Hinkley Point (see below for further information), tourism expenditure has the largest financial influence on retail turnover levels.

3.24 In relation to West Somerset and Exmoor, information on retail expenditure by tourists is contained in two main sources: the Exmoor National Park State of Tourism Report 2010 and data from South West Tourism for West Somerset District (rather than the WS LPA area). Within a wide range of information, the Exmoor State of Tourism 2010 report provides information on shopping expenditure by tourists. It notes that £15.4m was spent in 2009 within the defined Exmoor National Park area and £34.5m spent within the 'Greater Exmoor' area (again in 2009). The 'Greater Exmoor' area is defined as all parishes within Exmoor National Park and including areas within 10 miles of the boundary. The South West Tourism data for West Somerset is based on the West Somerset administrative boundary and indicates that £20.6m was spent by tourists on shopping 2008.

3.25 Unfortunately, the Exmoor National Park and WS LPA areas overlap to a significant extent and therefore it is not possible to simply add the above estimates together (i.e. £15.4m plus £20.6m). Moreover, the 'Greater Exmoor' expenditure estimate is also not entirely accurate for this study as it will contain tourist spending in other areas outside of West Somerset and Exmoor (i.e. Mid Devon and North Devon).

3.26 Therefore, a range of tourist shopping expenditure estimates will need to be made which reflects the above data and we suggest that the range is set between £20.6m[8] and £35m[9] per annum. We consider that, based on available data, the higher end of this range is more likely, although £35m per annum is very much at the top end of expectations.

3.27 In terms of breaking this total tourism expenditure estimate down into expenditure on convenience and comparison goods, further assumptions need to be made as the South West Tourism and Exmoor National Park data does not provide detailed information. As a starting point, we suggest that total expenditure is broken down in line with residents' own spending i.e. 40% of per capita spending on convenience goods and 60% of spending on comparison goods.

8 The South West Tourism estimate for West Somerset

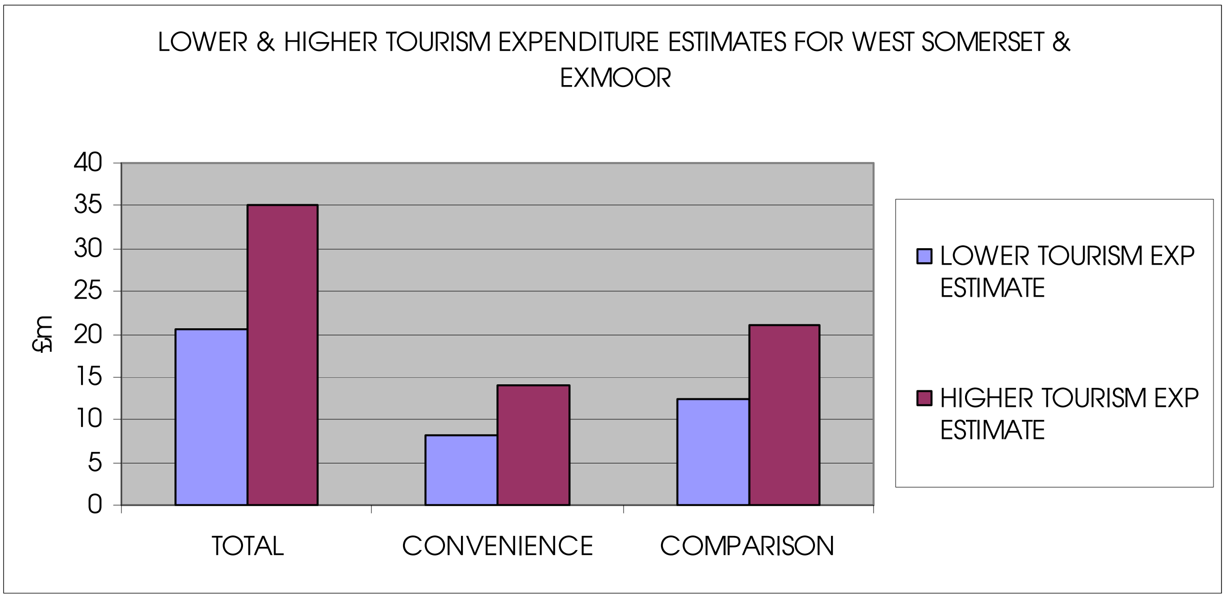
9 The aggregate of the West Somerset and Exmoor National Park estimates, which is also similar to the 'Great Exmoor' estimate provided by the State of Tourism 2010 report

3.28 Therefore, the range of tourism spending estimates provides for the following split for convenience and comparison expenditure:

Table B: Predicted range of tourist expenditure in West Somerset & Exmoor

	Lower Tourism Expenditure Estimate	Higher Tourism Expenditure Estimate
Total available tourist expenditure at retail facilities	£20.6m	£35.0m
Convenience good expenditure	£8.2m	£14.0m
Comparison goods expenditure	£12.4m	£21.0m

3.29 Based upon the higher tourism expenditure estimate above, tourism expenditure on comparison and convenience retail goods (£35m) is equivalent to around 13% of expenditure generated by residents of the study area (£259.9m).



3.30 As noted above, the proposals for a new nuclear reactor at Hinkley Point have the potential to have an impact on, amongst other things, the local economy. At the time of writing this report, limited information is available on the scale of the workforce during the construction and operation phases, along with little information on the location and type of accommodation which will be provided for the temporary construction workforce. In the absence of any firm information, it is not possible to use the quantitative assessment model to estimate the scale of need for retail floorspace to meet the needs arising from the Hinkley Point project, however it is possible that the construction phase of the project will have a positive impact on retail spending in the eastern part of West Somerset. However, due to the proximity of Bridgwater, it is unclear whether the impact will be long-lasting and/or significant enough to require new facilities to be required.

Step 3 – Assess existing retail supply and market shares

Retail Supply

3.31 Having established the level of available expenditure, it is necessary to determine the existing level of retail supply and distribution of market shares.

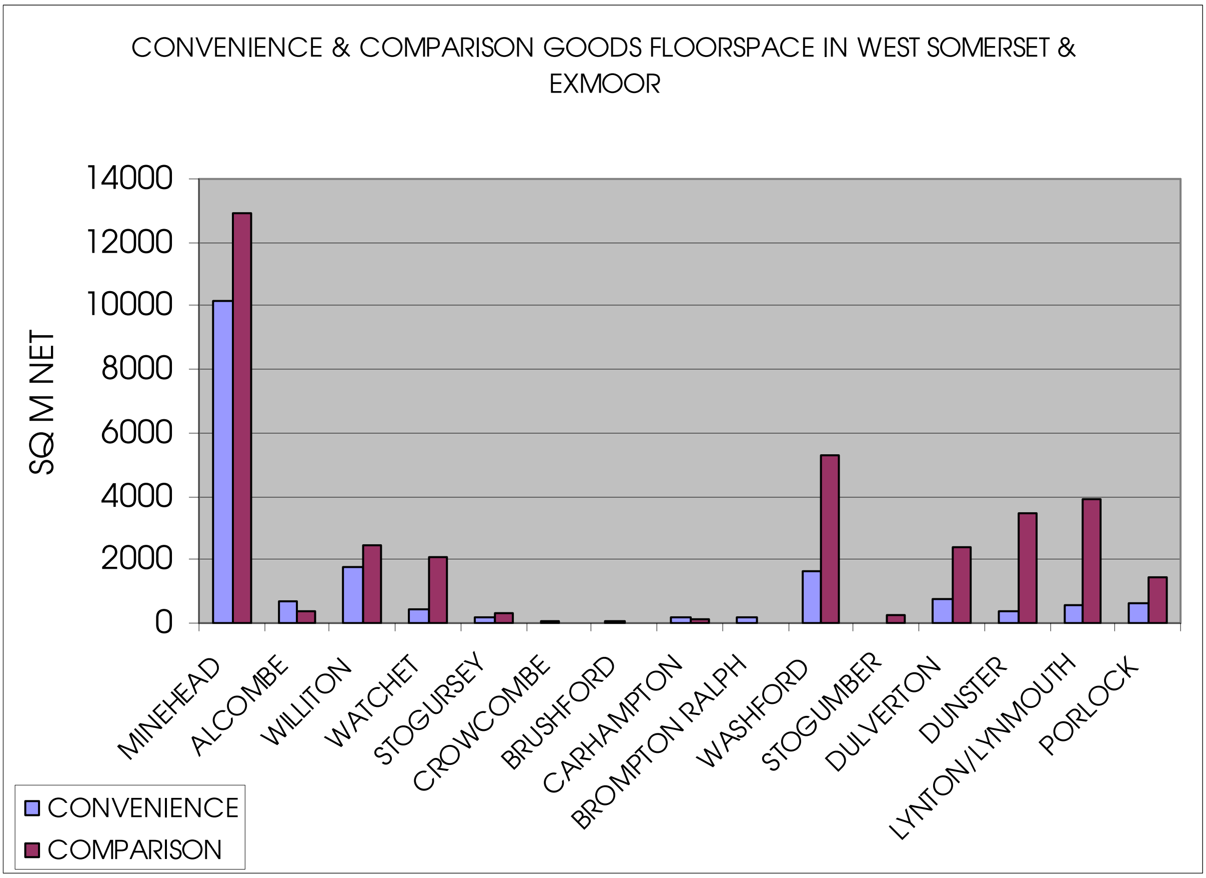
3.32 Having regard to existing supply, we have undertaken a survey of retail floorspace across the WS LPA and Exmoor areas. This draws upon town centre land use data collected by West Somerset Council and Exmoor National Park Authority, information from Experian GOAD for Minehead town centre[10], information contained in recent planning applications and data from the Institute of Grocery Distribution ('IGD') for foodstores and supermarkets across the study area.

3.33 Land use and floorspace data is available for the majority of settlements in the WS LPA and Exmoor areas and this data has been summarised at Appendix F to this report. The convenience goods floorspace information for relevant settlements is also summarised and shown in Table 8 at Appendix E.

3.34 The floorspace data at Table 8 (Appendix E) provides a very useful summary of the distribution of convenience floorspace across West Somerset and Exmoor. Within **the WS LPA area**, it shows the dominance of Minehead which possesses around 6,100sq m of net convenience sales floorspace[11], compared with 1,000sq m net in Williton and 320sq m net in Watchet. Elsewhere in the WS LPA area, provision is even more limited to between to no more than 200sq m net convenience goods sales in settlements such as Stogursey, Bicknoller, Crowcombe, Brushford, Carhampton, Brompton Ralph and Washford.

10 See boundary of Minehead town centre, based on the Experian GOAD classification, at Appendix K to this report

11 Net sales floorspace is defined as the sales area within stores which is accessible to the general public. For the main stores in Minehead and other main centre, data from the Institute of Grocery Distribution ('IGD') has been used, whilst data for other floorspace has been obtained from WSC land use survey data (converting gross floorspace into net sales area using a 65% net: gross ratio)



(Notes: floorspace data taken from WSC and ENPA data, apart from Minehead which is based on Experian GOAD and IGD data. Comparison goods floorspace total for Washford includes garden centre facility).

3.35 Whilst the market shares of these existing facilities is discussed later in this section and Appendix E, it is clear that Minehead is the only settlement with a range of convenience goods facilities which are able to attract a large amount of main food and top-up food shopping trips. The Tesco and the recently opened Morrisons store are both large supermarket facilities within a wide convenience goods products range, capable of attracting a significant amount of shopping trips from a wide catchment area. The attractiveness of these stores to local residents and visitors who require a large store with a wide product range is supplemented by the town centre Co-op and Iceland stores which, whilst much smaller, are still two of the largest convenience goods stores across the whole of West Somerset and Exmoor. In addition, the level of convenience goods sales floorspace in Alcombe is comparable to total retail provision within smaller settlements in Exmoor and West Somerset, further reinforcing Minehead's position in the retail hierarchy.

3.36 Beyond Minehead, the next largest settlements in terms of convenience retail floorspace are Watchet and Williton. Williton has the larger stores of these two settlements, with Spar and Co-op stores, with sales areas of 336sq m and 445sq m respectively. Watchet has two smaller Co-op stores and a Spar store, which in total amount to 320sq m net sales. Given their size, these stores in Watchet and particularly Williton will retain some main food shopping trips although retention of such trips is unlikely to be extensive.

3.37 Within **Exmoor National Park**, the main settlements are Lynton/Lynmouth, Dulverton and Porlock, along with Dunster[12] which is not classified as main rural centre by ENPA. Table 8 (Appendix E) indicates that these settlements posses between 250sq m and 500sq m of convenience goods sales area each, with the collective total being 1,430sq m net.

3.38 A similar conclusion to the one reached for the WS LPA area can also be reached in relation to convenience retail provision in the main Exmoor towns (Lynton/Lynmouth, Dulverton and Porlock) along with Dunster[13], namely that the size of the available facilities will dictate how they are used, coupled with local geography. Lynton / Lynmouth is particularly remote, which will affect the convenience spend which can be retained. Facilities include niche operators such as butchers, newsagents and confectioners which will focus on top-up food shopping trips whilst stores such as Costcutter and Londis in Lynton have a wider product range and to a limited extent will serve some main food needs.

3.39 Beyond the main towns in West Somerset and Exmoor, convenience retail floorspace provision is very limited. Some settlements do not posses any convenience goods floorspace and those that do (Stogursey, Bicknoller, Crowcombe, Brushford, Carhampton, Brompton Ralph and Washford in West Somerset[14]) generally provide smaller village shop / convenience type facilities, sometimes associated with a petrol filling station or Post Office.

Market Shares of Existing Supply

3.40 As noted in the introductory chapter of this report, a household survey of shopping patterns has been commissioned to inform this study. The survey has been designed to establish existing patterns of shopping behaviour and retail expenditure flows for different categories and classes of goods.

3.41 The area adopted for the household survey matches the study area (shown at Appendix A) and its individual constituent zones. In total, 1,000 telephone interviews were

12 For the avoidance of doubt, Dunster is not classified as a rural centre by ENPA, but is included given its retail and tourist function role

13 As per previous footnote

conducted and distributed across the eleven zones relative to the resident population of each area. The survey results tabulations are contained at Appendix B to this report.

3.42 The PPS4 Practice Guidance recommends that a minimum of 100 completed surveys per sub-area are conducted and we have, wherever possible, following this guidance. However, due to the very rural nature of some postcode sectors in Exmoor and West Somerset, and their resident population, a survey quota of less than 100 has been achieved. In five of the eleven zones, quotas of 70-90 interviews were achieved and the sample size for each zone is shown in the main results tabulations at Appendix B to this report. For the purposes of this report, and having regard to the PPS4 Practice Guidance, we consider that the sample sizes for each of the survey zones are robust and will provide a representative sample of the local population.

3.43 The household survey has been structured to ascertain shopping patterns of local residents for convenience and comparison goods and includes questions relating to the following types of shopping:

- Convenience (food) shopping:
  1. main food shopping trips
  2. top-up food shopping trips
- Comparison (non-food) shopping:
  1. clothes and shoes
  2. furniture, floorcoverings and textiles
  3. DIY and hardware goods
  4. domestic appliances (i.e. large electrical and gas appliances)
  5. smaller electrical appliances (TV, Hi Fi, etc)
  6. personal and luxury goods
  7. recreational goods

3.44 In addition to these 'shopping patterns' questions, the household survey also contains questions regarding residents' most frequently visited town or village centre, including frequency of visits, reasons for visits and the ability of that centre to meet residents' shopping needs.

14 There is no data available for other settlements in Exmoor National Park

3.45 A copy of the household survey question and main results tabulations is contained at Appendix B to this report.

3.46 We have prepared a document summarising the results and key messages from the household survey and this is contained at Appendix G to this report. As a consequence, the market share information can be found in Appendix G and is not therefore repeated here.

3.47 With regard to the quantitative need assessment tables contained in Appendix E, Table 4 provides the market share data for convenience goods shopping facilities across West Somerset and Exmoor. It is structured to provide separate data for main food shopping market shares and top-up food shopping market share for al facilities across each of the eleven zones. Table 4 has been structured to group facilities in particular settlements together, with separate sections for the WS LPA and Exmoor areas and also the market share of convenience goods shopping facilities lying outside of these administrative areas.

3.48 The market share data for comparison goods shopping is contained in Table 6 at Appendix E. It follows a similar structure to the convenience goods market shares in Table 4 and separates out the market shares of all shopping destinations in West Somerset and Exmoor for each of the seven goods categories within each of the eleven study area zones. Once again, the market shares are arranged to group destinations in West Somerset and Exmoor together, followed by the market share of facilities outside of these areas.

Step 4 – Compare existing retail supply with demand

3.49 Having identified existing expenditure and market shares, it is now possible to calculate the relative turnover/performance of key centres in West Somerset and Exmoor. For convenience goods shopping, this is performed in Tables 5a – 5e (Appendix E), all of which follow the same structure and which also replicates the structure of the convenience goods market share table (Table 4).

3.50 Table 5a (Appendix E) shows the study area derived turnover levels for stores and centres for the current year (2011). The table indicates the amount of expenditure which each store/centre derives from each of the eleven study area zones, which is calculated by applying the market share of each store/centre in each zone to the total available convenience goods expenditure in that same zone.

3.51 The same format and calculations are followed in Tables 5b to 5e (Appendix E), although these tables show turnover levels for stores and centres in 2016, 2021 and 2026 assuming that existing market shares for all stores/centre remain constant over this period.

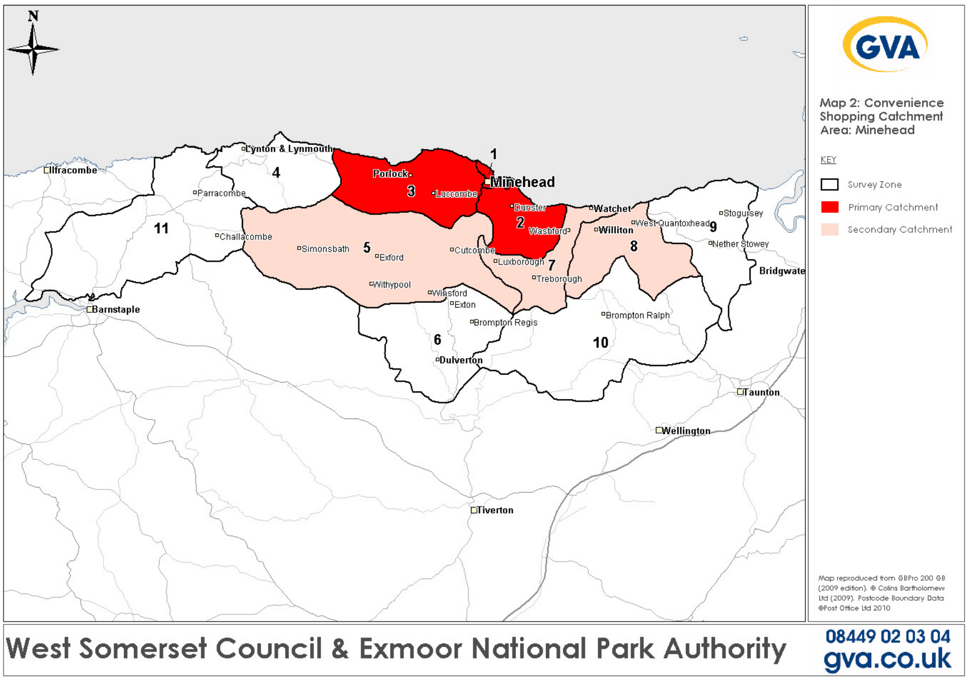
3.52 For convenience goods shopping facilities in the **WS LPA area,** we outline the key messages from Table 5a (Appendix E) below:

- **Minehead** is able to attract £43.4m of convenience goods expenditure from the study area, which is by far the largest turnover of any settlement across West Somerset and Exmoor. The two dominant stores are the Tesco and Morrisons, with study area derived turnovers[15] of £21.2m and £11.8m respectively. The Tesco turnover has reduced noticeably as a consequence of the recent opened Morrisons, although even the study area derived expenditure at the Tesco still allows it to trade at around its company average level. The Morrisons store derives some £11.8m of expenditure from the study area's residents which, whilst it will gain further expenditure from tourists, is a modest trading performance and although likely to be explained by the store still needing to reach a settled trading pattern over the coming years. Within the town centre, the Co-op is assessed to have a study area derived turnover of £3.9m, with the Iceland attracting £1.2m. These store turnovers may have reduced following the opening of the Morrisons store on Vulcan Road, although when tourist expenditure is taken into account[16], the reductions do not appear to be significant, partially boosted by the closure of the Somerfield/EuroSpar stores which will have allowed further expenditure to be redistributed to remaining convenience facilities. Stores in Alcombe are assessed to attract £2.1m of convenience goods expenditure, whilst the remaining convenience facilities in the town (a significant proportion of which will be in the town centre) attract around £3.1m from the study area. Overall, Minehed has a primary catchment area[17] which extends across Zones 1-3, with a secondary catchment which includes Zones 5, 7 and 8.

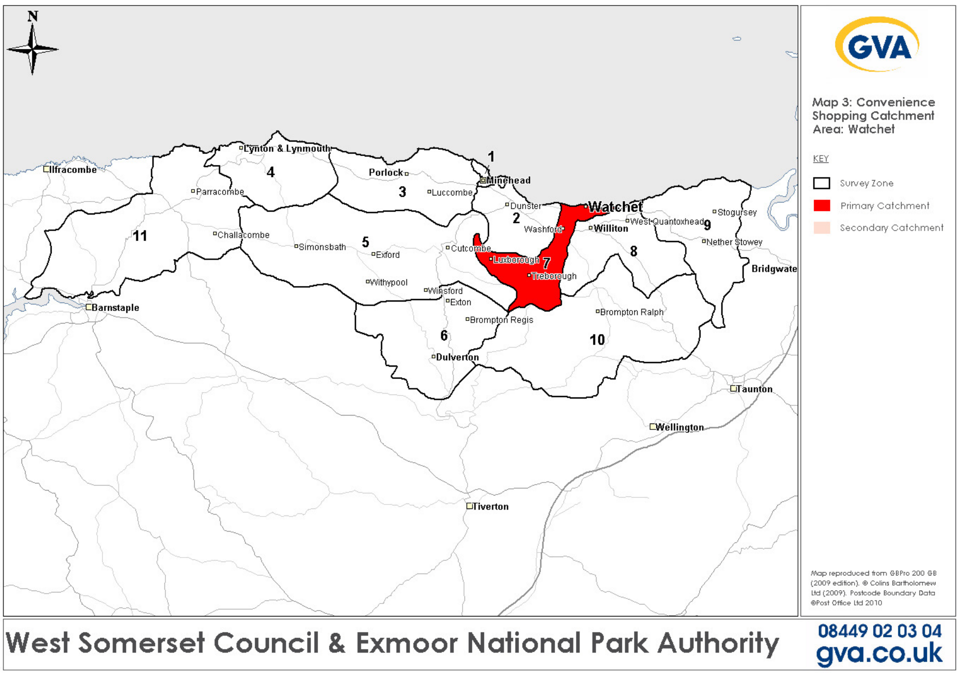
15 i.e. the amount of retail expenditure which these stores attract from residents of the study area, as shown on the plan at Appendix A

16 Assumed to be equivalent to 19.5% of study area generated expenditure at Minehead stores

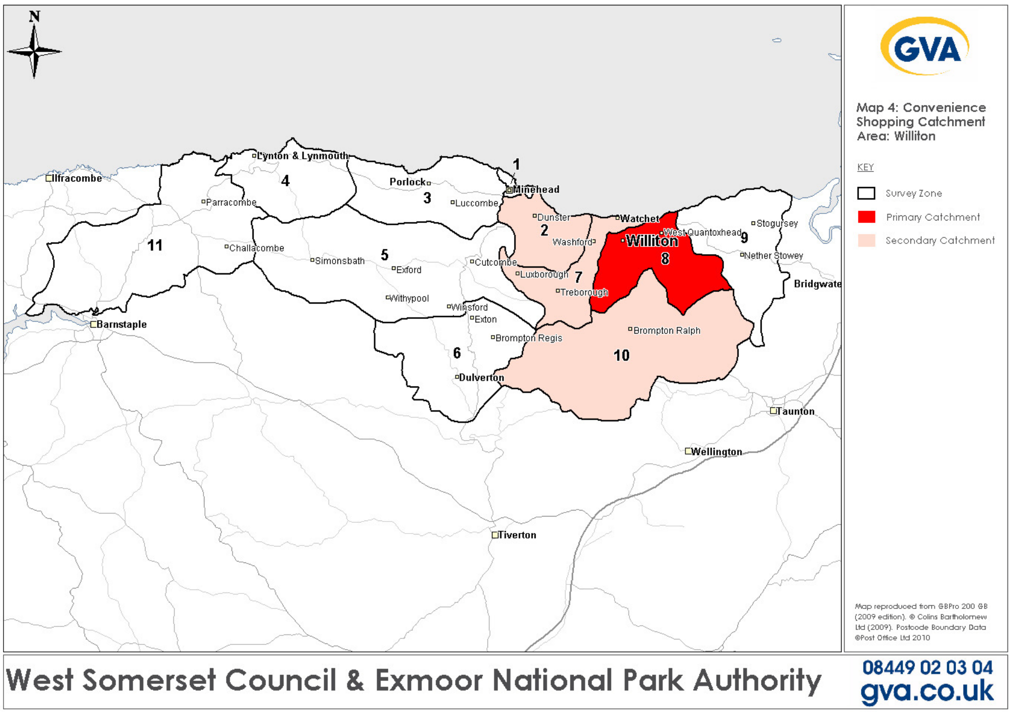
17 The primary catchment area is geographic area from which at least 70% of a centre's turnover is derived. In this particular case, 70% of Minehead's turnover from the study area is drawn from Zones 1-3 of the study area



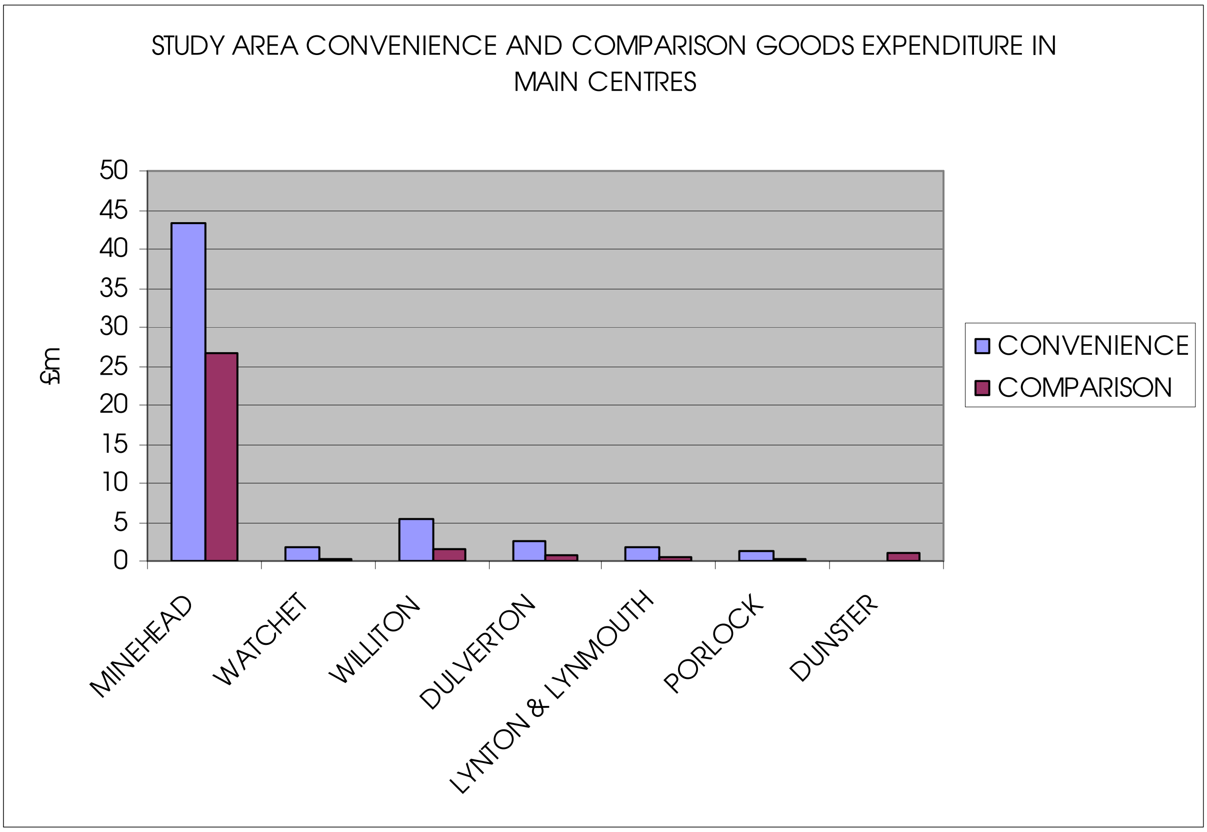
- Convenience stores in **Watchet** attract £1.9m of study area generated convenience goods expenditure, all of which comes from Zone 7 of the study area. As such, the primary catchment area for Watchet is Zone 7 and is illustrated on the plan below. The Co-op store on Liddymore Road is estimated to be the best performing facility at £0.9m, followed by the Co-op on Swain Street (£0.6m), the Spar store (£0.1m) and other stores (£0.3m).



- **Williton** attracts £5.5m of convenience goods expenditure from the study area. This expenditure is primarily drawn from Zone 8, although zones 2, 7 and 10 also attract small amounts of expenditure, possibly due to the location of the village and existence of West Somerset Council's offices in the town. The best performing store is estimated to be the Co-op, at £3.5m, followed by the Spar (£0.8m). Other convenience floorspace in the village is estimated to attract £1.1m from the study area. Due to its position on the road network the centre is relatively accessible, which will support its vitality. The plan below illustrates the primary catchment area for Williton (Zone 8) plus the secondary catchment area (Zones 2, 7 and 10).

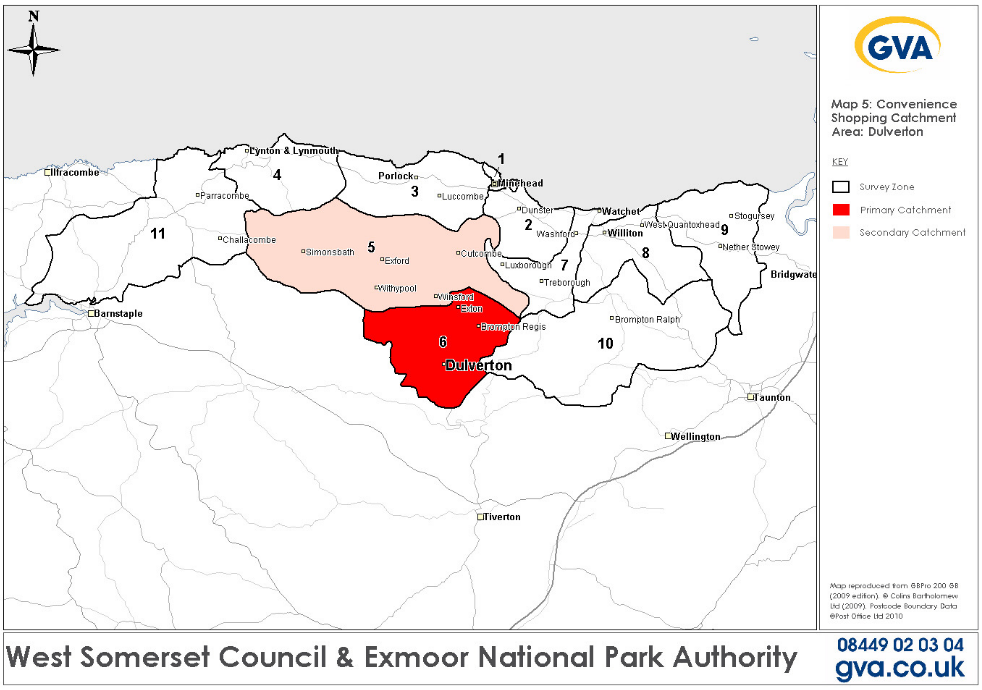


- Beyond these larger settlements, the other settlements in West Somerset attract much smaller levels of expenditure. Table 5a (Appendix E) indicates that Stogursey is the best performing of the smaller settlements, attracting £0.7m of convenience goods expenditure from the study area – a reflection of its size and relative isolation. Brushford and Stogumber attract £0.2m of convenience goods expenditure apiece, with Kilve and Bicknoller attracting £0.04m apiece

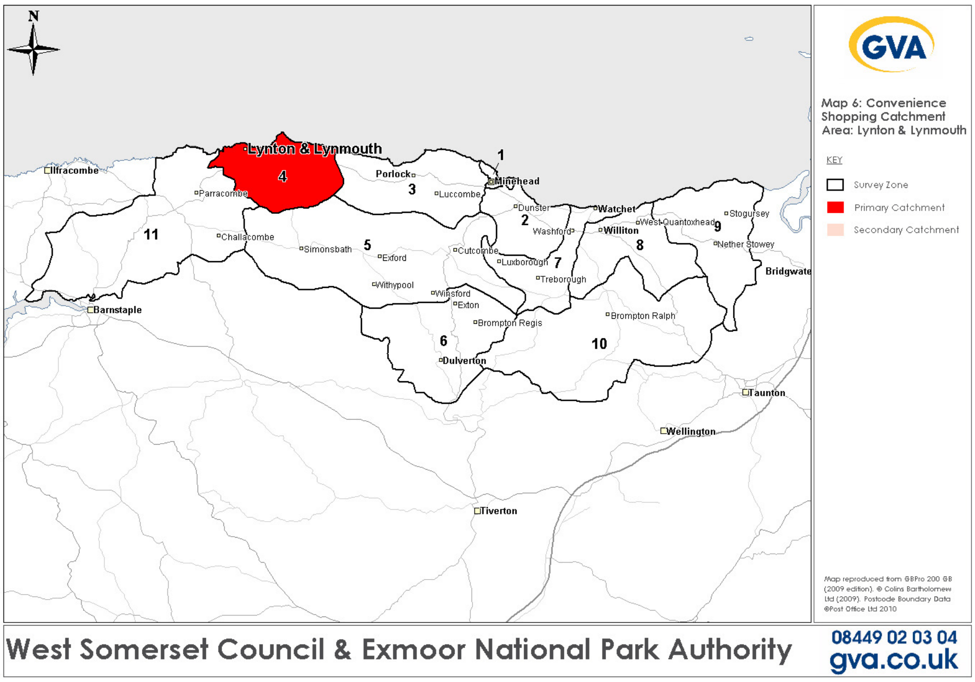


3.53 Table 5a (Appendix E) provides the following turnover information in relation to convenience goods shopping facilities in **Exmoor National Park**:

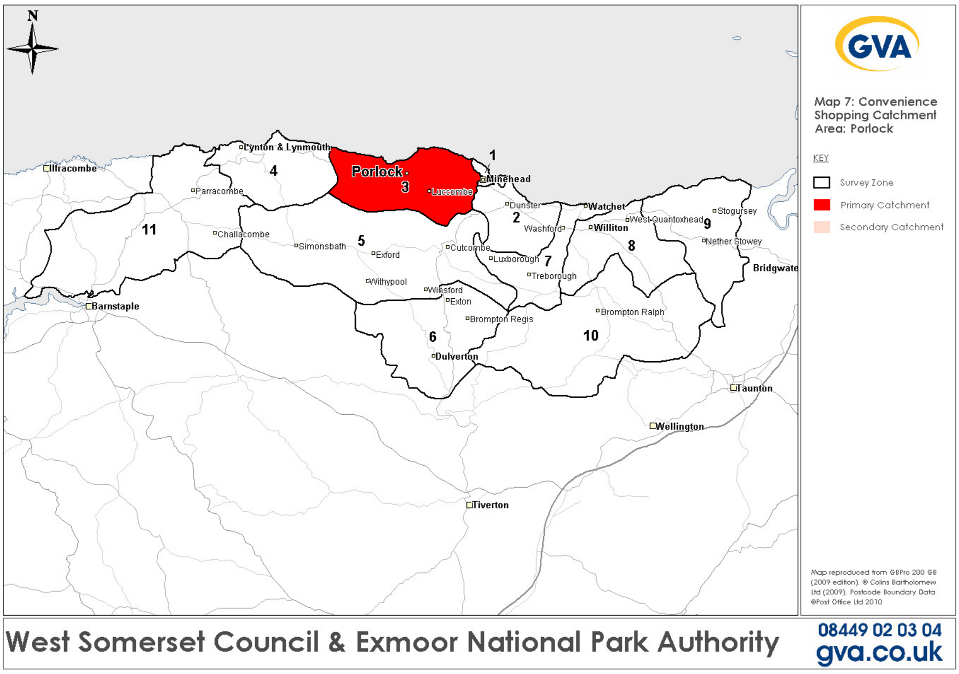
- **Dulverton** is estimated by Table 5a to attract £2.5m of convenience goods expenditure from the study area, split between £1.9m for the Co-op store and £0.6m for other stores. A large majority of this turnover comes from Zone 6 (the zone in which Dulverton sits) of the study area (£2.4m), with a further £0.1m being drawn from Zone 5 (the secondary catchment area – which includes settlements such as Winsford, Withypool, Exford and Simonsbath). This reflects the towns importance as a rural centre with a relatively strong hinterland.



- Convenience goods shopping facilities in **Lynton and Lynmouth** attract £1.7m of expenditure from the study area. £0.9m is flowing to the Costcutter on Lee Road in Lynton, with the Londis attracting £0.2m and other stores in Lynton attracting £0.6m. Table 5a indicates that Lynmouth does not attract any convenience goods expenditure. Almost all of Lynton's convenience goods expenditure is drawn from Zone 4 (the primary catchment area – the zone in which Lynton/Lynmouth sit). Again, Lynton / Lynmouth is thus clearly identified as an important local centre with a strong hinterland. The primary catchment area for Lynton/Lynmouth are shown on the plan below.



- **Porlock** attracts £1.2m, split between the Costcutter (£0.2m), the One Stop store (£0.1m) and other convenience facilities (£0.9m). All of this expenditure is attracted from Zone 3 (the primary catchment area – the zone in which Porlock sits). Once again Porlock has an important local centre role.



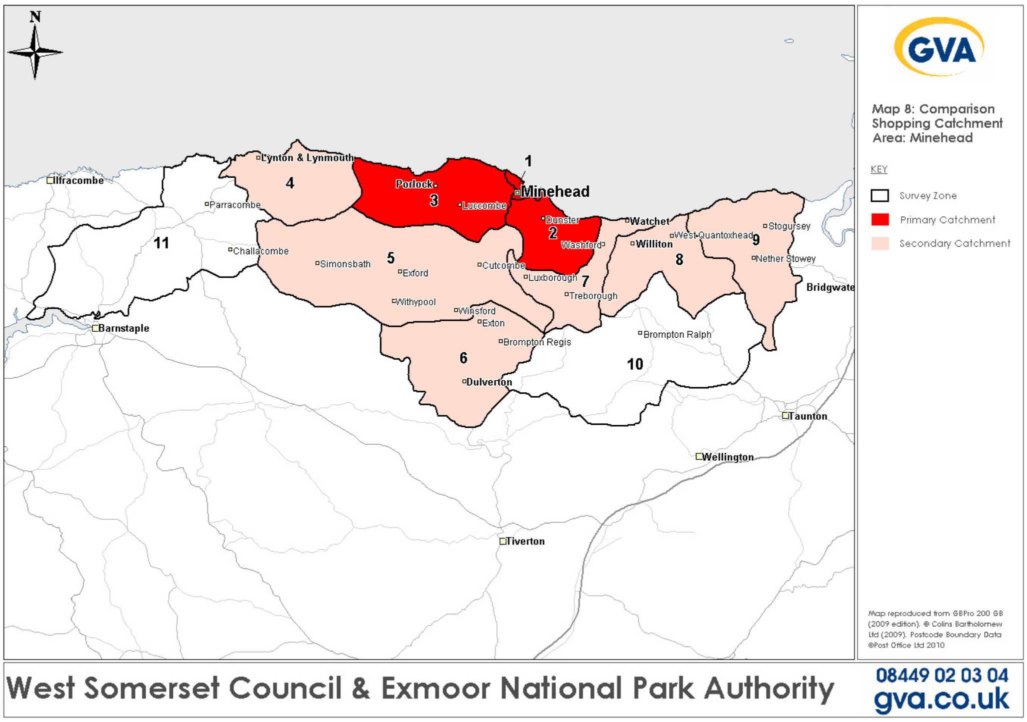
- Beyond these three settlements, Table 5a indicates that smaller amounts of expenditure to other settlements in Exmoor. In total £2.7m of convenience goods expenditure is attracted to these other settlements, primarily Brompton Regis (£0.2m), Challacombe (£0.1m), Cutcombe (£0.1m), Exford (£0.6m), Parracombe (£0.1m), Roadwater (£0.4m), Wheddon Cross (£0.4m), Winsford (£0.2m), Withypool (£0.3m) and Wootton Courtenay (£0.2m). These are all very small villages, and their ability to attract even these levels of spend is noteworthy. They are clearly performing more strongly than the villages in West Somerset.

3.54 Turning to comparison goods turnover levels, these are contained in Tables 7a-7e at Appendix E. Like the convenience goods turnover levels in Tables 7a-7e these tables indicate the amount of comparison goods expenditure which each centre derives from each of the eleven study area zones, which is calculated by applying the market share of each centre in each zone, within each comparison goods category, to the total available expenditure in that same zone. The same format and calculations are followed in Tables 7a-7e, with these tables showing turnover levels for centres for 2011, 2016, 2021 and 2026.

3.55 With regard to current (2011) turnover levels (as shown in Table 7a), it is clear that Minehead is the dominant comparison shopping destination within West Somerset and Exmoor. At 2011, it attracts £26.7m of comparison goods expenditure from the study area, across all comparison goods categories. With regard to these categories, the following data for Minehead as a whole is of note:

- **Overall catchment area** (see plan below) – the household survey data indicates that Minehead's primary catchment area includes Zones 1-3 (TA24 5/6/8 – Minehead, Porlock and Dunster), with a secondary catchment encompassing Zones 4-9 (EX35 6, TA24 7, TA22 9, TA23 0, TA4 4, TA5 1[18] - including settlements such as Lynton/Lynmouth, Simonsbath, Exford, Dulverton, Washford, Watchet, Williton and Stogursey). Beyond these areas, Minehead is not able to compete for trade with larger centres such as Bridgwater, Taunton, Tiverton and Barnstaple.
- **Comparison goods categories –** the overall comparison goods expenditure attracted from the study area (£26.7m) comprises the following goods categories:
  1. **Clothes and footwear** – £2.8m
  2. **Furniture, floorcoverings and textiles** - £3.2m
  3. **DIY and hardware** - £2.8m
  4. **Domestic appliances** - £1.5m

5. **Smaller electric appliances** - £4.9m
6. **Personal and luxury goods** - £6.7m
7. **Recreational goods** - £4.6m



3.56 Beyond Minehead, the smaller settlements in West Somerset and Exmoor attract much smaller amounts of comparison goods expenditure from the study area. Table 7a (Appendix E) indicates that these settlements attract less than £1.0m of comparison goods expenditure apiece, apart from Williton which attracts £1.5m from the study area. This confirms the position that Minehead is the only comparison goods shopping centre of note in West Somerset and Exmoor, along with a significant leakage of expenditure across all comparison goods categories to centres such as Bridgwater, Taunton, Tiverton and Barnstaple. This position is not surprising: small rural centres cannot compete with larger urban areas for comparison spend.

3.57 Having established the current turnover of existing centres/stores, it is essential to be clear whether this represents a reasonable baseline for forecasting purposes. For example, are existing facilities trading broadly in line with 'acceptable' levels, or is there evidence that facilities are underperforming or trading at such high levels that 'overtrading' is occurring.

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18 The primary catchment area is geographic area from which approximately 70% of a centre's turnover is derived. In this particular case, 70% of Minehead's turnover from the study area is drawn from Zones 1-3 of the study area

3.58 Where practicable, 'benchmark' turnovers should be established for differing types of centre/store, when compared to the actual turnover levels. This approach allows the determination of how existing floorspace is performing. Where actual turnover significantly exceeds benchmark turnovers then existing floorspace may be overtrading. Conversely, if actual turnovers are significantly less than the benchmark turnover then existing floorspace may be undertrading.

3.59 The PPS4 Practice Guidance recognises that it is often difficult to devise meaningful benchmarks for an 'acceptable' performance of a whole centre or a particular store. Where it is possible to obtain robust information, the use of benchmarks is encouraged. However, given the limitation of data availability, this may not always be possible.

3.60 Whilst this guidance can be relevant, to one extent or another, to all parts of the country, it is particularly relevant to West Somerset and Exmoor and this study. Beyond some of the larger national multiple retailers in Minehead, the remainder of provision across this area is small scale and operated by local businesses who do not publish average trading performance levels. As such, meaningful benchmarks can be difficult to arrive at and caution needs to be applied.

3.61 A sensible starting point for this analysis is to be clear whether existing turnover levels represent a reasonable baseline. For example, do current turnovers suggest good, modest or poor trading levels?

3.62 The turnover levels given in Table 5a and Table 7a provide current (2011) performance data for convenience and comparison shopping facilities, although these provide study area derived turnover only. Therefore, applying these turnover levels to the amount of existing floorspace within each centre, to provide a current sales density performance, would be likely to provide an under-estimate of actual performance levels in most instances. In order to make such an assessment, tourism expenditure will need to be added to this calculation. However, because tourist expenditure data is only available at a District/ENPA-wide level, with no way of knowing the split across all different settlements, the only way of assessing existing store/centre performance levels is to undertake an assessment at District/ENPA level. Moreover, in the first instance, this assessment will be restricted to those settlements where existing retail floorspace is available.

3.63 In relation to convenience goods expenditure, the starting point will be total amount of expenditure flowing to existing stores. For those centres where floorspace data is available[19], the study area derived turnover is £57.6m. In order to inflate this turnover to a total turnover level, we have assumed that 85% of the £14m tourist expenditure in West Somerset and Exmoor will be directed to these centres. Therefore, the £57.6m study area derived turnover is inflated by £11.9m to provide a total convenience goods turnover for these centres of £69.5m.

3.64 Breaking this global figure down into its constituent parts, the study area derived turnover for convenience stores in Minehead, Williton and Watchet is £50.8m. Based upon the assumption made during the determination of the Morrisons proposal in Minehead in 2009 that around £8.5m of tourist expenditure is flowing to Minehead, along with the assumptions that Williton and Watchet benefit from £0.7m and £0.5m of tourist expenditure respectively, the total convenience goods turnover of these towns is £60.4m.

3.65 Removing the Minehead, Watchet and Williton data from the total global turnover level outlined in paragraph 4.63 above, leaves a total turnover of £9.1m for those other settlements in West Somerset and Exmoor with a floorspace. When this turnover is compared with the amount of existing convenience goods floorspace in these remaining centres[20], the sales density equates to around £4,900/sq m. This is reasonable level of trading performance for these rural facilities, although it is not at such a level to clearly suggest overtrading is occurring. In any event, this is a global figure for theses centres outside of Minehead, Watchet and Williton and there may be differences between individual centres which cannot be picked up due the generic nature of the tourism expenditure data.

3.66 Returning to Minehead, Williton and Watchet, the number of national multiple retailers enables us to make a comparison of existing aggregate store turnovers against company average national performances (along with a reasonable assumption regarding the average turnover of other local/independent stores in those centres). These average performance levels are contained in Table 8 at Appendix E and when compared with the total turnover levels outlined above provide the following messages:

- Based upon a tourist expenditure inflow of £8.5m, the total turnover of convenience facilities in Minehead will be around £52m. The company average performance levels in Table 8 (Appendix E) for existing stores in the settlement as a whole equates to

19 Minehead, Watchet, Williton, Brushford, Crowcombe, Stogumber, Stogursey, Washford, Dulverton, Dunster, Lynton/Lynmouth and Porlock

20 Brushford, Crowcombe, Stogumber, Stogursey, Washford, Dulverton, Dunster, Lynton/Lynmouth and Porlock

£59.2m, indicating that there is not a quantitative shortfall in convenience goods floorspace and no quantitative evidence of any overtrading in Minehead. Indeed, there may actually be a small over-provision within Minehead.

- Within Williton, existing stores are estimated to attract around £5.5m of convenience goods expenditure from the study area and this is estimated to be boosted by around £0.7m of tourist expenditure. The company average performance levels in Table 8 (Appendix E) suggest a 'benchmark' of around £6.0m, indicating that existing quantitative demand in Williton is broadly meeting supply.
- In Watchet, existing convenience stores attract £1.9m of expenditure from the study area, which is boosted by £0.4m of tourist expenditure (i.e. total turnover of £2.3m). This can be compared with company average performance levels for these stores (Table 8, Appendix E) of £2.2m which confirms no obvious existing quantitative need and no obvious quantitative overtrading.

3.67 Turning to comparison goods floorspace, we have undertaken a similar assessment whereby existing turnover levels are compared against existing floorspace. Whilst the broad distribution of local residents' expenditure is known (see Tables 7a-7h), the distribution of tourist expenditure is not. Whilst it is reasonable to assume that Minehead attracts a significant proportion of tourist expenditure, it will be difficult to apportion expenditure to individual settlements in a precise manner. Therefore, as a general guide, we have compared total expenditure across West Somerset and Exmoor with current total floorspace.

3.68 Table 7a indicates that all comparison goods facilities in West Somerset and Exmoor attract £30.4m from the study area. These facilities will also attract tourist expenditure and we have already noted that this is likely be no more than £21m per annum (see analysis in Step 2 earlier in this section). Therefore, existing comparison goods facilities will have a maximum turnover of circa £51m per annum. Data from West Somerset Council and Exmoor Nation Park Authority for their main centres[21] indicates that there is around 24,000sq m net[22].

3.69 A comparison of these two figures indicates an indicative sales density of £2,200/sq m for the whole of West Somerset and Exmoor. Whilst this is only a broad indication of trading performance (with the potential for an under-estimate of the trading performance of

21 Data for all main centres in West Somerset and Dunster, Dulverton, Lynton/Lynmouth and Porlock in Exmoor

22 This estimate comprises gross floorspace data from West Somerset Council and ENPA converted to net sales area, plus net sales floorspace data from the Retail Assessment supporting the Morrisons application in Minehead

smaller comparison goods facilities), this analysis suggests that there is no obvious current under-supply of comparison floorspace (i.e. no obvious strong trading performance and/or overtrading).

3.70 Whilst there will obviously be variations across the different centres in West Somerset and Exmoor within the average performance of £2,200/sq m (i.e. some higher and some lower), there is no case in our opinion for setting the current (2011) benchmark turnover of existing stores lower than actual turnover levels. Given that £2,200/sq m represents a modest trading performance overall, there is instead a stronger case for setting the benchmark turnover level higher than existing actual turnover levels in order to protect existing retailers, although the implications of this are explored in the next part of this assessment.

Step 5 – Assessing future capacity

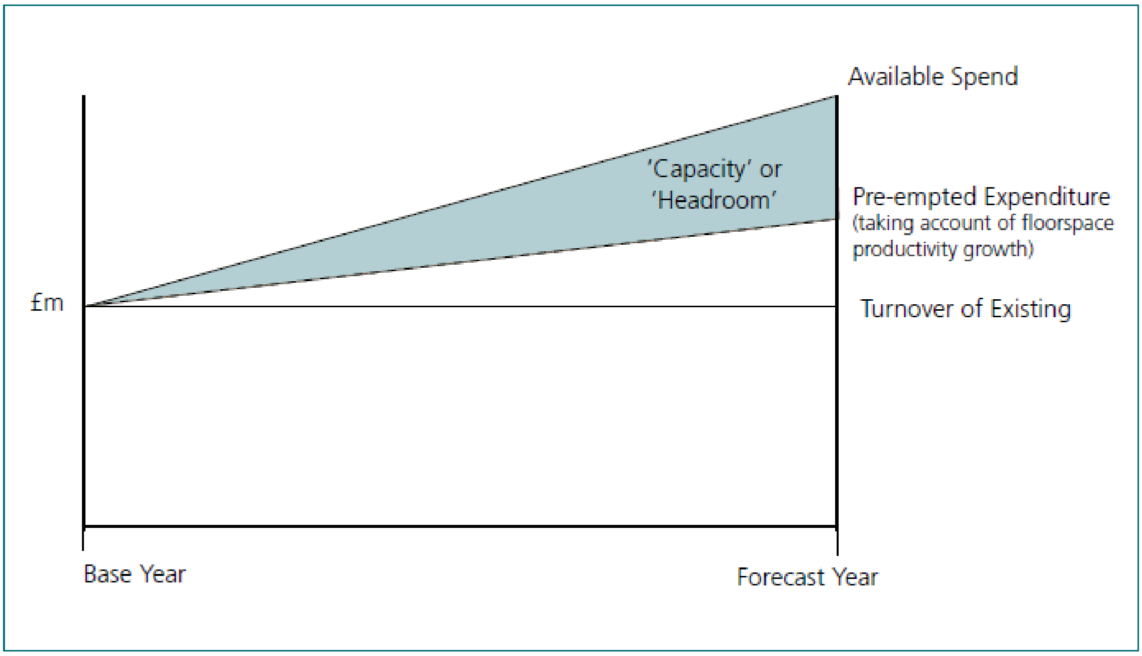
3.71 Following the establishment of current shopping patterns and retail performance levels, our assessment can move forward to the assessment of future quantitative capacity. The capacity analysis data is derived from the contents of Tables 1-8 at Appendix E, in particular total available expenditure (Table 3), resident study area derived expenditure patterns (Table 5 for convenience shopping and Table 7 for comparison goods shopping) and company average performance levels (Table 8), along with the comparison of supply and demand outlined in Step 4 of this section (above).

3.72 In order to assess future capacity, three important influences must be taken into account:

- Productivity growth assumptions;
- The baseline position and sales turnover considerations; and
- Market share assumptions.

3.73 This quantitative capacity assessment should make an allowance for expected improvements in 'floorspace productivity' within retail stores. Over time, retailers have the ability to improve the efficiency of their existing floorspace, allowing it to accommodate increased sales without the need for new space. As a consequence, not all of the growth in available expenditure will need to be translated into new retail floorspace, as existing floorspace can absorb some of this growth. Figure B3 from the PPS4 Practice Guidance provides a simple graphic to explain this phenomenon. See below.

Figure B3: Allowance for improved productivity in assessing expenditure capacity



3.74 Within our quantitative assessment we have made an allowance for improving productivity in both convenience and comparison goods floorspace in West Somerset and Exmoor. There is no suggestion that existing retailers in the local area cannot and should not seek to improve their efficiency and there is no evidence of significant overtrading which could impede improved productivity. Having regard to forecast increases in per capita expenditure growth, we have applied a 0.2% per annum increase in productivity for convenience goods floorspace and a 1.6% pa increase for comparison goods floorspace.

3.75 The next factor to take into account is the baseline position for the capacity assessment. Where the quantitative analysis indicates that existing retailers are achieving very low levels of turnover per square metre, it may be appropriate to apportion a higher level of forecasts expenditure growth to support existing floorspace by setting a higher benchmark sales level at the start of the assessment. Alternatively, it may be appropriate in some cases to factor in a lower benchmark where existing capacity exists, via the lack of development in recent years and/or evidence of high turnover levels (£ per sq m) and congestion/overcrowding.

3.76 Our quantitative assessment of convenience goods floorspace across the WS LPA and Exmoor areas has found (in Step 4 above) that there is no obvious case for setting a lower benchmark to identify existing/immediate capacity. On the basis of this quantitative assessment, there is no evidence of overtrading/congestion in stores in Minehead, Williton and Watchet and the trading performance levels in the rural centres is reasonable but not excessive. As such, and based on the findings of Step 4 (above), there is a reasonable case to consider that existing floorspace is trading broadly in line with appropriate benchmark levels although the small over-provision of floorspace in Minehead[23] should also be factored in to the assessment.

3.77 Taking into account floorspace these productivity and benchmark turnover factors, Table 9a at Appendix E provides a global quantitative capacity assessment for new convenience goods floorspace for the whole of the WS LPA and Exmoor areas. The table is structured to show the following information:

- The total level of available convenience goods expenditure within the study area;
- The turnover that stores in West Somerset and Exmoor attract from the study area;
- The market share of stores in West Somerset and Exmoor (i.e. turnover from study area expressed as a percentage of total available expenditure);
- The amount of expenditure inflow to stores in West Somerset and Exmoor;
- A total turnover estimate for existing stores ('total turnover potential')
- The baseline turnover of existing facilities;
- The turnover of committed retail facilities (where applicable); and
- A residual expenditure estimate which compares the total turnover potential with the baseline turnover and (where applicable) the turnover of commitments.

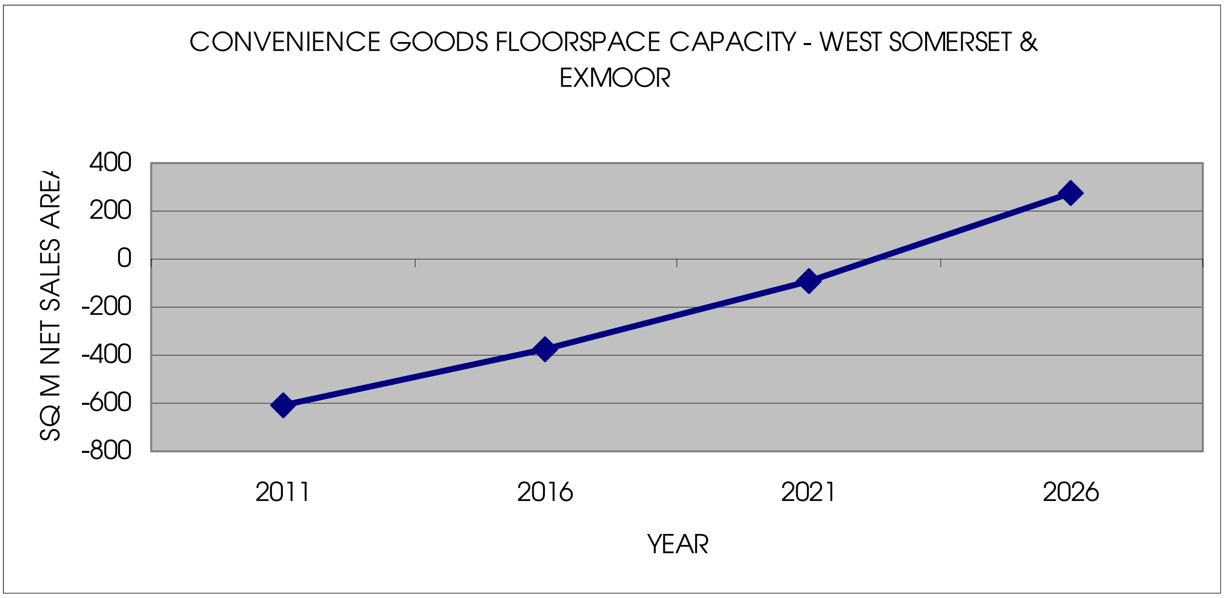
3.78 Table 9a indicates that, due to the small oversupply of convenience floorspace in Minehead, along with other convenience facilities in West Somerset and Exmoor trading in line with benchmark levels, there is no surplus expenditure capacity until after 2021. At 2026, the surplus expenditure will total £3.4m.

3.79 In order to turn these surplus expenditure capacity estimates into an equivalent floorspace capacity, we have adopted a generic sales density for new convenience goods

23 See first bullet at paragraph 3.66

floorspace of £5,000/sq m at the base year[24]. At 2026, this would provide a floorspace capacity of 273sq m net.

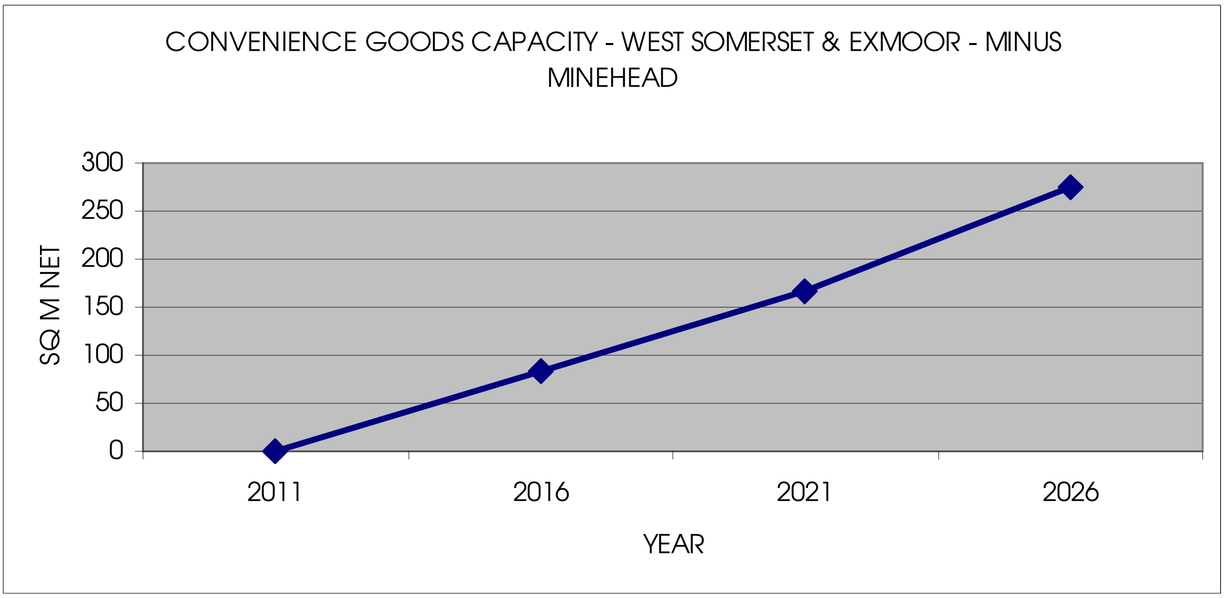
3.80 The sales density used in this assessment is generic and retail performances of individual operators can vary. For example, large national grocery operators such as ASDA, Sainsburys, Tesco, Waitrose and Morrisons have sales densities of £12,000/sq m and above, whereas smaller convenience store operators and local independent stores have densities closer to £5,000/sq m. We have adopted the £5,000/sq m level as it has more relevance to the West Somerset and Exmoor study area. Although the floorspace capacity figures are quoted in this assessment they should only be used as a guide and reference should also be made to the residual expenditure figures when the Council is faced with individual planning applications.



3.81 The capacity analysis at Table 9a is a global capacity assessment and given the small oversupply of convenience goods floorspace in Minehead, it is useful to split the quantitative capacity into Minehead and non-Minehead totals. This is performed at Tables 9b and 9c at Appendix E, both of which adopt the same format as Table 9a (as explained above). Table 9c provides the quantitative capacity forecast for Minehead and indicates that, should market share levels not rise in the future, there is no quantitative capacity for additional convenience goods floorspace in Minehead until after 2026.

24 Increasing over the assessment period in line with increases in floorspace efficiency

3.82 Table 9b provides the quantitative capacity for West Somerset and Exmoor, excluding Minehead. It is based on the assumption that existing stores/centres are currently trading in line with appropriate benchmark levels at 2011, with quantitative capacity arising in the future as part of the growth in total convenience goods expenditure in the study area is available to support new convenience goods floorspace. Based on a constant market share for these facilities across the assessment period, there will be £1.0m of surplus expenditure by 2016, rising to £2.0m in 2021 and £3.4m in 2026. Based on a sales density typical of a large national grocery operator, these levels of surplus expenditure equate to small levels of floorspace capacity, although this would rise if lower density figures were adopted.



3.83 The main reason for these low levels of future capacity outside of Minehead is the low level of market share associated with rural centres. This is part of the general principle that retail destinations with the highest market share are assumed to attract the highest proportion of forecasts expenditure growth. This is shown by Tables 9b and 9c, with Minehead assume to attract circa £7m of expenditure growth and the other centres attracting £3m of expenditure growth.

3.84 This leads us on the third and final factor influencing the quantitative assessment: market share assumptions. There are a range of factors which will influence the ability/desire to pursue alternative market shares for centres across the West Somerset and Exmoor area, a number of which are outside of the scope of this study (including qualitative factors and the potential of certain centres to accommodate significant growth). However, this study can provide a useful starting point for detailed consideration of these issues and we outline some key issues below.

3.85 The desire to alter the market share of shopping facilities in West Somerset and Exmoor, either globally or for individual centres could stem from a number of factors. One may be the leakage of shopping trips to other centres, either leakage of trips to destinations outside of West Somerset and Exmoor or leakage of trips from smaller settlements to the larger centres in West Somerset and Exmoor such as Minehead, Williton, Watchet, Lynton, Dulverton and Porlock.

3.86 Looking at the shopping patterns in Table 4 (Appendix E) it is clear that there is no leakage of convenience goods shopping trips from the areas in and around Minehead (TA24 5/6/8). Minehead is the dominant shopping destination across these three areas, attracting almost all trips from TA24 5 (Minehead) and TA24 6 (Dunster/Carhampton), although Williton attracts 5% of top-up food shopping trips from TA24 6. In TA24 8 (Porlock) Minehead attracts over 90% of main food trips, although Porlock retain 30% of top-up trips.

3.87 Beyond these areas, leakage to centres outside of the WS LPA and Exmoor areas starts to occur:

- **EX35 6 (Lynton / Lynmouth).** 65% of main food shopping trips lost, primarily to Barnstaple, although only 9% of top-up food shopping trips are lost to there. 15% of main food trips flow to Minehead, with 20% remaining within Lynton. This retention of main food trips is higher than the average retention rate for second tier settlements in West Somerset/Exmoor[25] (13%). 85% of top-up food shopping trips remain in Lynton which, given the small size of the stores in Lynton the retention of food shopping trips is remarkably high, and higher than the average retention rate for top-up food shopping in the second tier settlements in West Somerset/Exmoor (53%).
- **TA24 7 (Simonsbath, Exford, Withypool, Cutcombe).** 23% of main food trips are lost to other administrative areas and 69% of trips flow to Minehead, leading to a very low main food shopping retention rate. The retention of top-up food shopping is slightly better with a 19% share for Exford, 15% for Wheddon Cross, 6% for Winsford and 12% for Withypool. Minehead attracts 31% of top-up trips, Dulverton 6% and 12% leakage outside of the West Somerset/Exmoor area. These are all very small villages and so for Exford, Wheddon Cross, and Withypool the top up roles of local shops are important.

25 Lynton, Lynmouth, Dulverton, Williton, Watchet, Porlock and Dunster

- **TA22 9 (Dulverton).** This area loses around 54% of all main food shopping trips and 9% of top-up shopping trips to centres outside of the West Somerset/Exmoor area. Dulverton retains 24% of main food trips and 75% of top-up trips, while Minehead attracts 20% of main food trips and 3% of top-up trips. For a relatively small centre the retention of food shopping trips is strong, influenced by a large Coop store which accounts for most of this retention. The levels of main (24%) and top-up food trip retention (75%) in Dulverton are above the second tier settlement averages (13% and 53% respectively).
- **TA4 2/3 (Brompton Ralph).** Due to proximity of Taunton, over 90% of main and top-up food shopping trips flow outside of this area. Williton and Minehead attract a small number of trips.
- **TA5 1 (Stogursey).** Given the proximity of Bridgwater, it is unsurprising that 97% of main food and 77% of top-up food shopping leak outside of the West Somerset / Exmoor area. For the top-up shopping trips that remain in the local area 20% flow to Stogursey.
- **TA4 4 (Williton).** Within the Williton zone, there is a spread of main food shopping trips: 27% remaining in Williton, 49% flowing to Minehead and 23% flows outside of the West Somerset / Exmoor area (Bridgwater and Taunton). The retention rate of main food shopping in Williton is the highest of the second tier settlements in West Somerset and Exmoor and therefore above the average for these settlements. 82% of top-up food shopping trips are retained by stores in Williton, with 8% flowing to Minehead and only 3% going outside of the West Somerset / Exmoor area. Again, this is above average for West Somerset/Exmoor, and influenced by comparatively large Co-op and Spar stores in Williton which account for most of this relatively strong performance.
- **TA23 0 (Watchet / Washford / Luxborough / Treborough).** In relation to main food shopping, 73% of trips from this area flow to stores in Minehead, with 6% remaining in Watchet and 4% flowing to Williton. Such retention levels for main food shopping are below the average retention rate for main food shopping in the second tier settlements across West Somerset and Exmoor. 16% of main food shopping trips leak outside of the West Somerset / Exmoor area. There is a better retention of top-up food shopping trips (45% of trips remain in Watchet, 18% flow to Minehead and 17% flow to Williton), although the retention rate is also below the local average for trip retention.

3.88 The above information leads to the question: can and should the smaller settlements in West Somerset and Exmoor, which lose expenditure to both Minehead and centres outside West Somerset/Exmoor, raise their market share in order to improve their retail capacity? And if the answer is potentially a 'yes', what is the likely outcome for quantitative retail capacity? We consider these questions for each main centre outside of Minehead below.

3.89 West Somerset:

- **Watchet.** Watchet retains a small amount of main food shopping trips and just under half of all top-up food shopping trips from the local area. Whilst there is the possibility that the household survey could have under-estimated the retention rate for top-up food shopping, there remains the potential for an uplift in top-up shopping trips. However, given the proximity of Minehead, the increase in Watchet's market share is likely to be limited.
- **Williton**. For the size of its existing convenience goods stores, Williton has a good retention rate for main and top-up food shopping (27% and 81% respectively). In order for Williton's market share to grow it must attract more main/bulk food shopping trips, but there is insufficient expenditure capacity in the local area to support such a store and we would question the commercial demand from grocery operators. As a consequence, the needs arising in Williton will be to maintain its current position rather than trying to grow.
- **Postcode sector TA4 2/3**. This area lies on the south-eastern boundary of West Somerset with Taunton Deane District and a large majority of expenditure is lost to Taunton. With the lack of sufficient expenditure in the local area to support a new foodstore, along with the relative distances to Minehead and Taunton, the current pattern of leakage to Taunton is unlikely to change in the future.
- **TA5 1 (Stogursey / Nether Stowey).** This area lies on the eastern edge of West Somerset District and loses a significant amount of main food and top-up food shopping expenditure to Bridgwater. Given the proximity of Bridgwater, this situation is unlikely to change, particularly in relation to main food shopping. The one area for improvement lies in top-up shopping, with the opportunity to increase the current 20% market share for Stogursey. This opportunity is reinforced by the potential development of the new nuclear installation at Hinkley Point which, if progressed, would increase the local workforce through the construction and operational phases.

3.90 Exmoor National Park:

- **Dunster.** Dunster has a small number of convenience stores comprising a village shop, newsagents and confectionery store. However, the household survey does not pick up any shopping patterns from local residents associated with these stores. This is very likely to be an under-estimate and we would expect these stores to attract some top-up food shopping trips. These shops will also be benefiting significantly from visitor spend, though. We would not expect stores in Dunster to be able to significantly increase their main or top-up food shopping market shares due to the proximity of Minehead and due to their likely reliance on seasonal visitor spend.
- **Porlock.** Porlock lies in Zone 3 and is unable to retain any main food shopping trips and only 30% of top-up food shopping trips. Therefore, an aspiration to improve the retention of convenience goods shopping trips should be considered. However, given its proximity to Minehead, the ability to increase its market share is limited. Therefore, we would expect that increases in Porlock's retention rate to convenience goods shopping trips to lie in top-up food shopping, boosted by visitor spend**.**
- **Lynton/Lynmouth**. Like Williton, Lynton and Lynmouth retain a reasonable level of main and top-up food shopping trips from the local population (20% and 85% respectively). They are significantly smaller settlements, though, and food stores will also be dependent to significant extents on visitor spend. Being in a National Park the development of the settlements is constrained. This, and the lack of sufficient expenditure to support a much larger foodstore means that for Lynton the priority is reinforcing and enhancing the existing provision.
- **Dulverton.** Dulverton is like Lynton/Lynmouth in terms of the retention of main and top-up food shopping trips: retention of 24% of main food shopping trips and 75% of top-up food shopping trips, which is a reasonable achievement given the size of existing provision. The main leakage of expenditure is in relation to main food shopping trips to Tiverton, followed by Minehead, with much smaller levels of top-up food expenditure leakage. This is also a National Park settlement and so large scale growth is not possible, and again the priority is reinforcing and enhancing the existing provision.
- **Postcode sector TA24 7**. This postcode sector covers a large area and includes settlements such as Exford, Wheddon Cross, Simonsbath and Withypool. There is no retention of main food shopping trips, although a reasonable amount of top-up food shopping trips are retained (across settlements such as Exford, Withypool and Wheddon Cross). Expenditure is lost to Minehead and Barnstaple, although it is difficult

to see how main food shopping expenditure can be retained given the level of available expenditure in this area and the lack of focus on one particular settlement. The village shops are important to local communities and visitors, though, and should be supported by all means possible.

3.91 Overall, whilst a small number of settlements have the ability to improve their top-up food shopping market share, any significant change in the market share of all of these settlements is clearly dependant on increasing their main/bulk food shopping market share. However, this is a model which simply does not apply to the smaller rural centres in this study – they are low down in the retail/settlement hierarchy; and, the amount of available expenditure is low. In our view, it is unrealistic to assume that the majority of main food shopping trips can be retained in towns such as Porlock, Dunster, Watchet, Williton, Lynton and Dulverton, as there is simply insufficient expenditure to accommodate the turnover of main food stores in all of these settlements. As a consequence, the problem to be solved here is not one of growth, it is instead the need to reinforce and enhance existing provision. This is particularly important when the needs of older people are considered. Anecdotally, older people are more likely to shop closer to home and rely upon local facilities for their main and top-up food shopping. Therefore, retaining local facilities is disproportionately more important to certain sections of the community than others.

3.92 In our view, the only way in which greater levels of expenditure could be attracted is to group together settlements, for example: Watchet, Williton and other settlements in the eastern part of West Somerset and provide a main/bulk food shopping store which relies upon all of these settlements. However, this approach raises questions over an unbalanced retail/settlement hierarchy, whether sustainability of shopping trips is actually improved and the potential for significant adverse impacts on existing centres. In any event, we would question whether these settlements have sufficient commercial attractiveness to attract a main/bulk food store and have the ability to divert trips from larger stores in Taunton, Bridgwater, Minehead, Tiverton and Barnstaple and therefore the need is instead to reinforce and enhance existing provision, not compete with larger centres.

3.93 As a consequence, it is our view that the potential to make all of the main settlements across West Somerset and Exmoor self-sufficient is unrealistic. Our quantitative analysis demonstrates that there is insufficient surplus expenditure to accommodate significant growth based on current shopping patterns and any attempts to increase the market share of individual settlements is unlikely to achieve self-sufficiency due to the overall lack of available expenditure, significant adverse impacts on existing centres and a potential conflict with the settlement hierarchy.

3.94 Therefore, beyond Minehead, whilst the main settlements are able to attract some main food shopping trips, their main role is (and should continue to be) serving day-to-day top-up food shopping needs. Given the rural nature of the local area, and the distance between the main settlements, this top-up food shopping role should be protected and enhanced by West Somerset Council and Exmoor National Park Authority. The quantitative analysis indicates that there are opportunities to support modest growth in such facilities, although our assessment of demand versus supply suggests that the focus should also be on protecting local facilities and providing modest expansion to existing shops, due to the lack of obvious overtrading/overcrowding. Within the Park visitor spend is undoubtedly complementing residents' spend to maintain greater supply than would otherwise be the case. However, this is seasonal, and so is also unlikely to support growth.

3.95 We find that there is no requirement, based on quantitative need factors alone, to justify the provision of additional convenience retail floorspace within Minehead. The recently opened Morrisons store has removed any deficiency which had existed previously. Instead, as explained above, quantitative requirements for additional floorspace are likely to be concentrated within the other main settlements where there is a need to maintain and enhance day-to-day shopping provision to support local communities.

3.96 Given their role in the settlement hierarchy, and current level of retail provision, Watchet, Williton, Dulverton, Dunster, Lynton/Lynmouth and Porlock will be the focus for maintaining and enhancing provision. These settlements are also likely to be joined by Stogursey, particularly as the new nuclear reactor project at Hinkley Point proceeds. In relation to other settlements, opportunities are likely to be more limited, although where opportunities exist these should be supported by the two authorities.

3.97 Turning to the comparison goods assessment, we have followed the same process as the convenience floorspace assessment, examining productivity growth, baseline turnover and market share assumptions. A key influence on the first two of these areas is the current trading performance of existing comparison goods floorspace across West Somerset and Exmoor. As noted in the previous step of this quantitative analysis, existing floorspace has an average sales density of £2,200/sq m, which is indicative of a modest trading performance. This performance is likely to be influenced by the rural nature of the catchment, the ongoing trend towards non-food retailers gravitating towards the larger centres and the clear influence of nearby larger centres such as Taunton, Bridgwater, Tiverton and Barnstaple. As a consequence, there is a clear case for supporting existing floorspace and this can be done via a combination of setting a higher benchmark turnover level at the start of the assessment and/or apportioning a higher level of expenditure growth to existing floorspace throughout the assessment period. In our view, using both of these instruments would be to constrain competition and consumer choice, as it would result no/little forecast additional capacity in the future. Instead, we have set the benchmark turnover at the start of the assessment (2011) to match actual total turnover levels across West Somerset and Exmoor (i.e. £51.4m) and made an allowance for around half of the forecast annual growth in per capita comparison good expenditure (1.6% of the total 3.3% pa growth) to be assigned to existing retailers. We consider that this strikes a reasonable balance between support for existing retailers and allowing for modest growth in the future.

3.98 Based upon these assumptions, the quantitative capacity analysis is contained in Table 10 at Appendix E and follows the same format as the convenience floorspace analysis at Table 9. Given the decision to match benchmark turnover to actual turnover at the base year (2011), there is no surplus capacity at 2011. However, by 2016, there will be £5.6m of surplus comparison goods expenditure, rising to £13.4m in 2021 and £24.2m in 2026. Based on an indicative sales density of £5,000/sq m at 2011 (and rising in line with the floorspace productivity assumptions for existing floorspace) these surplus expenditure estimates translate to 1,040sq m net at 2016, rising to 2,280sq m net at 2021 and 3,821sq m.

3.99 These capacity forecasts are based upon a constant market share for comparison goods shopping across West Somerset and Exmoor and, as noted above, there is the opportunity to give consideration to a revised market share for this type of shopping. The acceptability of pursuing a revised market share for comparison goods shopping will flow from a number of factors, including the assessment that both authorities make in relation to qualitative indicators of need and also potential development sites.

3.100 From a quantitative perspective, there is, in our opinion, the 'in principle' potential to increase market shares in the local area given the current leakage of shopping trips to larger centres such as Bridgwater, Taunton and Barnstaple. However, in reality only Minehead offers a commercially attractive destination for nationally branded retailers and interest in the other (smaller) settlements across West Somerset and Exmoor is likely to come from the local independent sector, responding to niche shopping trips and to take advantage of the tourism market. Therefore, in our view, realism must be applied and we would not expect a significant increase in West Somerset and Exmoor's market share in the future. This is reinforced by the small size of the settlements in West Somerset and Exmoor and a small pool of available expenditure, which is unlikely to attract many new mainstream comparison goods retailers. This situation raises a number of issues. First, and in light of the issues raised above, both authorities are likely to concentrate upon enabling and supporting more modest scale improvements. Clearly, in line with the sequential approach, the first preference will be focused on improvements in town/village centre locations, although where in-centre opportunities do not arise improvements elsewhere may be appropriate depending upon their scale and overall impact upon the health of town/village centres. This will be particularly appropriate in Minehead, given its size and commercial attractiveness. Second, the focus in some settlements will be on defending their overall retail function rather than promoting new development. This will be applicable to the balance between Minehead and other settlements across West Somerset and Exmoor and also the influence of retail development, whether it be in town centre and/or out-of-centre locations, in other places further afield such as Taunton, Bridgwater, Barnstaple and Tiverton. As this study has shown, these larger settlements have a particular influence over shopping patterns across West Somerset and Exmoor and have the potential to increase this influence where major new retail development is provided.

3.101 This is particularly true for the main centres within Exmoor National Park: Dulverton, Lynton / Lynmouth and Porlock (plus the centre of Dunster[26]). In these centres there are a wide range of comparison outlets targeted at visitors as well as chemists, hardware stores and newsagents. Galleries, outdoor shops, gift shops, and boutiques would not be found in such small settlements without the visitor economy. This does not mean that there is any significant potential for growth in this type of comparison market, as it is already well established, seasonal, and visitor numbers will only increase slowly. Again, though, these shops are an important part of local frontages, and their roles should be reinforced and enhanced.

Quantitative need assessment for leisure uses

3.102 The project brief for this study requires a broad assessment of need for leisure uses in West Somerset and Exmoor. In the context of PPS4, leisure uses include cinemas, restaurants,

[26] For the avoidance of doubt, Dunster is not classified as a rural centre, although is included as a key centre in this study due to its retail and tourist function

bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls. It is also useful to include tourism facilities such as hotels and guest houses.

3.103 The approach required by the project brief ties in with the PPS4 Practice Guidance which recognises that needs assessments for leisure uses cannot be the same as retail need assessments due to:

- Less detailed and reliable information on leisure uses;
- Greater diversity and change in the leisure sector over time in the range of activities and associated property requirements due to the sector's dynamic nature; and
- Greater elasticity of demand for leisure activities when compared to the retail sector.

3.104 As a consequence, our assessment of leisure uses has concentrated upon the following factors:

- Demographic profile
- Expenditure per head and growth
- Benchmarking against other areas

Demographic profile

3.105 The age profile of the existing population and forecast changes in population are likely to influence the demand for leisure facilities in any particular area.

3.106 We have already noted in Section 2 that nationally the number of people in the 65-84 age bracket will increase by 42% to 2031. Older shoppers have a younger mindset than in the past, are more fashion aware and, in recent years, more financially better off as a result of general house price growth as well as income growth (but post retirement income from pensions could be a concern if they do not achieve anticipated values). Over 65s will have more time to shop, will spend more on retail and leisure services. However, clearly, the economic slowdown will impact upon disposable income and pension pots with more cautious spending patterns in the immediate future. Younger shoppers will have higher education fees to pay, will experience higher housing costs, will be more computer literate and spend more on-line, and will spend more on entertainment/leisure so they may have less to spend in the retail sector.

3.107 Within the local area, population data from Experian indicates that at 2011, 27% of the resident population were of a retirement age, by 2009 this had grown to 30% and will be 34% in 2014 and 36% in 2019. To put this into context, the national average proportion of population at retirement age at 2009 was 19% and will be 21% in 2014. With an aging population, this will influence the type of leisure facilities demanded by the local resident population.

3.108 Looking at young age groups, 17% of the resident population in the study area were between 15-34 in 2009, compared with a national average of 26%. By 2014 15-34 year olds will comprise 18%, compared with a national average of 27%. At 2019, 15-34 year olds will have fallen back to 17% of the local population (in line with a national decrease back to 26%).

3.109 These changes are in the context of a modest overall growth in the resident population in the study area, as shown by Table 1 at Appendix E to this report which shows a 2% growth between 2011-2016, 5% growth between 2011-2021 and 8% growth between 2011-2026. Therefore, it would appear that modest overall growth in population is being driven by growth in the older sections of the community.

3.110 In addition to local population growth, it is also useful to examine whether there have been any changes in the level tourist visits over recent years. South West Tourism data for West Somerset District provides the following information on annual tourist numbers:

- 2006 – 376,000 trips by staying visitors and 1,188,000 day visits
- 2007 – 389,000 trips by staying visitors and 1,187,000 day visits
- 2008 – 313,000 trips by staying visitors and 1,189,000 day visits

3.111 For Exmoor, tourism data provided by ENPA is expressed in visitor days and provides the following information:

- 2004 – 1.97m visitor days
- 2005 – 2.00m visitor days
- 2006 – 2.13m visitor days
- 2007 – 2.08m visitor days
- 2008 – 1,99m visitor days

- 2009 – 2.02m visitor days

Expenditure per head and growth

3.112 With regard to expenditure per head on leisure activities, we have obtained information from Experian who estimate the following spending for residents of the study area:

Table J: Spending per head on leisure activities within study area, 2009

Leisure spending category	Study Area Resident Spending (per head)		National Average Spending (per head)	
	(£)	(%)	(£m)	(%)
Games of chance	108	*6.6*	136	*8.0*
Restaurants, cafes etc	973	*58.8*	1,031	*60.6*
Hairdressing and personal grooming	83	*5.0*	84	*5.0*
Recreational and sporting services	98	*6.0*	97	*5.7*
Cultural services	259	*15.7*	249	*14.6*
Accommodation services	134	*8.1*	105	*6.2*

Source: Experian. Figures may not add due to rounding. Total 2009 spending = £1,655 per head

3.113 The above analysis indicates that total spending per head on leisure activities for residents of the study area is £1,655. This is very slightly lower than the national average of £1,703 per head. A large majority (60%) of leisure spending is directed towards restaurants and cafes, followed by cultural services (16%), accommodation services (8%) and games of chance (7%).

3.114 Based on forecasts published by Experian[27], this 2009 actual spending will grow over the 2009-2031 period in the following way:

Table K: growth in spending on leisure activities, 2011-2031 (constant 2009 prices)

	2011	2016	2021	2026	2031
Leisure spending , per head	£1642	£1765	£1932	£2122	£2332
Change (%), 2011-		+7.5%	+17.7%	+29.2%	+42%

27 Experian Retail Planner Briefing Note version 8 (2010)

3.115 The above analysis indicates that, following a small reduction between 2009 and 2011 (due to the effects of the economic downturn), there will be a 7.5% rise in leisure spending between 2011-2016 with further increases over the period to 2031. Indeed, over the period 2011-2031, spending on leisure uses by local residents in the study area will increase by 42%. This is a substantial increase, and does not include any allowance for the effects of population growth, and is likely to lead to a growing need for additional facilities. Given the current make-up of leisure spending, as shown in Table C above, a significant part of this increase will be on restaurant and café uses, followed by cultural services. However, it should not be assumed that all of this increase in expenditure on leisure activities will ultimately be available to facilities in West Somerset and Exmoor. An significant element of the expenditure outlined above will be directed to holidays and other visits to destinations elsewhere, along with the leakage of expenditure to the larger nearby centres such as Taunton, Barnstaple and Bridgwater.

3.116 With a resident population in the study area of 55,217, this level of spending equates to a total leisure activity spend on £91.4m at 2011. Clearly, the study area extends beyond the administrative boundaries of West Somerset and Exmoor and there is the likelihood that an element of this expenditure will leak to other areas, although this calculation indicates the level of available spending which lies in the local area.

3.117 The above data is based upon spending by local residents, although further spending on leisure services will come from tourists. The Exmoor National Park State of Tourism 2010 report indicates that, in addition to £15m of spending in shops, £14m was spent on accommodation, £13.6m was spent on food and drink (i.e. restaurants/cafes), and £5.2m was spent on recreation activities. A total of £32.8m on leisure activities.

3.118 South West Tourism data[28] indicates £21.7m was spent by tourists/visitors on accommodation in West Somerset, with a further £34.7m on food and drink and £12m on attractions/entertainment. Whilst there is potential overlap between the West Somerset and Exmoor tourist spending data, it is clear that, even on the most conservative estimates, spending by tourists on leisure activities is significant and has the potential to rival the amount to around one third of spending generated by local residents.

28 We understand that South West Tourism data on tourist expenditure levels is indicative and therefore some caution is advised in terms of its usage

3.119 This is unsurprising given the strong tourism role of both West Somerset and the National Park. However, in contrast to the potential significant growth in local residents' spending on leisure activities, data in the Exmoor National Park State of Tourism 2010 report indicates that the trend in overall visitor expenditure has one of much smaller growth. In 2004, total visitor expenditure was £81.6m, which rose slowly to £85.2m in 2009 (2009 price base).

3.120 Overall, there is potential growth in leisure spending in the local area (7.5% between 2011-2016 and 42% between 2011-2031). This growth, driven by local residents, has the basis to translate itself into a quantitative need for additional space in the local area. However, this will be dependant on a number of factors including: the ability to keep local residents' spending in the local area; whether the quality of existing provision can appeal to both local residents and tourists; and, whether there is capacity within the current stock to absorb growth.

Benchmarking against other areas

3.121 PPS4 Practice Guidance suggests that one area of analysis is to benchmark the current level of provision of leisure facilities against levels of provision in similar areas elsewhere.

3.122 We provide a summary table at Appendix H to this report, and reproduced below, which provides data on the amount of leisure service uses within Minehead, Dunster, Dulverton, Lynton/Lynmouth, Porlock, Watchet and Williton, showing them as a proportion of total overall town centre uses. This information has been gained from the land use data provided by WSC and ENPA. These proportions have then been compared against proportions of leisure uses in other national park areas such as Ambleside, Windermere, Bowness and Keswick in the Lake District, Ashburton in Dartmoor and Bakewell in the Peak District. The classifications of leisure services have been arranged to match Experian GOAD's detailed land use classification reports.

3.123 The information contained at Appendix H, and reproduced below, indicates that settlements such as Lynton/Lynmouth, Dunster, Porlock and Watchet have a proportion of leisure service uses which is commensurate with proportions found in the Lake District, and are therefore marked out as tourist centres. Indeed, Lynton/Lynmouth has the highest proportion of leisure uses in all of the settlements surveyed. This data confirms the wider importance of leisure uses to the economies of these centres and the need to take into account areas greater than just primary and secondary frontages when considering how best to support the ongoing viability and vitality of these centres.

3.124 In the other main centres in West Somerset and Exmoor, Dulverton, Minehead and Williton have much lower proportions of leisure uses, below the national average. This may appear *prima facie* surprising for Minehead, given its important tourist destination role. However, this low percentage of leisure uses is likely to be explained by the large number of comparison goods retailers and other service uses which will lower the overall proportion of leisure service uses.

Table L: Leisure Service Provision in West Somerset, Exmoor and Other National Park Settlements

	AMBLESIDE (%)	ASHBURTON (%)	BAKEWELL (%)	BOWNESS (%)	KESWICK (%)	MINEHEAD (%)	WINDERMERE (%)	LYNTON & LYNMOUTH (%)	DUNSTER (%)	DULVERTON (%)	PORLOCK (%)	WILLITON (%)	WATCHET (%)	NATIONAL AVERAGE (%)
Bars & Wine Bars	1.1	1.1	0.0	1.7	1.7	0.4	0.7	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Bingo & Amusements	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Cafes	6.5	3.3	6.3	5.8	4.6	2.2	4.2	3.8	7.9	4.2	3.3	1.0	3.5	2.9
Casinos & Betting Offices	0.0	0.0	0.6	0.6	0.4	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cinemas, Theatres & Concert Halls	0.5	0.0	0.0	0.6	0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.2
Clubs	0.5	1.1	0.0	0.6	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Disco, Dance & Nightclubs	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Fast Food & Take Away	1.6	4.3	2.9	4.7	4.6	3.1	1.4	1.6	0.0	1.0	1.7	0.0	4.7	4.9
Hotels & Guest Houses	8.2	0.0	0.0	7.6	2.5	0.0	8.3	23.9	15.9	2.1	15.0	1.0	11.6	0.5
Public Houses	2.2	2.2	3.4	4.7	4.6	1.3	2.1	1.6	3.2	2.1	3.3	2.9	5.8	2.7
Restaurants	7.6	3.3	2.3	10.5	7.0	1.8	6.9	5.4	3.2	1.0	5.0	2.9	3.5	3.8
Sports & Leisure Facilities	1.1	0.0	0.6	1.2	0.0	0.0	0.0	2.2	0.0	5.2	3.3	1.0	1.2	0.2
TOTAL	**29.3**	**15.2**	**16.0**	**37.8**	**26.5**	**12.1**	**24.3**	**39.7**	**30.2**	**15.6**	**31.7**	**8.6**	**30.2**	**19.0**

Notes: Williton, Watchet, Minehead, Dunster, Dulverton, Lynton/Lynmouth and Porlock data from WSC & ENPA. All other data from Experian GOAD

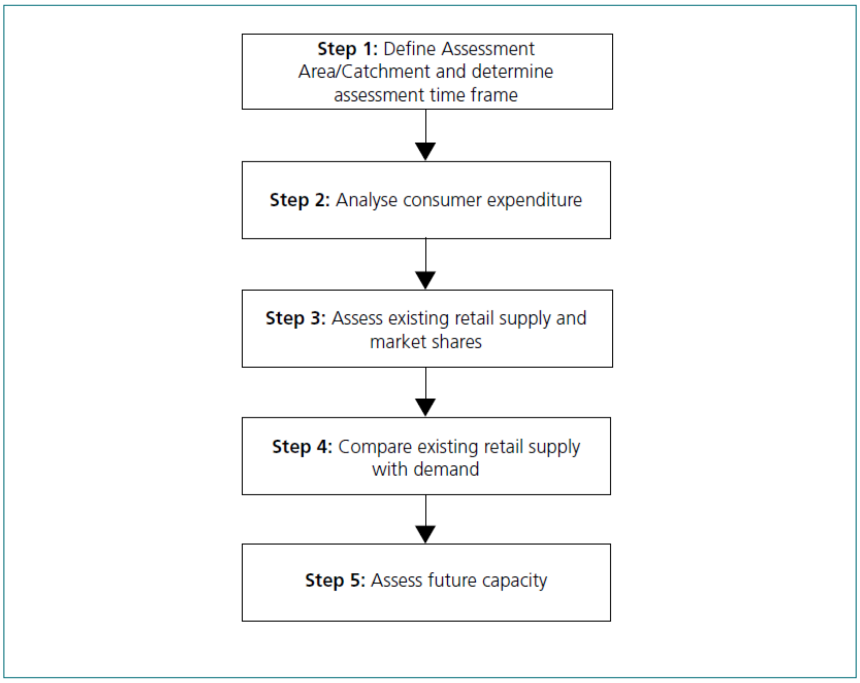
4. Summary and Conclusions

Scope and Purpose

4.1 This report has been prepared by GVA, in association with c4g, in response to an instruction by West Somerset Council ('WSC') and Exmoor National Park Authority ('ENPA') dated April 2011 to prepare a Quantitative Needs Assessment ('QNA') for retail and leisure uses to cover both the West Somerset and Exmoor areas. Both ENPA and WSC are in the process of updating and finalising their evidence base for their respective Core Strategy documents, with the preferred strategies for West Somerset expected to be published in Autumn 2011 and the ENPA preferred strategy expected in Spring 2012.

4.2 As much of the work for the town centres and retail/leisure policy work is being undertaken by WSC and ENPA, the focus of this study has been on a quantitative assessment of retail and leisure needs. In line with the project brief we have examined quantitative need for retail uses in West Somerset and Exmoor using the following step by step approach advocated by the 'Practice Guidance on Need, Impact and Sequential Approach' which accompanies national planning policy in Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009).

Figure B1: Key steps to quantitative need assessments



4.3 The project brief issued by WSC and ENPA for this study also requires a needs assessment, in its broadest sense, for leisure uses across the West Somerset and Exmoor areas and we have examined the demographic profile of the local area, expenditure per head on leisure activities, the potential for expenditure growth in the future, plus a benchmarking analysis of leisure service uses in West Somerset and Exmoor against centres in other National Park areas.

4.4 Three pieces of empirical research provide an important contribution to this study: an assessment of the distribution of retail and leisure uses in the main centres of West Somerset and Exmoor, a survey of household shopping patterns across West Somerset and Exmoor; and, a survey of businesses in the key settlements across both administrative areas. The household survey interviewed 1,000 people across a wide geographical area, based on postcode sector areas, within the WS LPA and ENPA areas plus adjoining local authority boundaries. The survey has established the shopping habits of households for different types of food and non-food goods and has, in turn, contributed towards the detailed assessment of need for additional retail floorspace. The second element of research was a survey of retail and leisure businesses in each of the key settlements in West Somerset and Exmoor, seeking information on: retail performance and retailer demand assessment, trading characteristics and trading catchment areas, future plans, plus a review of qualitative aspects of each centre.

4.5 This study is also prepared in the context of the proposals for a new nuclear installation at Hinkley Point in West Somerset. Whilst proposals for the new reactor and associated development have yet to be submitted, it is clear that, if approved, this development will have a significant effect upon the local economic and local population. Therefore, this study outlines some of the potential effects for the retail and leisure sector in the local area.

Key Findings and Recommendations

The current picture

4.6 A broad comparison between the national (GOAD) average and the West Somerset / Exmoor averages reveals that the proportion of retail and service uses in West Somerset's main centres is broadly similar to the national average. However, on Exmoor, whilst the proportion of convenience outlets is also close to the national average, the proportion of comparison outlets in the main centre are higher than the national averages whilst the proportion of service uses are lower than average, as are vacancy levels. It needs to be remembered, though, that GOAD does not take account of pubs, hotels and B&Bs, amongst other services. As a consequence, this analysis 'under counts' the actual service offer of the Exmoor settlements in precisely the areas where they are strong i.e. services aimed at visitors. These are taken into account in the centre-by-centre analysis, and here it can be seen that the full service offer of the Exmoor centres is stronger.

4.7 Within West Somerset, Minehead is clearly different to the other centres due to its size – its offer is broadly similar to the national average with the exception of elevated levels of comparison shops and lower vacancy rates, reflecting both its use as a main shopping centre by residents and visitors. Watchet appears to be a weaker centre, with relatively high vacancy rates and a reduced convenience shopping role. Williton is stronger for convenience shopping but has a higher vacancy rate still (30.6%). Both centres, though, maintain a range of shops which will be valuable for residents and Watchet also caters for visitors.

4.8 In comparison with Watchet and Wiliton the centres within the Park appear to be stronger. Vacancy rates are all below the national average, especially for Dunster. Dulverton, Lynton / Lynmouth and Porlock all contain relatively balanced retail and service offers. The proportions of comparison outlets are all above the national average, and those for convenience outlets are only below the average for Lynton / Lynmouth (although this is a reflection of the number of other uses in the centre rather than an indication of the poor performance of this sector). The service offers appear to be below average, but these are the retail services which GOAD counts. Dulverton has eight cafés, restaurants, pubs, hotels and B&Bs, Lynton / Lynmouth 54 and Porlock 11 – when these are taken into account the true size of the service offer can be appreciated, particularly for Lynton / Lynmouth. Overall, given the very small size of these settlements, these are strong centres.

4.9 Dunster is different again. Comparison shops are particularly prevalent, and there are 14 cafés, restaurants, pubs, hotels and B&Bs. The data marks this out as a visitor-dominated centre.

4.10 Overall, excluding Minehead, there is a distinct difference between the main centres in the Park and West Somerset. Those in the Park are stronger, and cater to a wider range of the needs of residents and visitors. This is clearly due to the influence of the visitor economy, but relative isolation will also play a part.

Quantitative needs assessment

4.11 Having regard to convenience (food) and comparison (non-food) shopping patterns within West Somerset and Exmoor, this study has found the following:

- Convenience goods shopping:
    - **Minehead** is the dominant convenience goods shopping destination in West Somerset and Exmoor, being able to attract shopping trips from not only the local area but also other parts of both administrative areas. There is no leakage of convenience shopping trips from the areas immediately surrounding Minehead to settlements in other administrative areas (e.g. Bridgwater, Taunton, Tiverton, Barnstaple). Beyond the area around Minehead, leakage to centres outside of West Somerset starts to occur and these are outlined below.
    - **The Lynton/Lynmouth area.** 65% of main food shopping trips lost, primarily to Barnstaple, although only 9% of top-up food shopping trips are lost. 15% of main food trips flow to Minehead, with 20% remaining within Lynton. 85% of top-up food shopping trips remain in Lynton. For the very small sizes of these settlements they are nonetheless surprisingly strong centres, no doubt due to the twin impacts of the visitor economy and relative remoteness
    - **The Simonsbath, Exford, Withypool, Cutcombe area (Postcode Sector TA24 7).** 23% of main food trips are lost to other administrative areas and 69% of trips flow to Minehead, leading to a very low main food shopping retention rate. The retention of top-up food shopping is slightly better with a 19% share for Exford, 15% share for Wheddon Cross, a 6% share for Winsford and 12% for Withypool. Minehead attracts 31% of top-up trips, Dulverton 6%, along with a 12% leakage outside of the West Somerset/Exmoor area. These are all very small villages with only local stores / petrol stations. That the stronger of them retain the spend they do is remarkable, and this situation should be protected due to its obvious importance for visitors and locals.
    - **The Dulverton area.** This area loses around 54% of all main food shopping trips and 9% of top-up shopping trips to centres outside of the West Somerset/Exmoor area. Dulverton retains 24% of main food trips and 75% of top-up trips, while Minehead attracts 20% of main food trips and 3% of top-up trips. For such a small town, Dulverton has a relatively strong performance for food shopping. It is less remote

than the other Exmoor main centres, and so the offer in the centre must be relatively attractive.

- **Postcode Sector TA4 2/3 (including Brompton Ralph).** Due to proximity of Taunton, over 90% of main and top-up food shopping trips flow outside of this area. Williton and Minehead attract a small number of trips.
- **The Stogursey area.** Given the proximity of Bridgwater, it is unsurprising that 97% of main food and 77% of top-up food shopping leak outside of the West Somerset / Exmoor area. For the top-up shopping trips that remain in the local area 20% flow to Stogursey.
- **The Williton area.** Within the Williton zone, there is a spread of main food shopping trips: 27% remaining in Williton, 49% flowing to Minehead and 23% flows outside of the West Somerset / Exmoor area (Bridgwater and Taunton). 82% of top-up food shopping trips are retained by stores in Williton, with 8% flowing to Minehead and only 3% going outside of the West Somerset / Exmoor area. Williton is a relatively accessible centre, and so its convenience offer is relatively strong for a centre of this size.
- **Postcode Sector TA23 0 - Watchet / Washford / Luxborough / Treborough.** In relation to main food shopping, 73% of trips from this area flow to stores in Minehead, with 6% remaining in Watchet and 4% flowing to Williton. 16% of main food shopping trips leak outside of the West Somerset / Exmoor area. There is a better retention of top-up food shopping trips (45% of trips remain in Watchet, 18% flow to Minehead and 17% flow to Williton).

- <u>Comparison goods shopping:</u>
  - Minehead. The household survey data indicates that Minehead's primary catchment area includes Zones 1-3 (TA24 5/6/8), with a secondary catchment encompassing Zones 4-9 (EX35 6, TA24 7, TA22 9, TA23 0, TA4 4, TA5 1)[29]. In totality, this is a significant catchment, demonstrating the draw of Minehead's comparison goods floorspace in the local area, which is equivalent to £26.7m from the study area. Beyond these areas, Minehead is not able to compete for trade with larger

[29] The primary catchment area is geographic area from which approximately 70% of a centre's turnover is derived. In this particular case, 70% of Minehead's turnover from the study area is drawn from Zones 1-3 of the study area. The secondary catchment comprises the remaining areas from where Minehead draws its comparison goods retail turnover.

centres such as Bridgwater, Taunton, Tiverton and Barnstaple, but remains of considerable significance to West Somerset and the eastern part of Exmoor.

- Beyond Minehead, the smaller settlements in West Somerset and Exmoor attract much smaller amounts of comparison goods expenditure from the study area. Most of these settlement attract less than £1.0m of comparison goods expenditure, apart from Williton which attracts £1.5m from the study area.
- This confirms the position that Minehead is the only comparison goods shopping centre of note in West Somerset and Exmoor. However, despite its dominance, there remains a significant leakage of comparison goods expenditure across all comparison goods categories from the WS LPA area to centres such as Bridgwater, Taunton, Tiverton and Barnstaple.

4.12 In relation to the quantitative need (i.e. capacity) for additional convenience goods floorspace across West Somerset and Exmoor, our analysis has found that, on a global basis, there will not be any surplus capacity until after 2021 unless market shares are able to rise. The reason for this low level of capacity is in part due to recently opened Morrisons store in Minehead which has removed previously identified need in that town.

4.13 If the global quantitative capacity is split between Minehead and other settlements, we predict that there is no quantitative need for additional convenience goods floorspace in Minehead until after 2026. In contrast, for settlements outside of Minehead there is surplus expenditure capacity of £1.0m at 2016, rising to £2.0m in 2021 and £3.4m in 2026. Converting these into a floorspace capacity equivalent, using an indicative sales density of £5,000/sq m, provides capacity for 202sq m net at 2016 and 661sq m net at 2026[30].

4.14 Even with Minehead removed from the quantitative assessment, these levels of future capacity are low and are reflective of the comparatively low market share of settlements such as Williton, Watchet, Dunster, Dulverton, Lynton/Lynmouth and Porlock (plus those other smaller villages across West Somerset and Exmoor with convenience floorspace provision). Generally speaking, the larger settlements in West Somerset and Exmoor retain the majority of top-up food shopping trips, but struggle to maintain main food shopping trips. Our analysis suggests that this is unlikely to change to a significant extent in the future and concentration should instead be given to maintaining and, where possible, enhancing the day to day top-up food shopping function of the main settlements.

Depending upon the findings of the authorities qualitative and development site potential assessments, Porlock, Dunster Watchet, Dulverton and Stogursey have the potential for modest improvements in their market shares, with Stogursey having the best opportunity due to low current market shares and the impacts of the Hinkley Point C project.

4.15 In relation to the quantitative need for additional comparison goods floorspace across West Somerset and Exmoor, our analysis has found that there will be £5.6m of surplus comparison goods expenditure, rising to £13.4m in 2021 and £24.2m in 2026. Based on an indicative sales density of £5,000/sq m at 2011 (and rising in line with the floorspace productivity assumptions for existing floorspace) these surplus expenditure estimates translate to 1,040sq m net at 2016, rising to 2,280sq m net at 2021 and 3,821sq m[31].

4.16 These capacity forecasts are based upon a constant market share for comparison goods shopping across West Somerset and Exmoor and, as noted above, there is the opportunity to give consideration to a revised market share for this type of shopping. The acceptability of pursuing a revised market share for comparison goods shopping will flow from a number of factors, including the assessment that both authorities make in relation to qualitative indicators of need and also potential development sites.

4.17 From a quantitative perspective, there is, in our opinion, the 'in principle' potential to increase market shares in the local area given the current leakage of shopping trips to larger centres such as Bridgwater, Taunton and Barnstaple. However, in reality only Minehead offers a commercially attractive destination for nationally branded retailers and interest in the other (smaller) centres across West Somerset and Exmoor is likely to come from the local independent sector, responding to niche shopping trips and to take advantage of the tourism market. Therefore, in our view, realism must be applied and we would not expect a significant increase in West Somerset and Exmoor's market share in the future. This is reinforced by the small size of the centres in West Somerset and Exmoor and a small pool available expenditure, which is unlikely to attract many new mainstream comparison goods retailers. Therefore, both authorities must instead concentrate upon enabling and supporting more modest scale improvements and also defending the retail function of all centres in the face of competition from larger centres further afield.

30 Please note that the floorspace capacity figures given here are indicative and reference should be made residual expenditure figures when WS LPA and ENPA are planning for new retail floorspace and determining planning applications for retail development

31 Please note that the floorspace capacity figures given here are indicative and reference should be made residual expenditure figures when WS LPA and ENPA are planning for new retail floorspace and determining planning applications for retail development

4.18 This is particularly true for the main centres within Exmoor National Park: Dulverton, Dunster[32], Lynton / Lynmouth and Porlock. In these centres there are a wide range of comparison outlets targeted at visitors as well as chemists, hardware stores and newsagents. Galleries, outdoor shops, gift shops, and boutiques would not be found in such small settlements without the visitor economy. This does not mean that there is any significant potential for growth in this type of comparison market, as it is already well established, seasonal, and visitor numbers will only increase slowly. Again, though, these shops are an important part of local frontages, and their roles should be reinforced and enhanced.

4.19 In addition to demand from local residents and traditional visitors, the proposals for a new nuclear reactor at Hinkley Point have the potential to have an impact on, amongst other things, the local economy. At the time of writing this report, limited information is available on the scale of the workforce during the construction and operation phases, along with little information on the location and type of accommodation which will be provided for the temporary construction workforce. In the absence of any firm information, it is not possible to use the quantitative assessment model to estimate the scale of need for retail floorspace to need the needs arising from the Hinkley Point project, however it is possible that the construction phase of the project will have a positive impact on retail spending in the eastern part of West Somerset. However, due to the proximity of Bridgwater, it is unclear whether the impact will be long-lasting and/or significant enough to require new facilities to be required.

4.20 We have also made a broad assessment of quantitative factors surrounding leisure service uses in the West Somerset and Exmoor area and the following information is relevant:

- The highest proportion of leisure service uses in West Somerset and Exmoor are in Lynton/Lynmouth, Dunster, Porlock and Watchet which is unsurprising given their role as popular tourist destinations. The proportion of leisure service uses in these centres is comparable to similar uses in the main centres in the Lake District National Park. The dominant uses West Somerset and Exmoor centres are hotel/B&B, restaurant and café uses.
- The dominance of restaurant, café and other food and drink uses is also supported by the amount of expenditure on these uses. Data from Experian estimates that around 60% of all leisure expenditure from local residents is spent on these uses, whilst data

32 Dunster is not classified as a rural centre by ENPA, but is included in this study given its important retail and tourism role

from South West Tourism indicates that around £35m is spent by tourists on food and drink during their stay.

- Regarding overall expenditure, it is estimated that per capita expenditure on leisure uses is likely to rise by 7.5% between 2011-2016, by 18% between 2011-2021, by 29% between 2011-2026 and 42% between 2011-2031. Clearly, not all of these increases in expenditure will automatically be directed to existing and new facilities in West Somerset and Exmoor, given that part will be spent on holidays/day trips etc, although the growth in local residents' and tourist expenditure indicates that there is the potential for a growth in this sector over coming years.

Exmoor National Park

4.21 The centres in Exmoor National Park merit further consideration. The larger centres, Dulverton, Dunster33, Lynton / Lynmouth, and Porlock, all have surprisingly strong roles for convenience and comparison shopping for their diminutive sizes. This is a consequence of both visitor spend and also relative isolation, and therefore greater patronage by locals. These two issues reinforce each other as, for example, convenience stores will be bigger and offer a wider range of goods because of the visitor spend 'boost', which also benefits residents. In addition all four centres in the National Park contain a range of relatively high value comparison stores, selling art and crafts, clothing, outdoor gear, and gifts, mainly to visitors. These are complemented by the numerous cafés, restaurants, hotels and B&Bs. Taken as a whole this range of shops and services makes up a significant part of the bedrock of the local economy of these settlements.

4.22 Although there may not be a qualitative case for growth, and their National Park location would preclude this in any case, these centres are far from insignificant. They are remarkably strong for their size, and this is mainly explained by their unusual roles as visitor centres. This has been their past, and will also be their future, and so has to be appreciated and taken into account in future plans.

4.23 Visitor expenditure is forecast to grow, although exactly how it will be distributed is much harder to predict. Visitors are attracted by centres as a whole, as well as the range and quality of shops and services in them, and this is the key to the future vitality of Exmoor's main centres. Growth is not the main issue – maintaining the quality, diversity and vibrancy of the retail and service offer, and the environmental quality of the centres as a whole are better targets. This is an agenda for integrated approaches to management of the centres, and justifies careful impact assessments for any changes or additions to floorspace.

4.24 There are also important connections to the planning and management of the rest of the settlements. To repeat, for such small centres the scale and range of shops and services is exceptional. This is also of great value to residents, and an important contributor to the overall sustainability of the settlements. This sustainability also depends on strong communities and a strong local economy and the necessary new development to support them – mainly affordable housing.

4.25 In addition, in future the mobility which erodes the spend share for local shops in these centres may be curtailed by rising fuel prices and fuel price spikes. The ageing population may also be more inclined to shop locally. However, greater prevalence of delivery may count against local shops. On balance, if these centres have managed to remain as strong as they are till now, their future is likely to be similar or better. This should be encouraged, as it will also support a wide range of other policy ends.

4.26 Planning can only play a small part. It can protect frontages, and support the wider sustainability of settlements through other types of new development. But other interventions, such as subsidising floorspace (rents and rates), hosting markets, public realm improvements, and fostering social enterprise such as shops, local food delivery schemes, producer cooperatives, and selling into services such as catering and accommodation, can all bolster and extend the viability and vitality of centres and their trade.

4.27 Overall, the PPS4 model has little to offer such centres as they are atypical, but this is not to say that there are not other things Local Authorities can do to support their retail and service offer.

4.28 The same is true, to a lesser extent, of the Exmoor villages and some of those in West Somerset. The local shops and services in these villages are doing remarkably well considering the very small size of most of these settlements. Planning can do little to support them, aside from maintaining and enhancing the sustainability of the local communities who support the shops, and supporting the visitor economy as a whole. More targeted and tailored approaches are needed. Keeping these shops in business is critical and business rates relief is a valuable tool here. Social enterprise is another important

[33] Dunster is not classified as a rural centre by ENPA, but is included in this study given its important retail and tourism role

dimension. The village shop and Post Office in Crowcombe is a community enterprise, staffed by volunteers. It is a thriving business, generating profits which are distributed to local good causes. Grants have helped it grow and develop into a much valued local resource.

Draft National Planning Policy Framework

4.29 Looking beyond the advice and recommendations for quantitative need issues and for specific centres across West Somerset and Exmoor in the context of PPS4, it is also useful to explore the potential implications of the draft National Planning Policy Framework ('NPPF'). Under the banner of encouraging sustainable development, and promoting growth, the draft NPPF significantly reduces the amount of national guidance for retailing and town centres (from 33 pages in PPS4, to 2 pages in the draft NPPF). A number of the core principles in PPS4 remain, such as defining a network of centres, allocating sites to meet identified needs and setting policies for the consideration of retail and leisure proposals. The recommendation to define town centre and primary shopping area boundaries also remains, although beyond Minehead (and possibly Williton and Watchet) we see little need for such boundaries across West Somerset and Exmoor given their size and existence of other policies controlling development in these centres.

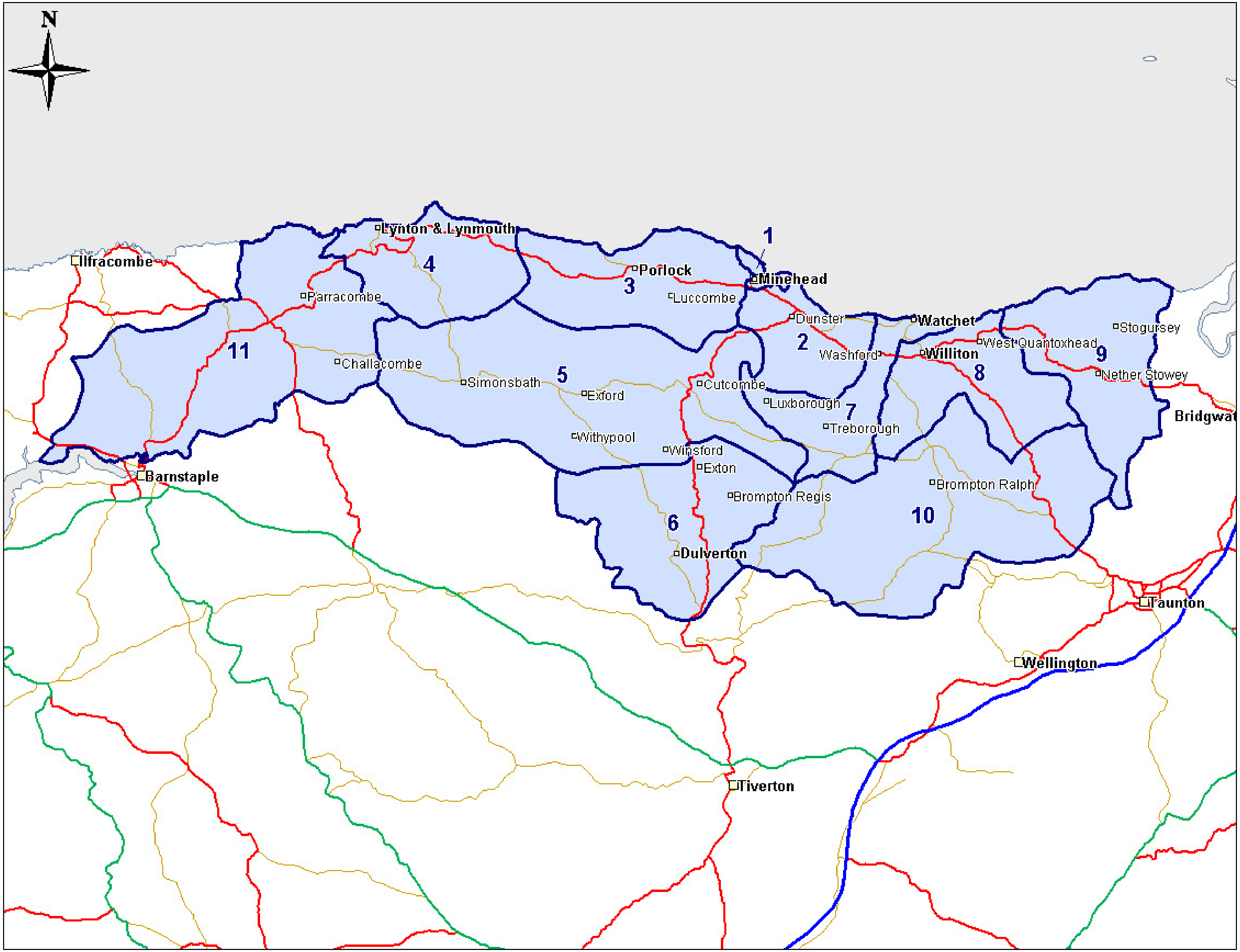
4.30 There are however some changes in the draft NPPF. Whilst the well established tests of impact and the sequential approach to site selection remain, the clear and detailed guidance in policies EC14-17 of PPS4 has been lost. For example, the recommendation that applications should be refused where they give rise to a significant impact or fail the sequential test has been removed. Instead, the draft NPPF indicates that local planning authorities should prefer retail and leisure proposals to be located in town centre locations. In addition, whilst criteria relating to impact on trade, vitality and viability and town centre investment remain, gone is the need to consider whether such impacts are significant. Also, impacts should be assessed over a 10 year period, rather than the current five year timeframe. It should also be noted that office uses have been dropped from the sequential test.

4.31 With regards to the purpose of this quantitative needs study and its applicability to the contents of the draft NPPF, it will be noted that the identification of (and requirement to plan for) a 'need' remains. However, clear guidance in PPS4 that need should be established through assessment of quantitative and qualitative factors is removed. This does not mean that the assessment of quantitative indicators of need for West Somerset and Exmoor in this study has become defunct, merely that local planning authorities are given more flexibility in how they define local needs and requirements. As such, as West Somerset and Exmoor National Park move forwards in the preparation of their development plan documents, the contents of this document will need to considered alongside their findings in relation to qualitative aspects of need, town centre health and other material considerations when defining future needs (and how to plan for them).

4.32 A further key impact of the draft NPPF for West Somerset and Exmoor is the increasing onus on developing local policies to deal with retail and leisure development. Whilst the ability to set local impact policies is already a feature of PPS4, the removal of national development management policies and the imposition of a default minimum 2,500sq m threshold for impact assessment places a greater emphasis on local policies designed to respond to local circumstances. To a certain extent, both authorities, particularly the National Park, already have local policies, although the loosening of national guidance puts further pressure on the need to re-visit existing policies to establish whether they are compatible with the draft NPPF. This should focus upon proposals for new retail and leisure facilities, plus those proposals which affect existing facilities. A clear example of this for West Somerset and Exmoor is, in our opinion, the need to set a much lower threshold for impact assessments for retail and leisure development. Indeed, there is a case in our opinion for all retail and development proposals to require such assessments.

4.33 Whilst other parts of the draft NPPF have the potential to significantly affect plan making and development management across Exmoor and West Somerset, it is important to note that national policy on community facilities and local services remains. Whilst it is less specific than policies EC6 and EC13 in PPS4, paragraph 126 in the draft NPPF retains general guidance regarding applications affecting local shops and services.

Appendix A
Study Area



GVA

Map 1: Study Area & Household Telephone Survey Zones

KEY

Study Area

Survey Zone

Zone	Postal Sectors
1	TA24 5
2	TA24 6
3	TA24 8
4	EX35 6
5	TA24 7
6	TA22 9
7	TA23 0
8	TA4 4
9	TA5 1
10	TA4 2/3
11	EX31 4

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Appendix B

Household Survey Results Tabulations

Q01 In which shop or shopping centre do you do most of your households main food shopping?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Aldi, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Bridgwater	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Asda, Taunton	3.9%	39	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.2%	2	9.0%	9	8.9%	8	0.0%	0	17.8%	18	0.0%	0
Co-op, Alcombe, Minehead	0.7%	7	3.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dulverton	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fore Street, Williton	2.0%	20	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	16.7%	15	0.0%	0	0.0%	0	0.0%	0
Co-op, Liddymore Road, Watchet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swain Street, Watchet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Avenue, Minehead	3.4%	34	14.0%	14	5.0%	5	7.9%	8	0.0%	0	2.9%	2	4.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tiverton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wiveliscombe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Iceland, Barnstaple	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, The Avenue, Minehead	0.8%	8	2.0%	2	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnstaple	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Lidl, Bridgwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	2	0.0%	0	0.0%	0
Lidl, Taunton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Marks & Spencer, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bridgwater	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	30	0.0%	0	0.0%	0
Morrisons, Taunton	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.0%	3	7.9%	8	0.0%	0
Morrisons, Tiverton	2.8%	28	0.0%	0	0.0%	0	1.0%	1	1.3%	1	2.9%	2	26.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Vulcan Road, Minehead	13.9%	140	27.0%	27	23.0%	23	29.7%	30	0.0%	0	21.4%	15	1.1%	1	22.0%	22	23.3%	21	0.0%	0	1.0%	1	0.0%	0
Sainsburys, Barnstaple	2.4%	24	0.0%	0	0.0%	0	0.0%	0	11.3%	9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	14
Sainsburys, Bridgwater	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	35.0%	35	0.0%	0	0.0%	0
Sainsburys, Taunton	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.3%	3	3.0%	3	5.6%	5	3.0%	3	19.8%	20	0.0%	0
Spar, Williton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	2.0%	2	0.0%	0
Tesco, Barnstaple	6.4%	64	0.0%	0	0.0%	0	0.0%	0	35.0%	28	2.9%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.5%	33
Tesco, Seaward Way, Minehead	26.7%	268	48.0%	48	55.0%	55	50.5%	51	13.8%	11	35.7%	25	13.2%	12	46.0%	46	21.1%	19	1.0%	1	0.0%	0	0.0%	0
Tesco, Taunton	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.0%	1	1.1%	1	2.0%	2	31.7%	32	0.0%	0
Tesco, Tiverton	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Barnstaple	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Other stores, Bridgwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Other stores, Brushford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Dulverton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Exford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Lynton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Minehead	1.2%	12	3.0%	3	3.0%	3	2.0%	2	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other stores, Porlock	0.3%	3	0.0%	0	0.0%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, South Molten	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Other stores, Stogumber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Stogursey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other stores, Taunton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.3%	3	0.0%	0	1.0%	1	0.0%	0
Other stores, Tiverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Watchet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Wheddon Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Williton	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Other stores, Winsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Withypool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	4.5%	45	2.0%	2	4.0%	4	3.0%	3	5.0%	4	7.1%	5	5.5%	5	6.0%	6	5.6%	5	4.0%	4	4.0%	4	4.2%	3
Asda, Longforth Road, Wellington	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Costcutter, High Street, Porlock	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lee Road, Lynton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wilder Road, Ilfracombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Lee Road, Lynton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingsley Road, Bideford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other stores, Alcombe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Bideford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other stores, Bishops Lydeard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other stores, Ilfracombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other stores, Nether Stowey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsburys, Alphington Road, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, New Road, South Molton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Exeter Vale Shopping Centre, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Barnstaple Road, Ilfracombe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Tesco, Station Road, Cullompton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Vellator Way, Braunton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Waitrose, High Street, Wellington	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Meanscore: [Always = 5, Normally = 4, Sometimes = 3, Rarely = 2, Never = 1]

Q02 When your household undertakes its main food shopping at (STORE / CENTRE MENTIONED AT Q01), does it also visit OTHER shops, leisure or service outlets on the same shopping trip?
Not answered by those who said 'Internet / home delivery' at Q01

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Always	18.4%	176	5.1%	5	16.7%	16	12.2%	12	22.4%	17	26.2%	17	26.7%	23	17.0%	16	32.9%	28	25.0%	24	9.3%	9	13.2%	9
Normally	20.2%	194	19.4%	19	7.3%	7	20.4%	20	25.0%	19	18.5%	12	20.9%	18	22.3%	21	22.4%	19	20.8%	20	26.8%	26	19.1%	13
Sometimes	22.4%	215	28.6%	28	22.9%	22	18.4%	18	25.0%	19	29.2%	19	18.6%	16	21.3%	20	15.3%	13	19.8%	19	21.6%	21	29.4%	20
Rarely	3.1%	30	2.0%	2	5.2%	5	3.1%	3	2.6%	2	4.6%	3	2.3%	2	6.4%	6	1.2%	1	1.0%	1	3.1%	3	2.9%	2
Never	35.0%	336	44.9%	44	47.9%	46	43.9%	43	25.0%	19	18.5%	12	30.2%	26	33.0%	31	25.9%	22	33.3%	32	39.2%	38	33.8%	23
(Don't know / can't remember)	0.8%	8	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.1%	2	1.2%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.5%	1
Mean:		*2.84*		*2.38*		*2.40*		*2.53*		*3.17*		*3.30*		*3.12*		*2.84*		*3.36*		*3.03*		*2.64*		*2.75*
Base:		959		98		96		98		76		65		86		94		85		96		97		68

Q03 Which town centre, store, or retail / leisure park does your household visit most often when it undertakes this linked trip?
Those who also visit other shops, leisure or service outlets whilst on their main food shopping trip

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Homebase, Barnstaple	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jollyes, Bridgwater Retail Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Barnstaple	11.6%	68	0.0%	0	0.0%	0	0.0%	0	56.4%	31	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	85.7%	36
Bridgwater	9.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	87.3%	55	0.0%	0	0.0%	0
Dulverton	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton	1.7%	10	0.0%	0	0.0%	0	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	41.5%	243	88.5%	46	84.4%	38	94.0%	47	14.5%	8	52.1%	25	21.1%	12	71.9%	41	40.0%	24	1.6%	1	1.8%	1	0.0%	0
Porlock	0.3%	2	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molten	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Stogursey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Taunton	14.0%	82	1.9%	1	2.2%	1	0.0%	0	0.0%	0	6.3%	3	7.0%	4	15.8%	9	25.0%	15	6.3%	4	80.4%	45	0.0%	0
Tiverton	4.3%	25	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.2%	2	38.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	3.9%	23	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	31.7%	19	0.0%	0	0.0%	0	0.0%	0
Withypool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcombe	0.3%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Lydeard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Hankridge Farm Retail Park, Taunton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Marsh Barton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nether Stowey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Wellington	0.7%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Wiveliscombe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
(Don't know / varies)	5.5%	32	9.6%	5	4.4%	2	4.0%	2	0.0%	0	20.8%	10	8.8%	5	0.0%	0	1.7%	1	0.0%	0	3.6%	2	11.9%	5
Base:		585		52		45		50		55		48		57		57		60		63		56		42

Meanscore: [%]

Q04 Thinking about your household's total expenditure on food and groceries (including milk deliveries, newspapers, cigarettes, etc.) about what proportion do you usually spend at (STORE / CENTRE MENTIONED AT Q01)?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
1 - 10%	1.0%	10	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	2.0%	2	1.0%	1	0.0%	0
11 - 20%	0.9%	9	1.0%	1	0.0%	0	0.0%	0	3.8%	3	1.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	2.0%	2	0.0%	0
21 - 30%	2.9%	29	3.0%	3	1.0%	1	1.0%	1	2.5%	2	2.9%	2	5.5%	5	2.0%	2	5.6%	5	3.0%	3	4.0%	4	1.4%	1
31 - 40%	3.1%	31	2.0%	2	3.0%	3	3.0%	3	3.8%	3	2.9%	2	5.5%	5	3.0%	3	2.2%	2	5.0%	5	2.0%	2	1.4%	1
41 - 50%	14.1%	142	11.0%	11	20.0%	20	12.9%	13	26.3%	21	10.0%	7	17.6%	16	17.0%	17	11.1%	10	10.0%	10	9.9%	10	9.9%	7
51 - 60%	7.5%	75	5.0%	5	4.0%	4	8.9%	9	7.5%	6	8.6%	6	5.5%	5	8.0%	8	8.9%	8	8.0%	8	8.9%	9	9.9%	7
61 - 70%	9.1%	91	10.0%	10	8.0%	8	9.9%	10	5.0%	4	10.0%	7	7.7%	7	10.0%	10	10.0%	9	8.0%	8	7.9%	8	14.1%	10
71 - 80%	22.5%	226	29.0%	29	26.0%	26	27.7%	28	16.3%	13	17.1%	12	11.0%	10	26.0%	26	23.3%	21	22.0%	22	21.8%	22	23.9%	17
81 - 90%	12.3%	123	15.0%	15	7.0%	7	16.8%	17	15.0%	12	10.0%	7	13.2%	12	9.0%	9	11.1%	10	13.0%	13	14.9%	15	8.5%	6
91 - 100%	15.2%	153	17.0%	17	19.0%	19	9.9%	10	11.3%	9	15.7%	11	13.2%	12	16.0%	16	12.2%	11	17.0%	17	13.9%	14	23.9%	17
(Don't know / varies)	11.2%	112	7.0%	7	9.0%	9	7.9%	8	7.5%	6	21.4%	15	19.8%	18	9.0%	9	13.3%	12	10.0%	10	12.9%	13	7.0%	5
(Refused)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Mean:		*67.9*		*71.5*		*67.4*		*68.4*		*62.8*		*68.6*		*63.9*		*68.6*		*66.2*		*68.0*		*68.1*		*72.9*
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q05 Where do you do most of your household's shopping for small scale 'top-up' food shopping ?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Aldi, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Bridgwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Asda, Taunton	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Alcombe, Minehead	3.3%	33	6.0%	6	19.0%	19	5.0%	5	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barnstaple	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9
Co-op, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Dulverton	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	44.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fore Street, Williton	5.8%	58	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.0%	11	50.0%	45	0.0%	0	1.0%	1	0.0%	0
Co-op, Liddymore Road, Watchet	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swain Street, Watchet	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, The Avenue, Minehead	4.1%	41	21.0%	21	3.0%	3	15.8%	16	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wiveliscombe	2.7%	27	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	24.8%	25	0.0%	0
Iceland, Barnstaple	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Iceland, The Avenue, Minehead	1.7%	17	10.0%	10	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridgwater	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Barnstaple	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Morrisons, Bridgwater	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1	0.0%	0
Morrisons, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Morrisons, Tiverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Vulcan Road, Minehead	4.0%	40	8.0%	8	10.0%	10	6.9%	7	1.3%	1	8.6%	6	0.0%	0	5.0%	5	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Barnstaple	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Sainsburys, Bridgwater	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Sainsburys, Taunton	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Alcombe	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Minehead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Watchet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Williton	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%	0	0.0%	0	0.0%	0
Tesco, Barnstaple	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Tesco, Seaward Way, Minehead	5.6%	56	10.0%	10	20.0%	20	9.9%	10	1.3%	1	7.1%	5	1.1%	1	7.0%	7	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Taunton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	0.0%	0
Tesco, Tiverton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Barnstaple	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Other stores, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other stores, Brompton Regis	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Brushford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Other stores, Challacombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other stores, Crowcombe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Other stores, Cutcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other stores, Dulverton	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	22.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Exford	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Luccombe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Lynmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Lynton	1.9%	19	0.0%	0	0.0%	0	0.0%	0	21.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other stores, Minehead	5.7%	57	25.0%	25	14.0%	14	11.9%	12	0.0%	0	2.9%	2	0.0%	0	3.0%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Parracombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other stores, Porlock	2.0%	20	0.0%	0	0.0%	0	18.8%	19	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Roadwater	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, South Molten	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other stores, Stogumber	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other stores, Stogursey	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0
Other stores, Taunton	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Other stores, Washford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Watchet	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Wheddon Cross	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Williton	2.0%	20	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	11.1%	10	1.0%	1	1.0%	1	0.0%	0
Other stores, Winsford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Withypool	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Wootton Courtenay	0.5%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	0.6%	6	0.0%	0	1.0%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Co-op, Church Street, Bishops Lydeard	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	23.8%	24	0.0%	0
Co-op, Exeter Road, Braunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op, Market Street, Okehampton	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Porlock	0.4%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lee Road, Lynton	3.5%	35	0.0%	0	0.0%	0	0.0%	0	43.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Lee Road, Lynton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, The Garage, Wheddon Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Porlock	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Alcombe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Bampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other stores, Bicknoller	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Bishops Lydeard	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.9%	12	0.0%	0
Other stores, Blackmoor Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Other stores, Bratton Fleming	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	14
Other stores, Chivenor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other stores, Kentisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Other stores, Kilve	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other stores, Nether Stowey	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	37	0.0%	0	0.0%	0
Other stores, Old Cleeve	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, South Malton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Spaxton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Other stores, Torre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, West Quantoxhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Wiveliscombe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.0%	4	0.0%	0
Spar, West Street, Wiveliscombe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco, New Barnstaple Road, Ilfracombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco, Vellator Way, Braunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Waitrose, High Street, Wellington	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
(Don't know / varies)	2.2%	22	6.0%	6	4.0%	4	1.0%	1	1.3%	1	4.3%	3	0.0%	0	2.0%	2	2.2%	2	2.0%	2	1.0%	1	0.0%	0
(Don't do this type of shopping)	13.6%	137	12.0%	12	12.0%	12	11.9%	12	12.5%	10	21.4%	15	12.1%	11	10.0%	10	13.3%	12	18.0%	18	12.9%	13	16.9%	12
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q06 In which town centre, freestanding store, supermarket, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Barbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Barnstaple	13.2%	133	1.0%	1	3.0%	3	1.0%	1	67.5%	54	12.9%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.1%	64
Bridgetown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bridgwater	1.8%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	14.0%	14	2.0%	2	0.0%	0
Dulverton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	1.4%	14	1.0%	1	0.0%	0	3.0%	3	0.0%	0	2.9%	2	5.5%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.4%	1
Exford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	8.1%	81	13.0%	13	23.0%	23	14.9%	15	0.0%	0	10.0%	7	6.6%	6	9.0%	9	8.9%	8	0.0%	0	0.0%	0	0.0%	0
Porlock	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molten	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Taunton	49.5%	497	61.0%	61	52.0%	52	57.4%	58	6.3%	5	32.9%	23	41.8%	38	68.0%	68	74.4%	67	53.0%	53	71.3%	72	0.0%	0
Tiverton	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	16.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	6.0%	60	4.0%	4	4.0%	4	5.0%	5	10.0%	8	11.4%	8	12.1%	11	4.0%	4	2.2%	2	10.0%	10	4.0%	4	0.0%	0
Internet / online	6.6%	66	10.0%	10	8.0%	8	7.9%	8	3.8%	3	10.0%	7	2.2%	2	10.0%	10	5.6%	5	3.0%	3	7.9%	8	2.8%	2
Abroad	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
BHS, Green Lanes Shopping Centre, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bideford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.2%	12	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	1.1%	1	3.0%	3	3.0%	3	0.0%	0
Burnham On Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Camberley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village, Farm Road, Street	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway Shopping Centre, Bristol	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Glastonbury	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Quays Designer Outlet, Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston Upon Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London	1.1%	11	0.0%	0	1.0%	1	0.0%	0	1.3%	1	2.9%	2	1.1%	1	3.0%	3	1.1%	1	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, East Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Barnstaple	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Bindon Road, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston, Lancashire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Primark, High Street, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priory Fields Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Street	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	4	2.0%	2	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wiveliscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t know / varies)	1.8%	18	3.0%	3	4.0%	4	1.0%	1	0.0%	0	4.3%	3	1.1%	1	1.0%	1	2.2%	2	1.0%	1	0.0%	0	2.8%	2
(Don't buy these items)	2.5%	25	1.0%	1	3.0%	3	4.0%	4	2.5%	2	1.4%	1	5.5%	5	3.0%	3	2.2%	2	2.0%	2	2.0%	2	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q07 In which town centre, freestanding store, supermarket, or retail park do you do most of your households shopping for furniture, floor coverings and household textiles ?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
B&Q, Barnstaple Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridgwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Carpetright, Bridgwater Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Carpetright, Priory Fields Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, St Johns Retail Park, Taunton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	1.0%	1	1.0%	1	0.0%	0
Dreams, St Johns, Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dunelm Mill, Priory Fields Retail Park, Taunton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	2.0%	2	2.0%	2	0.0%	0
Harveys, Priory Fields Retail Park, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense, Priory Fields Retail Park, Taunton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Barnstaple	9.8%	98	0.0%	0	1.0%	1	0.0%	0	48.8%	39	8.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.8%	51
Bridgwater	2.4%	24	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	22.0%	22	0.0%	0	0.0%	0
Carhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Crowcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Dulverton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	5.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.6%	4
Minehead	15.6%	157	43.0%	43	22.0%	22	39.6%	40	2.5%	2	20.0%	14	4.4%	4	15.0%	15	16.7%	15	2.0%	2	0.0%	0	0.0%	0
Porlock	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molten	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Taunton	34.4%	345	28.0%	28	41.0%	41	37.6%	38	1.3%	1	24.3%	17	34.1%	31	59.0%	59	44.4%	40	27.0%	27	61.4%	62	1.4%	1
Timberscombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiverton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.8%	8	0.0%	0	3.0%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1
Internet / online	7.7%	77	6.0%	6	11.0%	11	3.0%	3	11.3%	9	12.9%	9	6.6%	6	6.0%	6	10.0%	9	6.0%	6	7.9%	8	5.6%	4
Alcombe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hankridge Farm Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bideford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.0%	10	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	2.8%	2
Burnham On Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

West Somerset & Exmoor Household Survey for GVA

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cribbs Causeway Shopping Centre, Bristol	0.6%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Currys, Hankridge Farm Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hankridge Farm Retail Park, Taunton	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ikea, Eastgate Centre, Bristol	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Cribbs Causeway, Bristol	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1
Priory Fields Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Richmond Upon Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
St Johns Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wellington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Quantoxhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wiveliscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t know / varies)	4.0%	40	6.0%	6	4.0%	4	4.0%	4	2.5%	2	1.4%	1	7.7%	7	4.0%	4	2.2%	2	3.0%	3	5.0%	5	2.8%	2
(Don't buy these items)	14.7%	148	11.0%	11	14.0%	14	10.9%	11	23.8%	19	24.3%	17	20.9%	19	8.0%	8	13.3%	12	22.0%	22	12.9%	13	2.8%	2
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q08 In which town centre, freestanding store, supermarket, or retail park do you do most of your households shopping for DIY and decorating goods ?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
B&Q, Barnstaple Retail Park	4.2%	42	0.0%	0	0.0%	0	1.0%	1	22.5%	18	2.9%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	20
B&Q, Bridgwater	6.5%	65	1.0%	1	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7	6.7%	6	43.0%	43	2.0%	2	0.0%	0
Focus, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Barnstaple	2.4%	24	0.0%	0	0.0%	0	0.0%	0	21.3%	17	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	6
Homesense, Priory Fields Retail Park, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Barnstaple	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Wickes, Bridgwater Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Wickes, Priory Fields Retail Park, Taunton	2.8%	28	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.4%	1	2.2%	2	6.0%	6	7.8%	7	1.0%	1	6.9%	7	0.0%	0
Barnstaple	6.3%	63	0.0%	0	0.0%	0	1.0%	1	23.8%	19	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.9%	39
Bridgwater	3.1%	31	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	25.0%	25	0.0%	0	0.0%	0
Brushford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulverton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Minehead	12.9%	130	32.0%	32	34.0%	34	34.7%	35	1.3%	1	15.7%	11	3.3%	3	12.0%	12	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Porlock	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molten	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Taunton	29.7%	298	41.0%	41	35.0%	35	38.6%	39	0.0%	0	27.1%	19	20.9%	19	48.0%	48	37.8%	34	7.0%	7	55.4%	56	0.0%	0
Tiverton	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	46.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Williton	2.3%	23	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.0%	4	14.4%	13	2.0%	2	0.0%	0	0.0%	0
Wootton Courtenay	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online	1.3%	13	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.4%	4	0.0%	0	2.0%	2	0.0%	0
B&Q, Hankridge Farm Retail Park, Taunton	3.2%	32	4.0%	4	1.0%	1	2.0%	2	0.0%	0	4.3%	3	0.0%	0	6.0%	6	6.7%	6	1.0%	1	8.9%	9	0.0%	0
Barnstaple Retail Park, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford-on-Tone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Focus, Wylds Road, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hankridge Farm Retail Park, Taunton	0.6%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Homebase, Hankridge Farm Retail Park, Taunton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Jewsons, Mart Road, Minehead	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mart Road Industrial Estate, Mart Road, Minehead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nether Stowey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Pathfield Industrial Estate, South Molton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Priory Fields Retail Park, Taunton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Bristol Road, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Travis Perkins, Mart Road, Minehead	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Quantoxhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wiveliscombe	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.9%	8	0.0%	0
(Don’t know / varies)	1.5%	15	3.0%	3	3.0%	3	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.3%	3	3.0%	3	1.0%	1	0.0%	0
(Don't buy these items)	10.7%	107	15.0%	15	13.0%	13	8.9%	9	13.8%	11	20.0%	14	13.2%	12	10.0%	10	10.0%	9	11.0%	11	3.0%	3	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q09 In which town centre, freestanding store, supermarket, or retail park do you do most of your households shopping for domestic appliances such as washing machines fridges, cookers and kettles?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Argos, Bridgwater Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Comet, Bridgwater Retail Park	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	1.4%	1
Currys, Bridgwater Retail Park	1.5%	15	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0
Dunelm Mill, Priory Fields Retail Park, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Homebase, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Barnstaple	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Priory Fields Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	8.7%	87	0.0%	0	0.0%	0	1.0%	1	40.0%	32	8.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.2%	47
Bridgwater	4.2%	42	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	2	36.0%	36	1.0%	1	0.0%	0
Brompton Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulverton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	17.7%	178	35.0%	35	34.0%	34	37.6%	38	3.8%	3	28.6%	20	12.1%	11	18.0%	18	18.9%	17	1.0%	1	1.0%	1	0.0%	0
South Molten	1.0%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.0%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Taunton	27.9%	280	27.0%	27	32.0%	32	29.7%	30	0.0%	0	21.4%	15	34.1%	31	45.0%	45	36.7%	33	6.0%	6	60.4%	61	0.0%	0
Tiverton	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Watchet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Williton	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / online	20.8%	209	23.0%	23	23.0%	23	22.8%	23	20.0%	16	17.1%	12	19.8%	18	23.0%	23	25.6%	23	18.0%	18	10.9%	11	26.8%	19
Alcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, East Street, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Barnstaple	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashcott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Barnstaple Retail Park, Barnstaple	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bridgwater Retail Park, Bridgwater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bristol	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Hankridge Farm Retail Park, Taunton	0.9%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	2	1.1%	1	1.0%	1	2.0%	2	0.0%	0
Comet, Roundswell Retail Park, Barnstaple	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Costco, Saint Brendans Way, Avonmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cribbs Causeway Shopping Centre, Bristol	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Currys, Hankridge Farm Retail Park, Taunton	2.0%	20	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	1.1%	1	3.0%	3	5.6%	5	1.0%	1	7.9%	8	0.0%	0
Currys, Roundswell Retail Park, Barnstaple	1.3%	13	0.0%	0	0.0%	0	0.0%	0	15.0%	12	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hankridge Farm Retail Park, Taunton	1.1%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	7.9%	8	0.0%	0
Ikea, Eastgate Centre, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Cribbs Causeway, Bristol	0.4%	4	1.0%	1	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Priory Fields Retail Park, Taunton	0.5%	5	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Roundswell Retail Park, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
St Johns Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiveliscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don’t know / varies)	1.2%	12	2.0%	2	2.0%	2	0.0%	0	0.0%	0	4.3%	3	2.2%	2	0.0%	0	1.1%	1	2.0%	2	0.0%	0	0.0%	0
(Don't buy these items)	3.6%	36	3.0%	3	4.0%	4	3.0%	3	7.5%	6	2.9%	2	5.5%	5	3.0%	3	3.3%	3	4.0%	4	3.0%	3	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q10 In which town centre, freestanding store, supermarket, or retail park do you do most of your households shopping for TV, Hi Fi, Radio, Photographic and Computer equipment?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Argos, Bridgwater Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Bridgwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Bridgwater Retail Park	1.3%	13	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	1.4%	1
Currys, Bridgwater Retail Park	1.6%	16	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	12	0.0%	0	0.0%	0
Homesense, Priory Fields Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
PC World, Barnstaple Retail Park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Barnstaple	8.8%	88	0.0%	0	0.0%	0	2.0%	2	40.0%	32	10.0%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.8%	46
Bridgwater	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	34.0%	34	0.0%	0	0.0%	0
Dulverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Minehead	17.1%	172	37.0%	37	30.0%	30	31.7%	32	5.0%	4	31.4%	22	11.0%	10	18.0%	18	18.9%	17	1.0%	1	1.0%	1	0.0%	0
South Molten	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Taunton	28.0%	281	25.0%	25	38.0%	38	28.7%	29	0.0%	0	20.0%	14	37.4%	34	46.0%	46	34.4%	31	4.0%	4	59.4%	60	0.0%	0
Tiverton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Catalogue / mail order	0.7%	7	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / online	21.8%	219	22.0%	22	17.0%	17	25.7%	26	25.0%	20	24.3%	17	17.6%	16	29.0%	29	24.4%	22	18.0%	18	14.9%	15	23.9%	17
Argos, East Street, Taunton	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, High Street, Barnstaple	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Parade, Minehead	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple Retail Park, Barnstaple	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bridgwater Retail Park, Bridgwater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bristol	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Combe Marton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Hankridge Farm Retail Park, Taunton	0.9%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.1%	1	1.0%	1	3.0%	3	0.0%	0
Comet, Roundswell Retail Park, Barnstaple	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway Shopping Centre, Bristol	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Currys, Hankridge Farm Retail Park, Taunton	1.4%	14	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	3.0%	3	5.9%	6	0.0%	0
Currys, Roundswell Retail Park, Barnstaple	0.9%	9	0.0%	0	0.0%	0	0.0%	0	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Hankridge Farm Retail Park, Taunton	1.2%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1	7.9%	8	0.0%	0
John Lewis, Cribbs Causeway, Bristol	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Taunton Retail Park, Taunton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Priory Fields Retail Park, Taunton	0.4%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Roundswell Retail Park, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Weston Super Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don’t know / varies)	1.7%	17	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	6.7%	6	3.0%	3	0.0%	0	1.4%	1
(Don't buy these items)	4.8%	48	3.0%	3	6.0%	6	4.0%	4	3.8%	3	4.3%	3	13.2%	12	3.0%	3	3.3%	3	5.0%	5	5.0%	5	1.4%	1
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q11 In which town centre, freestanding store, supermarket or retail park do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Dunelm Mill, Priory Fields Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Barnstaple	9.2%	92	1.0%	1	0.0%	0	0.0%	0	42.5%	34	5.7%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.8%	51
Bridgwater	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	38	1.0%	1	0.0%	0
Dulverton	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	14.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.8%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Lynton	1.9%	19	0.0%	0	0.0%	0	0.0%	0	23.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	17.0%	171	40.0%	40	34.0%	34	33.7%	34	1.3%	1	27.1%	19	1.1%	1	24.0%	24	17.8%	16	2.0%	2	0.0%	0	0.0%	0
Porlock	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molten	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	26.1%	262	26.0%	26	32.0%	32	26.7%	27	0.0%	0	12.9%	9	18.7%	17	42.0%	42	27.8%	25	21.0%	21	62.4%	63	0.0%	0
Tiverton	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	1.6%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	14.4%	13	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	1.2%	12	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.4%	1	2.2%	2	1.0%	1	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Internet / online	13.7%	138	16.0%	16	11.0%	11	9.9%	10	15.0%	12	18.6%	13	7.7%	7	16.0%	16	15.6%	14	11.0%	11	17.8%	18	14.1%	10
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Alcombe	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche, High Street, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, High Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Boots, The Parade, Minehead	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.7%	7	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.4%	1
Clarks Village, Farm Road, Street	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cribbs Causeway Shopping Centre, Bristol	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	2	1.1%	1	2.0%	2	0.0%	0	1.4%	1
Nether Stowey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunderland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superdrug, The Parade, Minehead	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brunel Way, Minehead	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiveliscombe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Don’t know / varies)	3.9%	39	5.0%	5	7.0%	7	3.0%	3	1.3%	1	1.4%	1	4.4%	4	4.0%	4	7.8%	7	6.0%	6	1.0%	1	0.0%	0
(Don't buy these items)	12.7%	128	8.0%	8	10.0%	10	17.8%	18	11.3%	9	20.0%	14	23.1%	21	6.0%	6	14.4%	13	14.0%	14	8.9%	9	8.5%	6

	Total	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4
Base:	1004	100	100	101	80	70	91	100	90	100	101	71

Q12 In which town centre, freestanding store, supermarket or retail park do you do most of your households shopping on recreational goods including bicycles, games, toys, sports and camping equipment?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Argos, Bridgwater Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Barnstaple	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Halfords, The Clink Retail Park, Bridgwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Barnstaple	6.5%	65	0.0%	0	0.0%	0	0.0%	0	22.5%	18	5.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.2%	42
Bridgwater	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0
Brushford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulverton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Minehead	7.5%	75	22.0%	22	20.0%	20	15.8%	16	1.3%	1	2.9%	2	2.2%	2	8.0%	8	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Porlock	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molten	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stogursey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Taunton	23.4%	235	23.0%	23	20.0%	20	22.8%	23	0.0%	0	11.4%	8	20.9%	19	38.0%	38	35.6%	32	20.0%	20	50.5%	51	1.4%	1
Tiverton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.6%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Internet / online	14.8%	149	15.0%	15	14.0%	14	15.8%	16	21.3%	17	20.0%	14	4.4%	4	15.0%	15	17.8%	16	12.0%	12	12.9%	13	18.3%	13
Alcombe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, East Street, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Argos, High Street, Barnstaple	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cribbs Causeway Shopping Centre, Bristol	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Go Outdoors, Tramway Road, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Halfords, Hankridge Farm Retail Park, Taunton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hankridge Farm Retail Park, Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Highbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunderland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Bishops Court, Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolacombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
(Don’t know / varies)	2.4%	24	3.0%	3	3.0%	3	3.0%	3	1.3%	1	1.4%	1	0.0%	0	3.0%	3	4.4%	4	1.0%	1	3.0%	3	2.8%	2
(Don't buy these items)	37.6%	377	36.0%	36	39.0%	39	40.6%	41	48.8%	39	52.9%	37	56.0%	51	31.0%	31	34.4%	31	38.0%	38	24.8%	25	12.7%	9
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q13 Which one town or village do you visit most often?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Barbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	11.1%	111	0.0%	0	0.0%	0	1.0%	1	52.5%	42	2.9%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.1%	64
Bridgwater	7.6%	76	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	2	68.0%	68	1.0%	1	0.0%	0
Brompton Regis	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Challacombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowcombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Dulverton	5.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	54.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunster	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Exford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luccombe	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton	2.2%	22	0.0%	0	0.0%	0	0.0%	0	26.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Minehead	32.4%	325	70.0%	70	72.0%	72	65.3%	66	7.5%	6	50.0%	35	11.0%	10	41.0%	41	26.7%	24	0.0%	0	1.0%	1	0.0%	0
Porlock	2.2%	22	1.0%	1	1.0%	1	15.8%	16	3.8%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadwater	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stogursey	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Taunton	22.1%	222	24.0%	24	20.0%	20	10.9%	11	0.0%	0	10.0%	7	8.8%	8	41.0%	41	21.1%	19	11.0%	11	80.2%	81	0.0%	0
Timberscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiverton	1.4%	14	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	2	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheddon Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Williton	5.4%	54	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	45.6%	41	1.0%	1	1.0%	1	0.0%	0
Winsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withypool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Courtenay	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcombe	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicknoller	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bishops Lydeard	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Bratton Fleming	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Brushford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilfracombe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Nether Stowey	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	0.0%	0
South Molton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Street	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wiveliscombe	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	9.9%	10	0.0%	0
(Don't know / varies)	0.9%	9	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Q14 How often do you visit (CENTRE MENTIONED AT Q13)?

Not answered by those who said 'Don't know / varies' at Q13

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Every day	23.3%	232	44.4%	44	20.2%	20	33.7%	34	16.3%	13	17.1%	12	28.2%	24	10.0%	10	27.8%	25	20.0%	20	15.0%	15	21.1%	15
Three times a week	16.8%	167	22.2%	22	13.1%	13	22.8%	23	11.3%	9	15.7%	11	22.4%	19	14.0%	14	15.6%	14	15.0%	15	15.0%	15	16.9%	12
Twice a week	13.4%	133	4.0%	4	18.2%	18	9.9%	10	13.8%	11	10.0%	7	7.1%	6	17.0%	17	16.7%	15	21.0%	21	14.0%	14	14.1%	10
Once a week	26.3%	262	8.1%	8	23.2%	23	15.8%	16	28.8%	23	35.7%	25	21.2%	18	36.0%	36	27.8%	25	33.0%	33	35.0%	35	28.2%	20
Once a fortnight	10.5%	104	7.1%	7	15.2%	15	7.9%	8	18.8%	15	10.0%	7	12.9%	11	11.0%	11	4.4%	4	8.0%	8	8.0%	8	14.1%	10
Once a month	7.0%	70	11.1%	11	6.1%	6	5.9%	6	3.8%	3	5.7%	4	8.2%	7	9.0%	9	5.6%	5	3.0%	3	12.0%	12	5.6%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four to five times a week	1.2%	12	1.0%	1	1.0%	1	1.0%	1	5.0%	4	1.4%	1	0.0%	0	2.0%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Once every two to three months	1.3%	13	2.0%	2	3.0%	3	2.0%	2	2.5%	2	4.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a year	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		995		99		99		101		80		70		85		100		90		100		100		71

Q15 What are the main reasons why you visit (CENTRE MENTIONED AT Q13) most often?

Not answered by those who said 'Don't know / varies' at Q13

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Attractive environment / nice place to visit	3.4%	34	9.1%	9	2.0%	2	3.0%	3	3.8%	3	1.4%	1	5.9%	5	1.0%	1	8.9%	8	0.0%	0	2.0%	2	0.0%	0
Close to friends / relatives	8.8%	88	9.1%	9	7.1%	7	9.9%	10	10.0%	8	7.1%	5	15.3%	13	7.0%	7	10.0%	9	5.0%	5	2.0%	2	18.3%	13
Close to home / live here	35.6%	354	49.5%	49	42.4%	42	34.7%	35	38.8%	31	41.4%	29	21.2%	18	27.0%	27	32.2%	29	40.0%	40	30.0%	30	33.8%	24
Close to work	12.6%	125	13.1%	13	10.1%	10	12.9%	13	7.5%	6	12.9%	9	10.6%	9	11.0%	11	12.2%	11	10.0%	10	17.0%	17	22.5%	16
Competitive prices	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	3.3%	3	1.0%	1	0.0%	0	0.0%	0
Easy parking	0.8%	8	1.0%	1	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	1	0.0%	0	0.0%	0
Good public transport	0.8%	8	1.0%	1	1.0%	1	0.0%	0	3.8%	3	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good range of shops / shops that I like	43.8%	436	37.4%	37	39.4%	39	40.6%	41	37.5%	30	30.0%	21	60.0%	51	52.0%	52	45.6%	41	35.0%	35	53.0%	53	50.7%	36
Recommended to me	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a particular shop / service	1.8%	18	1.0%	1	3.0%	3	0.0%	0	1.3%	1	4.3%	3	2.4%	2	0.0%	0	3.3%	3	1.0%	1	0.0%	0	5.6%	4
Traffic free pedestrian area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting as a tourist	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	15	1.0%	1	3.0%	3	2.0%	2	1.3%	1	1.4%	1	1.2%	1	1.0%	1	2.2%	2	2.0%	2	1.0%	1	0.0%	0
Business meeting	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Do sporting activities	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Easy to get to	0.7%	7	0.0%	0	0.0%	0	2.0%	2	1.3%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Familiar with the area	0.6%	6	1.0%	1	1.0%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Get petrol	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.9%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Leisure activity	2.3%	23	0.0%	0	2.0%	2	0.0%	0	2.5%	2	0.0%	0	2.4%	2	9.0%	9	1.1%	1	1.0%	1	2.0%	2	5.6%	4
Near to school / on school run	1.9%	19	2.0%	2	2.0%	2	1.0%	1	0.0%	0	7.1%	5	2.4%	2	0.0%	0	3.3%	3	2.0%	2	1.0%	1	1.4%	1
Support local shops	1.3%	13	4.0%	4	1.0%	1	1.0%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0	2.2%	2	1.0%	1	2.0%	2	0.0%	0
Visit Asda	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Visit bank / post office	7.1%	71	4.0%	4	11.1%	11	9.9%	10	7.5%	6	8.6%	6	5.9%	5	1.0%	1	7.8%	7	7.0%	7	10.0%	10	5.6%	4
Visit butchers	0.6%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	2.4%	2	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Visit cafe	0.7%	7	2.0%	2	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit chemists	0.4%	4	0.0%	0	1.0%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Visit church	0.7%	7	0.0%	0	1.0%	1	1.0%	1	1.3%	1	1.4%	1	2.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cinema	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Visit Co-op	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.0%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Visit doctors / dentists / hospital	2.6%	26	0.0%	0	2.0%	2	0.0%	0	3.8%	3	4.3%	3	2.4%	2	3.0%	3	5.6%	5	3.0%	3	1.0%	1	5.6%	4
Visit farmers market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Visit garden centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit greengrocers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Visit gym / health centre	1.0%	10	1.0%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.2%	1	1.0%	1	0.0%	0	2.0%	2	2.0%	2	1.4%	1
Visit hairdressers	0.8%	8	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.9%	2	1.2%	1	0.0%	0	2.2%	2	1.0%	1	0.0%	0	0.0%	0
Visit hardware store	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit health food store	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Visit library	1.0%	10	1.0%	1	2.0%	2	1.0%	1	1.3%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.8%	2
Visit Morrisons	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	3.0%	3	1.1%	1	3.0%	3	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Visit pub	0.8%	8	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Visit Sainbury's	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Visit Tesco	2.4%	24	1.0%	1	0.0%	0	1.0%	1	10.0%	8	7.1%	5	1.2%	1	6.0%	6	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Visit village store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	0.9%	9	1.0%	1	2.0%	2	1.0%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.4%	1
Base:		995		99		99		101		80		70		85		100		90		100		100		71

Q16A Does (CENTRE MENTIONED IN Q13) meet all of your everyday shopping needs? For example, can you buy your basic food/convenience goods such as bread, milk, newspapers and other day-to-day groceries there?

Not answered by those who said 'Don't know / varies' at Q13

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Yes	92.7%	922	89.9%	89	89.9%	89	95.1%	96	87.5%	70	87.1%	61	94.1%	80	93.0%	93	95.6%	86	95.0%	95	94.0%	94	97.2%	69
No	6.8%	68	9.1%	9	10.1%	10	4.0%	4	10.0%	8	12.9%	9	5.9%	5	6.0%	6	4.4%	4	5.0%	5	6.0%	6	2.8%	2
Don't know	0.5%	5	1.0%	1	0.0%	0	1.0%	1	2.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		995		99		99		101		80		70		85		100		90		100		100		71

Q16B Which of your everyday shopping needs cannot be met in (CENTRE MENTIONED AT Q13)?

Only answered by those who stated that the town or village they visit most often does not meet their everyday shopping needs at Q16A

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
More food / convenience stores	20.6%	14	11.1%	1	10.0%	1	25.0%	1	37.5%	3	11.1%	1	80.0%	4	16.7%	1	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Butchers	11.8%	8	0.0%	0	0.0%	0	0.0%	0	37.5%	3	22.2%	2	0.0%	0	33.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Clothes shop	11.8%	8	11.1%	1	30.0%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	20.0%	1	0.0%	0	50.0%	1
Hardware store	11.8%	8	11.1%	1	20.0%	2	25.0%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	50.0%	1
Department store	10.3%	7	11.1%	1	30.0%	3	25.0%	1	0.0%	0	11.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bakers	8.8%	6	0.0%	0	20.0%	2	0.0%	0	25.0%	2	0.0%	0	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low price stores	8.8%	6	11.1%	1	10.0%	1	0.0%	0	25.0%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Greengrocers	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	16.7%	1	25.0%	1	20.0%	1	0.0%	0	0.0%	0
Electrical store	7.4%	5	11.1%	1	10.0%	1	25.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Large supermarket	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	25.0%	1	20.0%	1	0.0%	0	0.0%	0
Bank / post office	2.9%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shop	2.9%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Dry Cleaners	1.5%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	14.7%	10	55.6%	5	10.0%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	33.3%	2	0.0%	0
Base:		68		9		10		4		8		9		5		6		4		5		6		2

Q16C Where else do you go to meet your everyday shopping needs?

Not answered by those who said 'Don't know / varies' at Q13

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Barbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Barnstaple	3.7%	37	3.0%	3	0.0%	0	3.0%	3	17.5%	14	8.6%	6	3.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	9.9%	7
Bridgwater	3.5%	35	2.0%	2	3.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	7.8%	7	10.0%	10	5.0%	5	0.0%	0
Brompton Regis	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brushford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowcombe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Dulverton	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	15.3%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunster	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	3.0%	30	4.0%	4	1.0%	1	1.0%	1	2.5%	2	2.9%	2	1.2%	1	1.0%	1	2.2%	2	0.0%	0	10.0%	10	8.5%	6
Exford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luccombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lynton	2.6%	26	0.0%	0	0.0%	0	0.0%	0	28.8%	23	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Minehead	14.5%	144	13.1%	13	19.2%	19	18.8%	19	22.5%	18	5.7%	4	14.1%	12	19.0%	19	38.9%	35	1.0%	1	4.0%	4	0.0%	0
Porlock	1.6%	16	0.0%	0	0.0%	0	14.9%	15	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stogumber	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Stogursey	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Taunton	13.6%	135	20.2%	20	29.3%	29	9.9%	10	2.5%	2	12.9%	9	12.9%	11	15.0%	15	16.7%	15	16.0%	16	6.0%	6	2.8%	2
Tiverton	3.0%	30	1.0%	1	1.0%	1	0.0%	0	0.0%	0	4.3%	3	25.9%	22	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.4%	1
Watchet	2.0%	20	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	17.0%	17	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Wheddon Cross	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Williton	4.9%	49	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	17.0%	17	24.4%	22	4.0%	4	1.0%	1	0.0%	0
Winsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withypool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wootton Courtenay	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcombe	0.4%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bideford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Bishops Lydeard	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.0%	0
Bratton Fleming	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9
Bristol	1.0%	10	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	2	3.0%	3	1.4%	1
Brushford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ilfracombe	0.8%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lynton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nether Stowey	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0
Oakhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Plymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Molton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4
Spaxton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Street	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wellington	1.2%	12	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Weston Super Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wiveliscombe	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.0%	8	0.0%	0
(Don't know)	0.6%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1
(Nowhere else)	39.8%	396	62.6%	62	38.4%	38	47.5%	48	26.3%	21	31.4%	22	35.3%	30	33.0%	33	23.3%	21	37.0%	37	49.0%	49	49.3%	35
Base:		995		99		99		101		80		70		85		100		90		100		100		71

Q17A What do you like most about (CENTRE MENTIONED AT Q13)?

Not answered by those who said 'Don't know / varies' at Q13

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Near home / convenient	34.0%	338	23.2%	23	36.4%	36	20.8%	21	23.8%	19	34.3%	24	22.4%	19	36.0%	36	36.7%	33	38.0%	38	46.0%	46	60.6%	43
Environment / atmosphere of centre	28.0%	279	39.4%	39	35.4%	35	46.5%	47	31.3%	25	28.6%	20	29.4%	25	21.0%	21	28.9%	26	15.0%	15	13.0%	13	18.3%	13
Selection / choice multiple shops	17.7%	176	18.2%	18	19.2%	19	9.9%	10	12.5%	10	10.0%	7	12.9%	11	31.0%	31	22.2%	20	13.0%	13	22.0%	22	21.1%	15
Selection / choice of independent shops	14.0%	139	10.1%	10	15.2%	15	11.9%	12	12.5%	10	10.0%	7	14.1%	12	19.0%	19	21.1%	19	4.0%	4	17.0%	17	19.7%	14
Friendly people	6.4%	64	4.0%	4	8.1%	8	7.9%	8	5.0%	4	8.6%	6	10.6%	9	8.0%	8	8.9%	8	6.0%	6	3.0%	3	0.0%	0
Easy parking	4.8%	48	1.0%	1	5.1%	5	5.0%	5	3.8%	3	11.4%	8	1.2%	1	2.0%	2	5.6%	5	12.0%	12	4.0%	4	2.8%	2
Compact shopping area	4.1%	41	4.0%	4	3.0%	3	5.0%	5	3.8%	3	1.4%	1	0.0%	0	5.0%	5	5.6%	5	3.0%	3	7.0%	7	7.0%	5
Pedestrian friendly environment	3.7%	37	6.1%	6	2.0%	2	2.0%	2	3.8%	3	2.9%	2	8.2%	7	4.0%	4	3.3%	3	1.0%	1	2.0%	2	7.0%	5
Close to friends / relatives	3.1%	31	4.0%	4	3.0%	3	1.0%	1	3.8%	3	1.4%	1	9.4%	8	1.0%	1	4.4%	4	0.0%	0	1.0%	1	7.0%	5
Financial services (banks / building societies, etc)	2.7%	27	3.0%	3	2.0%	2	0.0%	0	3.8%	3	1.4%	1	3.5%	3	2.0%	2	6.7%	6	1.0%	1	4.0%	4	2.8%	2
Familiar with the area	2.6%	26	3.0%	3	3.0%	3	4.0%	4	1.3%	1	1.4%	1	3.5%	3	1.0%	1	1.1%	1	3.0%	3	5.0%	5	1.4%	1
Cleanliness of streets	1.7%	17	0.0%	0	2.0%	2	2.0%	2	2.5%	2	2.9%	2	2.4%	2	3.0%	3	3.3%	3	0.0%	0	1.0%	1	0.0%	0
Near the sea	1.6%	16	5.1%	5	2.0%	2	2.0%	2	0.0%	0	1.4%	1	1.2%	1	2.0%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Quiet	1.5%	15	2.0%	2	2.0%	2	4.0%	4	1.3%	1	2.9%	2	1.2%	1	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Other	1.5%	15	4.0%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.4%	2	1.0%	1	1.1%	1	3.0%	3	2.0%	2	0.0%	0
Leisure facilities e.g. pubs / restaurants / cinema	1.2%	12	0.0%	0	2.0%	2	1.0%	1	3.8%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.8%	2
Feels safe	1.0%	10	3.0%	3	2.0%	2	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Can get everything there	0.9%	9	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Competitive prices	0.9%	9	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.0%	3	2.0%	2	0.0%	0
Easy to get to	0.8%	8	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Evening entertainment	0.7%	7	0.0%	0	0.0%	0	1.0%	1	2.5%	2	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Restaurants	0.6%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Nice countryside	0.6%	6	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Library	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.4%	1
Pubs	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.4%	1
Cafes	0.5%	5	0.0%	0	1.0%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Particular foodstore	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.4%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Butchers	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Cheap parking	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer store	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Good public transport links	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Farm shop	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sporting activities	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Support local shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1
Swimming pool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Nothing)	11.9%	118	8.1%	8	6.1%	6	6.9%	7	21.3%	17	18.6%	13	9.4%	8	14.0%	14	6.7%	6	18.0%	18	17.0%	17	5.6%	4

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
(Don't know)	0.9%	9	1.0%	1	1.0%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.8%	2
Base:		995		99		99		101		80		70		85		100		90		100		100		71

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	

Q17BWhat do you dislike most about (CENTRE MENTIONED AT Q13)?

Not answered by those who said 'Don't know / varies' at Q13

Difficult parking	9.0%	90	9.1%	9	7.1%	7	7.9%	8	8.8%	7	7.1%	5	15.3%	13	14.0%	14	11.1%	10	2.0%	2	8.0%	8	9.9%	7
Traffic congestion	6.1%	61	0.0%	0	3.0%	3	4.0%	4	2.5%	2	4.3%	3	1.2%	1	6.0%	6	10.0%	9	5.0%	5	21.0%	21	9.9%	7
Poor selection / choice of multiple shops	6.1%	61	9.1%	9	5.1%	5	4.0%	4	6.3%	5	4.3%	3	2.4%	2	9.0%	9	4.4%	4	11.0%	11	7.0%	7	2.8%	2
Selection / choice of independent shops	6.0%	60	2.0%	2	9.1%	9	5.0%	5	5.0%	4	7.1%	5	1.2%	1	6.0%	6	1.1%	1	17.0%	17	8.0%	8	2.8%	2
Expensive parking	4.8%	48	3.0%	3	4.0%	4	3.0%	3	3.8%	3	2.9%	2	5.9%	5	2.0%	2	7.8%	7	0.0%	0	8.0%	8	15.5%	11
Unattractive environment / dirty streets / litter	4.5%	45	2.0%	2	0.0%	0	1.0%	1	6.3%	5	5.7%	4	1.2%	1	4.0%	4	0.0%	0	19.0%	19	4.0%	4	7.0%	5
Other	2.6%	26	6.1%	6	2.0%	2	4.0%	4	0.0%	0	0.0%	0	2.4%	2	2.0%	2	3.3%	3	1.0%	1	2.0%	2	5.6%	4
Butlins	2.4%	24	3.0%	3	8.1%	8	3.0%	3	0.0%	0	8.6%	6	0.0%	0	3.0%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.2%	22	0.0%	0	3.0%	3	2.0%	2	2.5%	2	4.3%	3	3.5%	3	4.0%	4	1.1%	1	0.0%	0	4.0%	4	0.0%	0
Too many tourists	2.1%	21	6.1%	6	3.0%	3	5.9%	6	0.0%	0	1.4%	1	2.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1
Empty shops	2.0%	20	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.1%	1	7.0%	7	1.0%	1	5.6%	4
Lack of safety / personal security / hooligans	1.8%	18	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.0%	3	1.1%	1	1.0%	1	3.0%	3	5.6%	4
Needs renovation	1.4%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1	1.2%	1	1.0%	1	2.2%	2	6.0%	6	0.0%	0	2.8%	2
Lack of particular store	1.3%	13	0.0%	0	4.0%	4	1.0%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	1.1%	1	2.0%	2	2.0%	2	1.4%	1
Poor pedestrian environment / pavements / roads in need of repair	1.1%	11	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.4%	4	0.0%	0	3.0%	3	0.0%	0
Needs a swimming pool	1.0%	10	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.4%	1
Lack of services (banks / building societies etc)	0.7%	7	0.0%	0	1.0%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.8%	2
Too far from home	0.6%	6	2.0%	2	1.0%	1	0.0%	0	2.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops too far apart	0.5%	5	2.0%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many holiday homes	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too quiet / small	0.4%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Needs a cinema	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Too expensive	0.4%	4	0.0%	0	1.0%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Poor / limited evening entertainment	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Lack of public transport	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor access by road	0.3%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / limited leisure facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	1	0.0%	0
Too many supermarkets	0.3%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a childrens play area	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Poor market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Needs a leisure centre	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Too many new houses being built	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lack of public toilets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Lack of pubs	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Needs longer opening times	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs good food stores	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
I don't like the National Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of bus stops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
No department stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
(Nothing)	50.3%	500	50.5%	50	50.5%	50	54.5%	55	63.8%	51	58.6%	41	62.4%	53	46.0%	46	52.2%	47	39.0%	39	41.0%	41	38.0%	27
(Don't know)	0.6%	6	0.0%	0	0.0%	0	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.4%	1
Base:		995		99		99		101		80		70		85		100		90		100		100		71

Q17C What are the most important retail, leisure, transport and environmental improvements to (CENTRE MENTIONED AT Q13) which would persuade your household to visit it more? Please name up to THREE improvements.

Not answered by those who said 'Don't know / varies' at Q13

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Improve range of independent / specialist shops	7.2%	72	6.1%	6	8.1%	8	5.9%	6	1.3%	1	8.6%	6	2.4%	2	6.0%	6	2.2%	2	20.0%	20	8.0%	8	9.9%	7
A swimming pool	7.1%	71	9.1%	9	20.2%	20	14.9%	15	0.0%	0	8.6%	6	2.4%	2	5.0%	5	3.3%	3	10.0%	10	1.0%	1	0.0%	0
Improve public transport links	6.7%	67	5.1%	5	6.1%	6	8.9%	9	13.8%	11	5.7%	4	7.1%	6	1.0%	1	3.3%	3	6.0%	6	11.0%	11	7.0%	5
More parking spaces - type unspecified	5.9%	59	3.0%	3	6.1%	6	8.9%	9	1.3%	1	8.6%	6	10.6%	9	9.0%	9	2.2%	2	7.0%	7	5.0%	5	2.8%	2
Reduce cost of parking	5.5%	55	3.0%	3	5.1%	5	5.9%	6	1.3%	1	5.7%	4	7.1%	6	6.0%	6	4.4%	4	3.0%	3	2.0%	2	21.1%	15
Reduce road congestion	5.2%	52	3.0%	3	3.0%	3	2.0%	2	1.3%	1	0.0%	0	2.4%	2	9.0%	9	7.8%	7	10.0%	10	11.0%	11	5.6%	4
Increase the number of shops	4.8%	48	3.0%	3	10.1%	10	4.0%	4	0.0%	0	2.9%	2	4.7%	4	5.0%	5	1.1%	1	11.0%	11	1.0%	1	9.9%	7
Other	4.4%	44	6.1%	6	3.0%	3	3.0%	3	6.3%	5	0.0%	0	5.9%	5	2.0%	2	7.8%	7	6.0%	6	3.0%	3	5.6%	4
More national multiple shops	4.3%	43	2.0%	2	5.1%	5	3.0%	3	5.0%	4	2.9%	2	2.4%	2	4.0%	4	6.7%	6	10.0%	10	2.0%	2	4.2%	3
Attract larger retailers	2.7%	27	7.1%	7	4.0%	4	4.0%	4	0.0%	0	1.4%	1	0.0%	0	3.0%	3	2.2%	2	3.0%	3	1.0%	1	2.8%	2
Improved play areas for children	2.4%	24	4.0%	4	4.0%	4	1.0%	1	2.5%	2	0.0%	0	1.2%	1	3.0%	3	3.3%	3	2.0%	2	2.0%	2	2.8%	2
More parking spaces - short stay	2.1%	21	4.0%	4	2.0%	2	1.0%	1	3.8%	3	1.4%	1	1.2%	1	2.0%	2	3.3%	3	3.0%	3	1.0%	1	0.0%	0
Clean shopping streets	1.8%	18	5.1%	5	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.2%	1	2.0%	2	1.1%	1	1.0%	1	1.0%	1	7.0%	5
More pedestrianisation	1.7%	17	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.4%	1	0.0%	0	3.0%	3	6.7%	6	0.0%	0	2.0%	2	1.4%	1
Enhanced range of health and fitness centres / gyms	1.7%	17	2.0%	2	1.0%	1	2.0%	2	2.5%	2	4.3%	3	1.2%	1	0.0%	0	0.0%	0	4.0%	4	1.0%	1	1.4%	1
New shop(s)	1.6%	16	2.0%	2	2.0%	2	2.0%	2	5.0%	4	1.4%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	2.0%	2	1.4%	1
Improve location of bus stops / bus station	1.5%	15	1.0%	1	2.0%	2	2.0%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	5.6%	5	0.0%	0	2.0%	2	1.4%	1
More parking spaces - long stay	1.3%	13	3.0%	3	2.0%	2	1.0%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0	2.2%	2	0.0%	0	1.0%	1	2.8%	2
A Marks & Spencer store	1.3%	13	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	7.0%	7	1.0%	1	1.4%	1
Improve street furniture / floral displays	1.3%	13	2.0%	2	1.0%	1	0.0%	0	1.3%	1	1.4%	1	1.2%	1	0.0%	0	1.1%	1	1.0%	1	1.0%	1	5.6%	4
New / improved other leisure facilities	1.2%	12	1.0%	1	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.0%	2	2.0%	2	2.8%	2
Improved public transport facilities during the evenings	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	6.0%	6	2.0%	2	1.4%	1
Refurbish / improve existing shops	1.1%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	7.0%	5
Introduce a new large supermarket	1.1%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	2.0%	2	3.3%	3	0.0%	0	1.0%	1	4.2%	3
A department store	1.0%	10	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	4.2%	3
Encourage reduced shop prices	0.8%	8	0.0%	0	0.0%	0	1.0%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	2.2%	2	1.0%	1	0.0%	0	2.8%	2
New ten pin bowling centre	0.8%	8	1.0%	1	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1	3.3%	3	0.0%	0	0.0%	0	1.4%	1

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Improved range of places to eat	0.8%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.8%	2
More cycle routes	0.7%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.0%	3	1.4%	1
Improve safety of pedestrians	0.7%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.3%	3	0.0%	0	1.0%	1	0.0%	0
Train link to the town	0.7%	7	2.0%	2	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A clothes shop	0.7%	7	0.0%	0	1.0%	1	1.0%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.4%	1
Improve number and attractiveness of meeting places	0.6%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.4%	1
Improved policing / enhance security / CCTV	0.6%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.4%	1
Needs a bypass / ringroad / link to motorway	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	2.0%	2	2.8%	2
A leisure / sports centre	0.6%	6	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	2.8%	2
Create more open spaces	0.6%	6	0.0%	0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	1	1.4%	1
A hardware store	0.6%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Improved range of pubs and night clubs	0.5%	5	0.0%	0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1
Provide more services	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
A B&Q store	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the road between Minehead and Taunton	0.5%	5	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
A youth club	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Create more shelters from the weather	0.4%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Close Butlins	0.4%	4	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic lights	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
An Asda store	0.4%	4	1.0%	1	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A farmers market	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Improve signage / routeways within centre	0.4%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Attract less people / relieve over-crowding	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Improve policing / other security measures	0.4%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve layout of car parks	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
A bakers	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New cinema	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.8%	2
A theatre	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Less lighting in the evening	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
A Debenhams store	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better public toliets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Reduce the cost of public transport	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
New pier	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attract more people / make more lively	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Keep the library open	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More recycling	0.3%	3	0.0%	0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cafe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1
A Waitrose store	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable housing for local people	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
A butchers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less tourist bias / more for locals	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Open the school during the holidays	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Renovate the town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1
Lower the rates for shops	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A book shop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
A Sainsburys store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improve the condition of the roads	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Need a market	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
More / better tourist information centres	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Needs a swimming pool	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The refuse tip to have longer opening hours	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improve directional signs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	37.9%	377	34.3%	34	33.3%	33	37.6%	38	52.5%	42	51.4%	36	54.1%	46	42.0%	42	34.4%	31	21.0%	21	37.0%	37	23.9%	17
(Don't know / no opinion)	2.2%	22	2.0%	2	4.0%	4	0.0%	0	1.3%	1	1.4%	1	1.2%	1	0.0%	0	3.3%	3	1.0%	1	8.0%	8	1.4%	1
Base:		995		99		99		101		80		70		85		100		90		100		100		71

GEN Gender of respondent:

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Male	33.2%	333	36.0%	36	30.0%	30	42.6%	43	32.5%	26	34.3%	24	33.0%	30	29.0%	29	34.4%	31	31.0%	31	28.7%	29	33.8%	24
Female	66.8%	671	64.0%	64	70.0%	70	57.4%	58	67.5%	54	65.7%	46	67.0%	61	71.0%	71	65.6%	59	69.0%	69	71.3%	72	66.2%	47
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

AGE Could I ask, how old are you ?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
18 to 24	1.2%	12	1.0%	1	1.0%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	2.0%	2	1.1%	1	1.0%	1	3.0%	3	1.4%	1
25 to 34	4.7%	47	5.0%	5	7.0%	7	5.0%	5	6.3%	5	1.4%	1	4.4%	4	2.0%	2	6.7%	6	1.0%	1	5.0%	5	8.5%	6
35 to 44	12.5%	125	16.0%	16	14.0%	14	15.8%	16	5.0%	4	7.1%	5	6.6%	6	12.0%	12	7.8%	7	8.0%	8	18.8%	19	25.4%	18
45 to 54	25.5%	256	29.0%	29	21.0%	21	20.8%	21	27.5%	22	18.6%	13	13.2%	12	32.0%	32	25.6%	23	17.0%	17	40.6%	41	35.2%	25
55 to 64	18.6%	187	14.0%	14	19.0%	19	16.8%	17	11.3%	9	18.6%	13	22.0%	20	20.0%	20	20.0%	18	26.0%	26	16.8%	17	19.7%	14
65 +	37.1%	372	35.0%	35	38.0%	38	40.6%	41	47.5%	38	52.9%	37	52.7%	48	31.0%	31	37.8%	34	47.0%	47	15.8%	16	9.9%	7
(Refused)	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.1%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

EMP Which of the following best describes the chief wage earner of your household's current employment situation ?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
Working full time	38.8%	390	40.0%	40	35.0%	35	36.6%	37	33.8%	27	34.3%	24	29.7%	27	43.0%	43	38.9%	35	32.0%	32	52.5%	53	52.1%	37
Working part time	13.3%	134	19.0%	19	13.0%	13	10.9%	11	12.5%	10	14.3%	10	8.8%	8	10.0%	10	8.9%	8	10.0%	10	19.8%	20	21.1%	15
Unemployed	2.4%	24	1.0%	1	5.0%	5	5.0%	5	1.3%	1	0.0%	0	1.1%	1	2.0%	2	5.6%	5	3.0%	3	0.0%	0	1.4%	1
Retired	42.7%	429	40.0%	40	45.0%	45	46.5%	47	47.5%	38	50.0%	35	56.0%	51	43.0%	43	44.4%	40	52.0%	52	21.8%	22	22.5%	16
Homemaker	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.4%	1
A student	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Other	0.5%	5	0.0%	0	0.0%	0	1.0%	1	1.3%	1	1.4%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.2%	12	0.0%	0	1.0%	1	0.0%	0	2.5%	2	0.0%	0	2.2%	2	2.0%	2	2.2%	2	1.0%	1	1.0%	1	1.4%	1
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	

Meanscore: [£]

INC Approximately what is your total annual household income ?

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
£15,000 or less	15.9%	160	16.0%	16	19.0%	19	17.8%	18	25.0%	20	17.1%	12	11.0%	10	15.0%	15	15.6%	14	17.0%	17	10.9%	11	11.3%	8
£15,001 - £20,000	10.7%	107	11.0%	11	9.0%	9	12.9%	13	18.8%	15	11.4%	8	7.7%	7	13.0%	13	14.4%	13	6.0%	6	5.9%	6	8.5%	6
£20,001 - £30,000	12.0%	120	17.0%	17	17.0%	17	17.8%	18	8.8%	7	10.0%	7	5.5%	5	11.0%	11	5.6%	5	17.0%	17	10.9%	11	7.0%	5
£30,001 - £40,000	7.7%	77	9.0%	9	5.0%	5	6.9%	7	3.8%	3	8.6%	6	2.2%	2	13.0%	13	8.9%	8	5.0%	5	9.9%	10	12.7%	9
£40,001 - £50,000	5.0%	50	9.0%	9	2.0%	2	2.0%	2	3.8%	3	1.4%	1	4.4%	4	6.0%	6	7.8%	7	4.0%	4	7.9%	8	5.6%	4
£50,001 - £60,000	2.3%	23	2.0%	2	2.0%	2	2.0%	2	1.3%	1	1.4%	1	1.1%	1	0.0%	0	4.4%	4	3.0%	3	4.0%	4	4.2%	3
£60,001 - £70,000	1.2%	12	0.0%	0	3.0%	3	2.0%	2	2.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.4%	1
£70,001 - £80,000	0.8%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.4%	1
£80,001 - £90,000	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
£90,001 - £100,000	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.4%	1
£100,001 - £150,000	0.6%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	1.4%	1
More than £150,000	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know / refused)	42.8%	430	34.0%	34	41.0%	41	37.6%	38	35.0%	28	48.6%	34	65.9%	60	40.0%	40	42.2%	38	40.0%	40	44.6%	45	45.1%	32
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

SEG Socio-economic Grouping

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
A	2.4%	24	2.0%	2	3.0%	3	3.0%	3	5.0%	4	1.4%	1	2.2%	2	2.0%	2	1.1%	1	3.0%	3	2.0%	2	1.4%	1
B	13.0%	131	12.0%	12	17.0%	17	10.9%	11	8.8%	7	12.9%	9	14.3%	13	18.0%	18	11.1%	10	19.0%	19	10.9%	11	5.6%	4
C1	21.4%	215	20.0%	20	19.0%	19	16.8%	17	17.5%	14	20.0%	14	17.6%	16	26.0%	26	23.3%	21	15.0%	15	26.7%	27	36.6%	26
C2	26.2%	263	29.0%	29	16.0%	16	23.8%	24	28.8%	23	31.4%	22	22.0%	20	29.0%	29	14.4%	13	31.0%	31	32.7%	33	32.4%	23
D	16.1%	162	20.0%	20	23.0%	23	13.9%	14	21.3%	17	12.9%	9	12.1%	11	14.0%	14	23.3%	21	8.0%	8	12.9%	13	16.9%	12
E	14.7%	148	14.0%	14	14.0%	14	23.8%	24	13.8%	11	18.6%	13	22.0%	20	8.0%	8	18.9%	17	17.0%	17	7.9%	8	2.8%	2
(Refused)	6.1%	61	3.0%	3	8.0%	8	7.9%	8	5.0%	4	2.9%	2	9.9%	9	3.0%	3	7.8%	7	7.0%	7	6.9%	7	4.2%	3
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

ZON Postcode Sector

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
TA24 5	10.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA24 6	10.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA24 8	10.1%	101	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EX35 6	8.0%	80	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA24 7	7.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA22 9	9.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA23 0	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA4 4	9.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0
TA5 1	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
TA4 2/3	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0
EX31 4	7.1%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	71
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

QUOTA Area

	Total		TA24 5		TA24 6		TA24 8		EX35 6		TA24 7		TA22 9		TA23 0		TA4 4		TA5 1		TA4 2/3		EX31 4	
West EX31 4 (EX31 4)	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	20
East EX31 4 (EX31 4)	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.8%	51
Simonsbath (TA24 7)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exford (TA24 7)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withypool (TA24 7)	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheddon Cross / Cutcombe (TA24 7)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winsford (TA24 7)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Timberscombe (TA24 7)	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rest of TA24 7	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selworthy (TA24 8)	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luccombe (TA24 8)	0.6%	6	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Luccombe (TA24 8)	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allerford (TA24 8)	0.6%	6	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rest of TA24 8	8.5%	85	0.0%	0	0.0%	0	84.2%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watchet (TA23 0)	5.1%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Washford (TA23 0)	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luxborough & Kingsbridge (TA23 0)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treborough (TA23 0)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rest of TA23 0	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA24 5	10.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA24 6	10.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EX35 6	8.0%	80	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA22 9	9.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TA4 4	9.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0
TA5 1	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
TA4 2/3	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0
Base:		1004		100		100		101		80		70		91		100		90		100		101		71

Appendix C
Local Business Survey Questionnaire

West Somerset and Exmoor Retail and Recreational Leisure Study

Around a month ago, we wrote to you regarding the Retail and Leisure Study which West Somerset Council and Exmoor National Park Authority have commissioned. The study will help the District and National Park to gain better understand of patterns of shopping and leisure activities in their areas and plan for and support these important sectors of the local economy.

The aim of our previous correspondence was to invite local business to give us their views on the nature of the retail and recreational leisure market in their settlement, property issues, and other issues such as opening hours, parking and the quality of local streets.

For those business who have returned their survey, thank you very much. For those who have still to do so, West Somerset Council and Exmoor National Park Authority would greatly appreciated you views, as they will make a very valuable contribution to our work.

We hope that you are able to complete the survey which was attached to the previous correspondence and return it to our appointed consultant (see contact details below), either by post, on-line or on the phone.

The on-line address for the survey is: http://www.kwiksurveys.com?s=NHNELO_5b26e51a

Alternatively, if you would rather fill in a paper copy of the questionnaire then please contact GVA using the details below, and they will provide a copy of the survey and a pre-paid envelope.

If you want to have a more detailed conversation about the survey and the issues it covers please call:

- For Minehead and settlements in the National Park please call James Shorten at c4g on 01598 753980 or james@c4g.me.uk
- For all other settlements in West Somerset please call Matthew Morris at GVA on 0117 9885334 or matthew.morris@gva.co.uk

We look forward to hearing from you.

Yours sincerely

Joanna Symons
Policy and Community Manager
Exmoor National Park Authority
Direct line: 01398 323253

Stuart Todd
Planning Policy Officer
West Somerset Council
Direct line: 01984 635249

Survey of Retail / Leisure Businesses in West Somerset & Exmoor Settlements

West Somerset Council and Exmoor National Park Authority have commissioned a retail and recreational leisure study of the District and National Park in order to better understand patterns of shopping and leisure activities in their areas, and plan for and support these important sector of local economies more effectively in future.

For the purposes of this work 'recreational leisure' activities are 'high street' ones such as cafés, restaurants, pubs, cinemas etc. and not sports and outdoor recreation.

The main part of the research is a telephone survey of customers across the area, which is currently taking place.

Alongside this, we are also making direct contact with businesses in the larger settlements in the area specifically to ask them about the **nature of the retail and recreational leisure market** in their settlement, premises, and **other issues** such as opening hours, parking and the quality of local streets.

This is an important opportunity for retailers to let the Council and National Park Authority know their views. The survey is not very long, so we hope you are able to respond.

The survey can be completed by filling in the paper version and posting it back to GVA using the enclosed pre-paid envelope, or online at

http://www.kwiksurveys.com?s=NHNELO_5b26e51a.

Alternatively you can call us and arrange to go through the survey on the phone.

Please complete the survey by Friday 15th July.

If you want to have a more detailed conversation about the survey and the issues it covers please call:

For Minehead and settlements in the National Park please call James Shorten at c4g on 01598 753980 or james@c4g.me.uk

For all other settlements in West Somerset please call Matthew Morris at GVA on 0117 9885334 or matthew.morris@gva.co.uk

The Market

1. Please give an overview description of the retail and recreational leisure market/s in your town / village.
   - What are the dominant sectors?
   - What is under-represented?
   - What sorts of customers do you have / where are they from?
   - What is the approximate % split of your business is between locals and visitors?
   - How well are the retail needs of local people served (as opposed to visitors)?

2. Are there patterns of seasonality and if so, what are they?

3. What would improve the overall retail / recreational leisure offer of the settlement?

Premises

4. Are there enough of the right sort of retail / recreational leisure floorspace or units in your town / village?

   - If not how much more and what sort is needed?

5. What level of vacancy of units is there and how long do units generally stay vacant?

   - Are there any 'problem' vacant units or sites?

6. What are average rents / land values for retail / recreational leisure premises? How affordable are these?

7. Is there a (street) market? What sorts of goods are sold at it? How important / successful is it?

Other Issues

8. Opening hours
   - Is there any late night shopping? If so, which nights / times of year?
   - What % of shops etc. are open on a Sunday?

9. Car parking / public transport
   - Is there enough car parking?
   - What are the main parking issues and are there specific problems?
   - How important is public transport in bringing customers to your town / village?

10. How good is the quality of the streets and overall environment in the centre of your town / village? How might they be improved?

11. Are there any other issues specific to retail / recreational leisure in your town / village which we have not covered already and which are important?

About You

12. Name

13. Name of business

14. Types of goods / services offered

15. Name of your town / village

16. Contact phone number and email address

Please note that your contact details will only be used in connection with this survey, should we need to contact you again about any of your answers.

Please tick the following box if you wish to be notified about the results of the town and village centres study when it completed. ☐

Appendix D

Local Business Survey Results

1	1	1	1	1	1	1	2	2	2	2	3	4	4	5	5	6	6	6	6
What are the dominant sectors?	What is under-represented?	What sorts of customers do you have / where are they from?	What is the approximate % split of your business between locals and visitors?	How well are the retail needs of local people served (as opposed to visitors)?	Are there patterns of seasonality and if so, what are they?	What would improve the overall retail / recreational leisure offer of your town / village?	Are there enough of the right sort of retail / recreational leisure floorspace or units in your town / village? If not how much more and of what sort is needed?	What level of vacancy of units is there and how long do units generally stay vacant? Are there any 'problem' vacant units or sites?	What are average rents / land values for retail / recreational leisure premises? How affordable are these?	Is there a (street) market? What sorts of goods are sold at it? How important / successful is it?	Is there any late night shopping? If so which nights / times of year? What % of shops etc. are open on a Sunday?	Is there enough car parking? What are the main parking issues and are there specific car parking problems?	How important is public transport in bringing customers to your town / village?	How good is the quality of the streets and the overall environment in the centre of your town / village? How might they be improved?	Are there any other issues specific to retail / recreational leisure in your town / village which we have not covered already which are important?	Name	Name of Business	Types of Goods / Services Offered	Name of your town / village
Groceries, a couple of leisure attractions, steam railway stations	History, certain areas of retail	Families, holiday camps	30% local 70% visitor	Adequately, not fantastically	Yes, main holiday periods = peaks	Improved communication, i.e road improvements	No idea	Out of town / village	No idea, ours is a very special case	No!	No except local Co-op and Spar which seem to be open all reasonable hours and provide a good service for their size.	Charging is unfortunate	Very, we have our own bus stop...	Poor. Roads remind me of Zambia during the Rhodesian Bush War!Shop keepers seem a cheerful lot and have don some nice shop fronts.	Refuse collection seems sporadic, litter reasonably under control.				
Businesses:- Pubs, hotels, guest houses, B&B, Cafe's, fast food & supermarkets. Leisure:- West Somerset Railway, Watchet Marina.	Business:- Fresh produce outlets i.e. Butcher, Baker, Greengrocer, Fishmonger. Small enterprises like haberdasher, arts & crafts, music shop, newsagent, sports eqpt, railway memorabelia. Leisure:- Swimming, athletics, ice-skating, snow-boarding, skiing, hunting, shooting, fishing, golf, ten-pin bowling, Cinema, theatre.	Transitory visitors mainly from the West Somerset Railway, a few holidaymakers staying for a week or so, but largely local low-people from the immediate vicinity.	70% local 30% visitors	Poor for a town of this size.	Trade is fairly static all year with the obvious peaks during holiday periods.	MAKE THE FLIPPIN' CAR PARKS FREE!	No. There should be more small, cheaply available units to encourage new retailers & entrepreneurs to start new businesses. Also there's no large indoor area to cater for a wide range of sporting & leisure activities.	There is a brisk turnover of owners/occupiers along the main streets, many start up only to find that trade is insufficient to support their business, due I believe to the prohibitive car parking charges across the whole town which discourage potential customers from driving in to shop. There are several long-term vacant & semi-derelict premises on the main shopping streets that give the town a run-down and tatty appearance.	Unknown	Friday market on the esplanade has been recently resurrected and enjoys a questionable success, due I believe to the prohibitive car parking charges across the whole town which discourage potential customers from driving in to shop. It offers a mediocre range of stalls but there is a much larger potential to expand if customers were not deterred by the parking charges.	Late night opening is offered at exceptional times like Christmas when coincidental with another event. Less than half the shops normally participate. I'd guess that approximately 25% open on a Sunday.	There's plenty of car parking but it's under utilised AS CUSTOMERS DON'T WANT TO PAY THE CHARGES! Instead there is a huge demand for one of the TWO FREE spaces in Swain Street or one of the THREE FREE spaces around the corner on Market Street as these are the ONLY FIVE FREE SPACES in the entire town centre. This in turn leads to an unnecessary increase in traffic volume on the narrow streets which don't have an effective pavement in places, which in turn presents a serious danger to shoppers and other pedestrians.	VERY! There is an excellent bus service; the buses don't have to pay to park at the bus stop, and the West Somerset Railway brings in substantial amounts of visitors throughout the year.	Traffic speeds, congestion & volume all detract from the usability of the town centre streets and the grubby vacant properties & empty shops make it often look like a ghost town. In my view, I would like to see the traffic problem eased by imaginative flow-control & free car parks, making the town a first choice for locals when nipping to the shops. Additionally I would like to see the unused & vacant premises acquired in some way and put to use as partitioned rentable spaces for new businesses to rent. Also I think the town centre would benefit from a cohesive policy of exterior shop-front maintenance, style & decoration, in keeping with an Olde Worlde ideal pertinent to the town's historical roots.	Not right now :-)	Robin Nuttall	Mariner's Rest Holiday Cottage	Holiday letting	Watchet
Watchet is a small town in West Somerset but very soon we will have along with 5 pubs, 3 clubs, 3 antique shops and 3 hairdressing salons, 4 cafes, 2 fish and chip shops, there is not much else for visitors who rely on tourists coming in. Why? 1) is Since the closure of the foot bridge footfall from accross the otherside of town has dropped dramatically. 2) as a tourist base how many people come for a hair cut, or want to buy flowers from the florist or send flowers by inteflora only to find she is shut for lunch. 3)Where are the directions/signs to take people to the beach, the mineral line, the chemist. We have none except word of mouth.	Retail business who will stick to their own trade instead of, oh they are doing silver then all start doing the same thing. We need to have a way of getting new suppliers like some of the bigger cities do. You can google for wholesale in Manchester and it will point you in the general direction of anything. Somerset is very poor with wholesale and what is here everyone else uses as well. I spend hours sourcing new exclusive and only to me suppliers.	Tourists a large percentage come from Wales they know that it is only a couple of hours to get here. A small amount via the marina but our marina is not on the south coast but the idea for the marina was, in practice it is mainly boats coming from South Wales who come over for the day. Butlins is only 8 miles away so a good portion will come to visit some by steam train. The old dock drew the crowds in as huge ships would come in and local people as well as tourist watched them unloading, now we have boats that sit in the marina looking pretty but that is all that it is. Not even a 1/2 hour pleasure ride for people to view the coast, we are told not cost effective.	3/4 are tourists 1/4 locals including a 2 mile radius from Watchet.	Very well but the problem is locals know what we have but still try the bigger towns first. How do we turn that around so that they come to us first? Entertainment is a difficult one we can point adults to pubs and clubs but there is nothing to keep families in town.	It used to be July and August were the times of year that were peak sales in the calender. Now due to a change in financial climate it is June and September which are more profitable, but there is a problem because of schooling, lots of school are now very strict about holidays. February and March are the dead months and if the weather is as bad as it was last winter we will suffer more. Much easier for people to get the catalogue out and order to deliver at your door.	Getting rid of the 1-2pm closed for lunch plus 1/2 day shut on Wednesday, those retailers don't realise that if the rest of us go down the pan then they will eventually as well. The train comes in at 1.05pm just as shops have shut for lunch, they are then stuck fot a minimum of an hour, I have had lots of angry complaints about this already this year, I am at this moment one of those people as I have been very ill this year, my network of friends have been marvellous. I am starting to come into the shop by 1 so that I can keep open in the lunch hour. Without those friends I would be shut perminently.	We need other things that nearby villages and towns have, a butchers, green grocers, bakers etc. The Co-op in Swain St deserves a lot of praise the town council awarded them the trophy this year. They are the only shop that offers the basics on food at a reasonable price. There is one other a part of a cafe that sells the basics as well 'tourist food' I call it at a price.	We now only have 2 which are shut one is due to become a B&B, the other a gallery, Watchet is not Dunster or Dulverton, it was an ancient sea port now a marina. Where have we gone wrong.	£350 - £550 per month. Apart from day time wandering around there is little to keep the families in Watchet. We have no sign posts directing people to the beach, the playground on the memorial ground or directions to go along the mineral line.	We have one on a Friday but it's not professional enough, the stalls tend to be what I would call 'weak sales' that you can get anywhere in the £1 shops. Having worked on Glastonbury market for a year I know how I would like to see Watchets one work. Theirs is run by a markets manager who has a list of people who want a stall but they only ever have a pitch available for the one day as someone may be unwell. It is smoothly run and they also run the one in Wells. We had to be there by 8am and all vehicles removed by 9am. We cannot compete with the likes of shoppers that will go to the Minehead one because of Butlins being just accross the road. But if you looked at Glastonbury the locals used it all the time. A wet fish van that finishes earlier because they have either run out or length of time of ice melt down. Then the green grocer,	No late night opening except possibly at Christmas but it is always only a couple of people who will assist in this event, it makes me want to scream because there is so much apathy. Sundays in the winter there is no one open bar the Co-op. In the summer 4 or 5 shops will open Sundays.	Yes but at a cost. Two of us in retail have blue badges which can now only cover us for 3 hours in the car park we then have to move them. So we then have to either shut up shop and try and put them in another car park or park on double yellow lines which defeats the object of having double lines in the first place, it was suggested that I bought a parking permit. My argument is if you are awarded a blue badge then it is for a reason. The issue of parking is a problem, we are a small place and the cost of parking makes it more difficult for potential visitors who are expecting a lot and end up being disapointed and frustrated at the parking cost. It would be nice to see 1st hour free, that then decides the visitor to either say why don't we either nip back to the car and stick a ticket on so that we could stay for lunch. Or if push came to shove asking all the retailers that if someone spent X amount in their shop would they pay for the 1st hour but it would have to be explained on a sign post that they would need to take the reminder ticket to be stamped by the shop so it is only presented once.	Public transport is not normally the option of visitors about only 15% come on buses. It is normally by car or steam train. This is a frustration for me as the train arrives at 1.05pm when some of the shops have closed for lunch at 1pm and Wednesdays half day!!!!	We did have a road sweeper last year but we seem to have lost him to Minehead yet again. We have only had the mechanical sweeper once a year as yet again Minehead has the monopoly of it. We need sign posts on the main roads saying 'Watchet' the only place they appear is at Washford cross. We need them in Williton, St Audries and coming from Minehead at the Carhampton turn of where it say Blue Anchor. I some times think that Watchet is invisible! On Swain St if I did not leave my lights on at night in my shop it would be much darker as there is only one light on around the corner on the Esplanade and one over Georgian House. Highways were going to clean out the drains every year as we had an ongoing problem with a smell. We hope it won't occur this year. But we have now been told that they will only be cleaned out every 18 months, the waste in the drains is already becoming an issue. People with dogs don't always come with pick me up bags I started a scheme I had a picture of my dog and underneath it said kimberley welcomes dogs to watchet but catch it bag it bin it. If you have no bag then please go into any of the shops and th	How do we attract more attention to our town when we always gets left on the bottom of the pile. I could not justify spending £150 on three hanging baskets this year they were always fabulous. But I go into Minehead and every where you look there are fabulous displays. Why because of 10,000 people in Butlins, yet between Stogumber and Watchet there are 9,000 holiday makers. Then there is at least another 5,000 between Watchet and Carhampton. Where are we going wrong! I do know that the domestic rates are higher in Watchet than Minehead, yet we are permenently frustrated.	Linda Hart	Country Matters	Gifts, Fossils and minerals one side and plus size ladies clothing on the other.	Watchet
Watchet has five Pubs and a two Club's in the center of town, four of these have a restaurant of one form or another, two cafe's, one cafe/deli, a bistro cafe bar, a Tandoori restaurant with take away, a Turkish style Kebab/Pizza take-away a Chinese restaurant and take-away and a chip shop in the main high street/ center of town, Watchet has a further chip shop a football club and a bowling club 10 mins walk from the town center.	Family entertainment!, Watchet has no where that is aimed at entertaining family's with children. most of the Pubs and eateries are child friendly but not child entertainers.	I am not a high street trader, I deal with mainly local homeowners with a growing percentage of 2nd home/holiday home owners (mainly from the south east)	95% Local, 5% Holiday home owners if I can class them as visitors...	Well... for such a small town as Watchet there is not a lot to complain about, there is a bank, a post office two well stocked Co-Op's and a Spar that are open seven days a week from 7am - 11pm, There are enough pubs/clubs for a town three times the size. It is a shame that there is not a high street butcher or a baker but we have the convenience of near by supermarkets to blame for that...	I am not a high street trader but you can see the difference in the school holiday periods, Easter, Half Terms, Summer Etc, I cant imagine there is a lot of additional traded at Christmas for the local high street but there must be some improvement compared to November and January for the Bed & Breakfast trade.	some where to entertain family's with children... it should not take a lot of working out that the vast majority of visitors to West Somerset are in there thirty's with the new higher rate of 1.95 children, on a low budget. if Watchet had a good central well kept, accessible play park and picnic area on the Memorial ground or on the "East Quay!" I am sure family's would stay for longer, return more frequently and spend a little more of their limited disposable income.	There is enough recreational floor space in the town if the available areas where put to good use...	Minehead and Williton now have plenty of empty units that must cost us a fortune, surely we do not need any more just yet.	retail unit rental is quite affordable and negotiable with so many empty shops and units, land values are still high. exact figures I have no Idea..	Watchet did have one, may still have one. I dont think it was/is particually successful, although we have lost most of one of the esplanade shelters to storage for such events, should they/if they happen, don't get me wrong, additional gun placement style out of character seating has been provided... (Planning? there are circumstances where I can't put a double glazed unit into a new timber door?.)	Christmas Time - I am not sure if any body truly benefits from this but it is good fun.	Plenty of car parking, maybe too much of our lovely town is black tarmac - the only trouble is the prices we have to pay, I have a business between Bristol & Bath where I often find Free parking if you are visiting a shopping area or parking at reasonable prices, I still can not believe the charges for out of season parking, some one somewhere is making a lot from this? and the local high street rate payers must have there annual turnover effected by the outrageous parking charges all year round.	Not so sure - although the public transport is a bit of joke,I took my two children (ages 6 & 8) from Carhampton To Minehead one way and it cost over £6.00	Watchet Town center is looking better than it has in a long long time, a good job done by the majority of local shop owners, and hats off to the highways for finally doing something about the road, it has been a long time coming.	When will somebody, someone do something with the East Quay??? the whole town is looking really good, there has been significant investment from a few new to the area B&B owners and shop keepers that have transformed the towns high street, the Marina looks fantastic, especially at night, the esplanade is looking nice thanks in part to fundraising from the Watchet Museum. Oh! the Pier?west Quay is in a trouble, it looks a real mess with weeds and broken lighting, benches Etc. This is one of our main attractions to the town and when people visit and find that kind of mess it is unlikely to convince them to stay for longer than the next puffer train out of the town.	Phillip Barber	Watchet Glass & Glazing	replacement Timber, PVC-u and Aluminium windows, doors, Conservatories, Orangeries, Secondary Glazing, Glass & Glazing , Mirrors, Extensions, Garage Doors, Rainwater Goods, General Home Improvements.	Watchet
Out of Town Supermarkets Service sector Food and drink	None	Seasonal visitors Residents within 10 mile radius, mainly 55 years+, reflecting the high retirement bias. Wealth split is marked. The wealthier under 50s are more mobile and are prepared to shop out of the area or buy on line. Those without transport/less wealthy, shop locally, as do the retired wealthy looking for service ,not just a good price. The 55+ are also less on-line savy.	Difficult one. Minehead is unique. 70% locals 30% visitors. But if you count Butlins, which can add 30% more visitors, and dependant on their opening weeks and special weekend break calander, which can vary, the figure above moves probably towards a 60-40 split when looking at the whole Minehead footprint. But there must be a factoring in the fact that 80% of Butlins visitors spend 90% of their LIMITED cash only in the Camp. [nearly a survey on its own]	A distinction between need and want. Local people know they can buy pretty well anything they need locally. It may not all be in the Town Centre as there is much retail now in our Enterprise Park where there is easy FREE parking and a relaxed attitude to retail units being set up, BUT whether the WANT to buy locally is another thing. Economies of scale causes shopping migration to bigger conerbations, where there is also more choice especially on fashion items. Need is also diluted, as elsewhere, by the fact that on-line, items such as small hi-tec are as easy to purchase in Minehead as London.	There are seasonal shops, which by their nature only open in the summer or which have very low turnovers in the winter. Christmas does not have the big surge experienced in larger towns.	Cheaper parking, more central parking, better parking enforcement. Long term pedestrianisation, town centre entertainment. Better cultural draws. A curb on charity shops. A realisation that some empty retail properties are overpriced.Legislation is needed on that front. A watch on care homes taking over High Street properties is needed.	Yes. Maybe too much	Probably Minehead suffers less from National surges in vacency. The big problems are out of town property owners whose portfolio is so large, an odd vacant property even though overpriced locally, is allowed to stay empty	You have that information, but they are generally too high, and like commercial rates, not flexible enough, even with multiplyers.	Yes. Friday ams. It is small and insignificant. In fact it has a detrimental effect to most other town centre shops as the road is closed and this frightens shoppers awayfrom what is already a conjested twon centre.	No. But there is a movement to cafes and takeaways to stay into the night time economy	Charges too high, no on-street wardens. Absolute nightmare. No-one cares who parks anywhere.	Very low .	Good	Out of Town retail. Supermarkets. Pub Taxes too high.	Graham Sizer	Minehead Radio	Electrical	Minehead
Shops catering to the Butlins customers and lots of eating places. Need more small independent shops ie shoe shop, childrens clothing, not cheap shops. Don't need any more charity shops.	Shops for men. Ie when ladies are in the underwear shop and my clothes shop nowhere for the men really in our road.	A mixture of locals, holiday makers and many second home owners. 2nd home owners tend to be from Dorset, Bucks, Berks & Midlands. Holiday makers from all over including Wales. Locals are from Taunton, Porlock, Dunster & Washford/Watchet/Williton & Exmoor	60% visitors 40% locals	Car parking is far to expensive. Not enough places to park for 1/2 - 1 hour	Very quiet in Jan/Feb even with the locals. When the weather is bad and if the pavements are not cleared from snow then can be awful in December too. Really struggle through the winter to survive. For me April/May is very busy with weddings/proms so busiest times. Saturdays can be very good or very quiet in July and August.	Swimming pool. Large store such as Waitrose/M & S in the town. Wellington is doing well now there is a Waitrose there. It has bought new shops to the town and lots of Taunton people now shop there. More indoor facilities for visitors		The old hospital. Business has gone down dramatically in Blenheim Road since the hospital moved. Lost about 10% of our business ~Also Threshers shop needs to be filled and the empty Trenz shop in Blenheim Road.	Lot more expensive here than WEllington. I have a friend with a shop on the High Street	There is a farmers market on a Friday. How about having an antique or craft market on another day - Barnstaple has the pannier market which is very successful.	No late night except at Xmas for one night. A fairly high % of shops open on a Sunday for visitors. It is not worth my while to do so as I would have to employ staff.	Car parking is far to expensive here compared to Wellington where it is £2.30 for a whole day and 2 hours free if you are shopping at either Asda or Waitrose. It should stay free parking on Blenheim Road etc as locals can just pop down to one shop. I do not park in the town myself if there are no free spaces. Also parking on the front is now charged for from 9am. Should be free to park in the winter to encourage people not to drive to Taunton.	The train is great for the visitors. Buses are ok for bringing people in from locally but cheaper car parking and plenty of it is more important.	Better signage needed to Blenheim Gardens from the High Street - always getting asked and also where public toilets are. Flowers are good in the main areas. Xmas time the Christmas decorations and trees are good.		Mrs Tracy-Anne Fraser	The Frock Exchange	Ladies Fashion/Dress agency	Minehead
Catering (cafés tea rooms etc.) Pubs & clubs Charity shops	Independent retail shops (all types)	Predominantly 50+ age group, except during school holidays	In turnover, there is a 50/50 split. In customers, 60% locals (40%) visitors	Very poorly, except for convenience shopping & hardware.	* Jan - Easter...poor business, few visitors * Easter - May...Mature visitors, mostly couples, car drivers * May school half-term holiday - lots of families visit, mostly by car * May (after half term) - June...increasing no. of visitors - mostly couples, car drivers * July/August...Busy period, many families, less couples, much bigger %age using public transport (esp. West Somerset Railway) * Sept/Oct...back to mature couples with numbers decreasing * Nov - Xmas...few visitors, business slack but benefiting from approaching Xmas season * Xmas/New Year...quite a few	* More and more diverse retail shops * Decent playground facilities - and put up signposts to tell people where they are * More effort spent on assisting the main shopping street and less on the Marina area * Encourage business owners to brighten up their buildings (grants to redecorate) * Remove short-term parking charges. It is now as cheap to drive to nearby supermarkets as it is to park and shop locally!!!! Local people boycott this town when making small purchases! Only non-drivers use town shops! Many visitors, when they read the parking charges, get back in their cars and drive off!	Unfortunately, the Cooperative shop has made almost all other shops non-viable. A clothes shop might survive...	There are a few vacant shops, but most retail units become charity shops.	Average rents are relatively low . If one could generate more business, affordability of premises would not be a problem.	No. There is a poor quality, poorly supported "market" on the Esplanade. Drivers (& their passengers) will not go to markets in our town (see rant about parking charges above!) When there was a market adjacent to the railway line, it was a huge success and business spilled over to the town shops & cafés.	No demand for late night shopping. Few shops now open on Sundays due to dropping business (which, of course, makes the problem worse)	Plenty of car parking. Car parks are rarely (if ever) full. PARKING CHARGES ARE KILLING BUSINESS IN OUR TOWN & ARE FORCING PEOPLE TO GO ELSEWHERE.	Not at all important	The town looks dull. Buildings need redecorated. Street lighting in the town centre is abysmal - almost non existent!	Signposts to Watchet from both East and West have been removed (apparently due to road conditions??). This has removed a substantial no. of visitors (and has increased traffic congestion from Carhampton to West Quantoxhead). Local people cannot understand why signposts with "not suitable for HGVs or caravans" cannot be erected.	Graham Kennedy	Watchet Post Office	Post Office services, confectionery, stationery, toys & gifts	Watchet
	no tennis club, cricket pitch, village hall. No competitive food retailer with parking. Local people shop mainly in Minehead, Taunton and Bridgwater				usual seasons. Town is more congested in holiday season, but does not benefit from this congestion.	supermarket with free parking, open to all. Also, new shops, books, music, pictures, gifts, opticians etc. Also decent cafes and restaurants. Ease of parking FUNDAMENTAL. Limited on-street free parking, this is the most used.	pub in centre empty, available very cheaply. Next door hotel for sale as a private house. Pet shop owner may leave for the industrial estate. Major anchor operator required to being in more footfall - then there would be demand for more shops.	see above, but also free press offices could be redeveloped.		no	not really, few on Sunday.	major problem. Expensive, not visible, not convenient, up a hill, inadequate, poor access, no turning right lane so road often blocked	not known. Passenger numbers, ticket stats would indicate - tends to take shoppers away from town - free ASDA bus (Taunton)	narrow carriageway, widen pavements. Get supermarket with car park built to provide choice in car parking and to provide footfall. Then develop fore street for additional shopping. Reduce weight levels at Killick Way car park - improve access - remove pfs	the Willion Plan (developed by Arup) has brough a response from Summerfield Homes which indicates provision for village hall and cricket pitch and potential for an eastern relief road - this would assist town centre retailers. Also 22% of housing is affordable - only 11% is in Minehead.	J Gliddon	J Gliddon & Sons Ltd	hardware, garden machinery and clothing	Williton
retail / financial	recreational and retail	local / visitors - majority local visitors and visitors from nearby caravan park (poor visitors as opposed to wealthy Exmoor visitors)	50 / 50	poorly. Very poor village of majority elderly and non-working people. For the pensioners the shopping is adequate, for families there is little choice and the availability is expensive	significant increase in sales from easter to september with further increase during school 6 week holiday	additional retailers, a leading retailer / supermarket to act as linch pin	no. at best another 6 shops, clothing, books, gifts, haderdashery, optician, florist. A supermarket, rather than two expensive convenience shops, together with associated parking, toilets would act as a magnet	1% vacancy due to landlord hoping to get change of use to residential. Has been empty for some years	average rents approx £9,000/pa. There are not recreational/leisure premises. Whilst rents are relatively low , the village is the third poorest in Somerset.	no. Something of this nature would be welcome.	two convenience stores open until 10pm. 15% of shops open on a Sunday.	no. Car parking with is available is difficult to access across main trunk road and too expensive. People will do anything not to pay to park and there is often obstruction caused. The traffic passing through is excessive both in volume and weight.	not so important as it is a rural area, at the moment there is insufficient facilities for people/customers to visit the village.	poor quality. Filthy pavements, very narrow , now here to sit. Bus queues blocking pavements. Constant heavy traffic, noisy, fumy, generally unplesant to walk around. Appalling for wheelchairs and pushchairs. Slow traffic down, stop abnormal loads during working hours, widening pavements, free parking to stop people illegally parking.	no village hall / community meeting place. No heart. Poor choice of retail, expensice food from convenience stores. People with buying power shopping at towns10/15 miles away	Julia williamson	The West Somerset Antiques Centre	antiques centre	Williton
hotels and B&Bs, tea rooms, cafes and restaurants	dentist / optician, leisure centre	variety / all over	60 / 40	very well	school holidays, when cliff railway is open	more all round satisfaction, less people going to barnstaple	yes	1% empty. Only problem is business rates	average rent £500-£600 per month	farmers market. Very important. Only once a month for two hours?! Very successful	no. 99% open Sunday.	yes. Parking for locals. Street parking. Lorries blocking main road through village.	very	fairly good. Uneven slabs. Rubbish and weeds.	town councillors have too much control	mrs Badham	Lynton Pharmacy	Pharmacy goods	Lynton
retail and catering		main customers are british tourists, although increasing amount of european tourists	30 / 70	quite well	we aren't a very seasonal location / very busy from march to optober.	more shops selling a better quality of gifts especially in Lynmouth	no. In lynmouth there are too many shops selling the same cheap gifts and too many cafes selling the same type of food	there is not a problem with vacant shops	the rents are quite high. £1,000pm	there is a farmers market once a month.	no late night shopping. Most shops are open on a Sunday.	there is always a shortage of car parking, but not a lot can be done, although the front of the town hall is very misused with 'town hall business' written everywhere but just two cars normally using the area, one who has his own bollard put out every morning	very important links to Barnstaple, Ilfracombe and minehead	the streets are of good quality		Stephen Gubb	The Oak Room	Restaurant	Lynton
there are a lot of charity shops and these tend to be in prominent parts of the town. Ordinary shop keepers cannot afford these prime locations	clothing for younger men and walking gear shop	50+ age group from the west somerset area	90% local / 10% visitors	OK for town of this size	no, not for us	easier parking for town centre	yes	there are some town centre units empty in prime locations due to the recession	£21,500 rent for us. I don't know how much other shops pay but our rent seems very expensive because we sell large goods (furniture and carpets) and therefore have large premises. We are finding it increasingly difficult to afford this during the recession.	Friday farmers market in the parade, Minehead. I feel it would be better to hold it on wellington square because there would be much less disruption to the town centre as the market is only small. However, it would be important to not set a precedent for other businesses to use wellington square for commercial purposes.	late night opening before christmas. Some shops open Sunday but most independent stores stay shut	no. The car parking is not regulated and has not been for the past few years. This is a major problem for us as people are inclined to go to the business park where there is ample free parking. We used to have one hour free prking and then a charge. this was a great help to our customers. please can we have a traffic warden	important. Most of our customers are 50+ and many are OAPs who use the free bus.	dirty due to late night revellers. Greasy empty food cartons are revolting but as much as vomit	the high business rates for the town centre units are crippling. Charity shops (some) are selling new goods but probably still getting subsidised rates - this should be stopped. The development of the old hospital site would really enhance the town centre	Mrs Val Stuart	Stuarts Home Furnishers	furniture, flooring and curtains	Minehead
Williton appears to supply most of the needs of a large area all the way round the village. People regularly come from across the moors, dulverton, porlock, wiveliscombe, bishops lydeard and nether stowey to buy all sorts of things. I often hear people say that williton is the one village that you can get almost anything.		most of my business is 90% local		my local customers love their village and are very happy with their amenities.	the summer months do bring in the most customers	our village needs to be smartened up. Lick of paint. Hanging baskets etc. It needs to be marketed as the centre for the quantocks, exmoor and sea and minehead. We need more parking and the free parking	see other answers	any vacant units are quickley snapped up. There are problem units a third the way down the high street	there are some landlords that keep on putting their rents up	there is no street market. Williton has great potential for a farmers market. We could easilt build a semi indoor old world type of market/fair in the high street	the supermarkets are open till 10pm and on saturdays and sundays	parking is our main restriction. I know of people who refuse to shop in williton because of the cost of parking. To pay £1 for a loaf of bread and 70p for parking is not fair. The half-hour free parking would really make a lot of difference.	I don't really know . People do use it.	the streets are clean enough but the buildings are grubby. Having to find £1500 for rates next year is not going to make it east to find money to paint	I feel that a one way relief road from minehead through to co-op, move the co-op to the proposed supermarket and have the shops when solicitors are would benefit the village greatly. The way it is propossed would kill the high street shops off.	Bryan Tyner	Williton Post Office	post office, greeting cards, stationery, toys, gifts and jewellery	Williton

Appendix E

Quantitative Retail Floorspace Capacity Assessment

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2011-2026)

ZONE	POSTCODE SECTORS	YEAR				Change, 2011-16		Change, 2011-2021		Change, 2011-2026	
		2011	2016	2021	2026	No.	(%)	No.	(%)	No.	(%)
1	TA24 5										
	TOTAL	6165	6141	6295	6527	-24	-0.4	130	2.1	362	5.9
2	TA24 6										
	TOTAL	5888	6004	6153	6393	116	2.0	265	4.5	505	8.6
3	TA24 8										
	TOTAL	5068	5017	5028	5106	-51	-1.0	-40	-0.8	38	0.7
4	EX35 6										
	TOTAL	2072	2083	2110	2129	11	0.5	38	1.8	57	2.8
5	TA24 7										
	TOTAL	2010	2097	2178	2267	87	4.3	168	8.4	257	12.8
6	TA22 9										
	TOTAL	2941	2986	3004	3105	45	1.5	63	2.1	164	5.6
7	TA23 0										
	TOTAL	5711	6005	6235	6558	294	5.1	524	9.2	847	14.8
8	TA4 4										
	TOTAL	4304	4393	4470	4584	89	2.1	166	3.9	280	6.5
9	TA5 1										
	TOTAL	5266	5364	5529	5693	98	1.9	263	5.0	427	8.1
10	TA4 2/3										
	TOTAL	9427	9663	9952	10243	236	2.5	525	5.6	816	8.7
11	EX31 4										
	TOTAL	6365	6628	6909	7177	263	4.1	544	8.5	812	12.8
TOTAL		55217	56381	57863	59782	1164	2.1	2646	4.8	4565	8.3

Notes:

Population figures for each zone for 2011 derived from Experian Business Strategies Retail Planner Reports (dated June 2011).

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2011-2026

A: CONVENIENCE GOODS

ZONE	2011	2016	2021	2026
1	1653	1703	1755	1808
2	1931	1990	2050	2113
3	1996	2057	2119	2184
4	1758	1811	1866	1923
5	3509	3616	3726	3839
6	1948	2007	2068	2130
7	1797	1852	1908	1966
8	1913	1971	2031	2093
9	1963	2022	2084	2147
10	1944	2003	2064	2126
11	1796	1851	1907	1965

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2011	2016	2021	2026
1	502	591	695	817
2	548	644	758	891
3	554	652	767	902
4	501	590	694	816
5	655	771	907	1066
6	574	675	794	934
7	545	641	754	887
8	551	649	763	897
9	591	696	818	963
10	617	726	854	1004
11	585	688	810	952

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2011	2016	2021	2026
1	255	300	353	415
2	298	351	413	486
3	316	371	437	514
4	287	338	397	467
5	371	436	513	603
6	325	383	450	530
7	272	320	376	443
8	300	353	415	489
9	330	388	457	537
10	330	388	457	537
11	307	361	425	500

D: DIY & DECORATING GOODS

ZONE	2011	2016	2021	2026
1	282	332	390	459
2	329	388	456	536
3	349	410	482	567
4	324	382	449	528
5	461	543	638	751
6	384	451	531	624
7	313	368	433	509
8	336	395	465	547
9	393	463	544	640
10	390	459	540	635
11	358	421	495	583

Notes:

Expenditure growth per annum for convenience goods assumed to be 0.6% and 3.3% for comparison goods expenditure.

2009 PRICES

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2011-2026

E: DOMESTIC APPLIANCES

ZONE	2011	2016	2021	2026
1	111	130	153	180
2	126	149	175	206
3	129	152	179	211
4	115	135	159	187
5	139	164	193	227
6	125	147	173	203
7	119	140	165	194
8	124	146	172	202
9	130	153	180	212
10	129	152	178	210
11	119	140	165	194

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2011	2016	2021	2026
1	375	441	518	610
2	401	472	555	653
3	409	481	566	666
4	368	433	509	599
5	435	511	601	708
6	396	465	547	644
7	379	446	525	617
8	388	457	537	632
9	403	474	557	656
10	406	478	562	662
11	379	446	525	617

G: PERSONAL & LUXURY GOODS

ZONE	2011	2016	2021	2026
1	453	533	627	738
2	505	594	699	822
3	527	620	729	857
4	476	559	658	774
5	595	700	824	969
6	531	624	734	864
7	470	552	650	764
8	503	591	696	818
9	536	631	742	872
10	541	636	749	880
11	501	589	693	815

H: RECREATIONAL GOODS

ZONE	2011	2016	2021	2026
1	397	467	550	647
2	496	583	686	807
3	514	605	711	837
4	484	569	670	788
5	698	821	966	1136
6	561	660	777	914
7	479	564	663	780
8	504	593	697	820
9	577	679	798	939
10	577	679	798	939
11	542	638	750	883

Notes:

Expenditure growth per annum for comparison goods assumed to be 3.3%.

2009 PRICES

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2011-2026

A: CONVENIENCE GOODS

ZONE	2011	2016	2021	2026
1	10.2	10.5	11.0	11.8
2	11.4	11.9	12.6	13.5
3	10.1	10.3	10.7	11.1
4	3.6	3.8	3.9	4.1
5	7.1	7.6	8.1	8.7
6	5.7	6.0	6.2	6.6
7	10.3	11.1	11.9	12.9
8	8.2	8.7	9.1	9.6
9	10.3	10.8	11.5	12.2
10	18.3	19.4	20.5	21.8
11	11.4	12.3	13.2	14.1
TOTAL	**106.7**	**112.3**	**118.8**	**126.5**

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2011	2016	2021	2026
1	3.1	3.6	4.4	5.3
2	3.2	3.9	4.7	5.7
3	2.8	3.3	3.9	4.6
4	1.0	1.2	1.5	1.7
5	1.3	1.6	2.0	2.4
6	1.7	2.0	2.4	2.9
7	3.1	3.8	4.7	5.8
8	2.4	2.8	3.4	4.1
9	3.1	3.7	4.5	5.5
10	5.8	7.0	8.5	10.3
11	3.7	4.6	5.6	6.8
TOTAL	**31.3**	**37.6**	**45.4**	**55.2**

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2011	2016	2021	2026
1	1.6	1.8	2.2	2.7
2	1.8	2.1	2.5	3.1
3	1.6	1.9	2.2	2.6
4	0.6	0.7	0.8	1.0
5	0.7	0.9	1.1	1.4
6	1.0	1.1	1.4	1.6
7	1.6	1.9	2.3	2.9
8	1.3	1.6	1.9	2.2
9	1.7	2.1	2.5	3.1
10	3.1	3.8	4.5	5.5
11	2.0	2.4	2.9	3.6
TOTAL	**16.9**	**20.3**	**24.5**	**29.7**

D: DIY & DECORATING GOODS

ZONE	2011	2016	2021	2026
1	1.7	2.0	2.5	3.0
2	1.9	2.3	2.8	3.4
3	1.8	2.1	2.4	2.9
4	0.7	0.8	0.9	1.1
5	0.9	1.1	1.4	1.7
6	1.1	1.3	1.6	1.9
7	1.8	2.2	2.7	3.3
8	1.4	1.7	2.1	2.5
9	2.1	2.5	3.0	3.6
10	3.7	4.4	5.4	6.5
11	2.3	2.8	3.4	4.2
TOTAL	**19.4**	**23.4**	**28.2**	**34.3**

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2009 PRICES

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2011-2026

E: DOMESTIC APPLIANCES

ZONE	2011	2016	2021	2026
1	0.7	0.8	1.0	1.2
2	0.7	0.9	1.1	1.3
3	0.7	0.8	0.9	1.1
4	0.2	0.3	0.3	0.4
5	0.3	0.3	0.4	0.5
6	0.4	0.4	0.5	0.6
7	0.7	0.8	1.0	1.3
8	0.5	0.6	0.8	0.9
9	0.7	0.8	1.0	1.2
10	1.2	1.5	1.8	2.1
11	0.8	0.9	1.1	1.4
TOTAL	**6.8**	**8.2**	**9.9**	**12.1**

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2011	2016	2021	2026
1	2.3	2.7	3.3	4.0
2	2.4	2.8	3.4	4.2
3	2.1	2.4	2.8	3.4
4	0.8	0.9	1.1	1.3
5	0.9	1.1	1.3	1.6
6	1.2	1.4	1.6	2.0
7	2.2	2.7	3.3	4.0
8	1.7	2.0	2.4	2.9
9	2.1	2.5	3.1	3.7
10	3.8	4.6	5.6	6.8
11	2.4	3.0	3.6	4.4
TOTAL	**21.7**	**26.1**	**31.5**	**38.3**

G: PERSONAL & LUXURY GOODS

ZONE	2011	2016	2021	2026
1	2.8	3.3	3.9	4.8
2	3.0	3.6	4.3	5.3
3	2.7	3.1	3.7	4.4
4	1.0	1.2	1.4	1.6
5	1.2	1.5	1.8	2.2
6	1.6	1.9	2.2	2.7
7	2.7	3.3	4.1	5.0
8	2.2	2.6	3.1	3.8
9	2.8	3.4	4.1	5.0
10	5.1	6.1	7.4	9.0
11	3.2	3.9	4.8	5.8
TOTAL	**28.1**	**33.8**	**40.8**	**49.6**

H: RECREATIONAL GOODS

ZONE	2011	2016	2021	2026
1	2.4	2.9	3.5	4.2
2	2.9	3.5	4.2	5.2
3	2.6	3.0	3.6	4.3
4	1.0	1.2	1.4	1.7
5	1.4	1.7	2.1	2.6
6	1.7	2.0	2.3	2.8
7	2.7	3.4	4.1	5.1
8	2.2	2.6	3.1	3.8
9	3.0	3.6	4.4	5.3
10	5.4	6.6	7.9	9.6
11	3.5	4.2	5.2	6.3
TOTAL	**28.9**	**34.7**	**41.9**	**50.9**

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2009 PRICES

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 4: MARKET SHARE OF CONVENIENCE FACILITIES IN WEST SOMERSET AND EXMOOR

STORE / CENTRE	MAIN FOOD ZONE											TOP-UP ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4
WEST SOMERSET																						
MINEHEAD	**99.0%**	**96.9%**	**95.9%**	**14.5%**	**69.2%**	**20.0%**	**73.4%**	**48.8%**	**1.0%**	**2.1%**	**0.0%**	**97.6%**	**86.7%**	**61.4%**	**3.0%**	**30.8%**	**2.5%**	**18.4%**	**7.9%**	**0.0%**	**0.0%**	**0.0%**
Morrisons, Vulcan Road, Minehead	27.6%	24.0%	30.6%	0.0%	23.1%	1.2%	23.4%	25.0%	0.0%	1.0%	0.0%	9.8%	12.0%	8.0%	1.5%	11.5%	0.0%	5.7%	3.9%	0.0%	0.0%	0.0%
Co-op, The Avenue, Minehead	14.3%	5.2%	8.2%	0.0%	3.1%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	25.6%	3.6%	18.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Avenue, Minehead	2.0%	2.1%	3.1%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	12.2%	2.4%	4.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Spar, Minehead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Seaward Way, Minehead	49.0%	57.3%	52.0%	14.5%	38.5%	14.1%	48.9%	22.6%	1.0%	0.0%	0.0%	12.2%	24.1%	11.4%	1.5%	9.6%	1.3%	8.0%	2.6%	0.0%	0.0%	0.0%
Other stores, Minehead	3.1%	3.1%	2.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	30.5%	16.9%	13.6%	0.0%	3.8%	0.0%	3.4%	1.3%	0.0%	0.0%	0.0%
Co-op, Alcombe, Minehead	3.1%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	22.9%	5.7%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Alcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Alcombe	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WATCHET	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**6.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**44.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Co-op, Liddymore Road, Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.8%	0.0%	0.0%	0.0%	0.0%
Co-op, Swain Street, Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%
Spar, Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%
Other stores, Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%
WILLITON	**0.0%**	**2.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.3%**	**27.4%**	**0.0%**	**2.1%**	**0.0%**	**0.0%**	**4.8%**	**2.3%**	**0.0%**	**0.0%**	**0.0%**	**17.2%**	**81.6%**	**1.3%**	**2.3%**	**0.0%**
Spar, Williton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	2.1%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%
Co-op, Fore Street, Williton	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	4.3%	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	12.6%	59.2%	0.0%	1.2%	0.0%
Other stores, Williton	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%	0.0%	0.0%	4.6%	13.2%	1.3%	1.2%	0.0%
VILLAGES																						
Other stores, Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
Other stores, Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Kilve	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Other stores, Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Other stores, Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.3%	0.0%	0.0%
Other stores, Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
SMALL VILLAGES																						
Other stores, Bicknoller	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Other stores, Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EXMOOR																						
DULVERTON	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**23.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**5.8%**	**75.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Co-op, Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LYNTON / LYNMOUTH	**0.0%**	**0.0%**	**0.0%**	**19.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**85.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**3.4%**
Other stores, Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Lynton	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%
Costcutter, Lee Road, Lynton	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	52.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, Lee Road, Lynton	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PORLOCK	**0.0%**	**0.0%**	**3.1%**	**1.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**29.5%**	**1.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Other stores, Porlock	0.0%	0.0%	2.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, High Street, Porlock	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, High Street, Porlock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
VILLAGES																						
Other stores, Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%
Other stores, Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Other stores, Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Exford	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%
Other stores, Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%
Other stores, Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londis, The Garage, Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Wheddon Cross	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Winsford	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Withypool	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Blackmoor Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores, Torre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET AND EXMOOR	1.0%	1.0%	1.0%	64.5%	23.1%	54.1%	16.0%	22.6%	97.9%	95.9%	100.0%	1.2%	7.2%	1.1%	9.0%	11.5%	8.8%	3.4%	2.6%	77.2%	95.4%	88.1%

Notes:

Market shares taken from West Somerset & Exmoor household shopping survey 2011, excluding don't do, don't know, varies, mail order and internet shopping

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 5a: TURNOVER OF CONVENIENCE FACILITIES IN WEST SOMERSET AND EXMOOR, 2011

STORE / CENTRE	MAIN FOOD ZONE											TOP-UP ZONE											TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11	
	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4	
WEST SOMERSET																							
MINEHEAD	**7.2**	**7.4**	**6.6**	**0.3**	**3.4**	**0.7**	**5.2**	**2.7**	**0.1**	**0.3**	**0.0**	**2.8**	**3.2**	**2.0**	**0.0**	**0.7**	**0.1**	**0.6**	**0.2**	**0.0**	**0.0**	**0.0**	**43.4**
Morrisons, Vulcan Road, Minehead	2.0	1.8	2.1	0.0	1.1	0.0	1.6	1.4	0.0	0.1	0.0	0.3	0.4	0.3	0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.0	**11.8**
Co-op, The Avenue, Minehead	1.0	0.4	0.6	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.7	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.9**
Iceland, The Avenue, Minehead	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.2**
Spar, Minehead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Tesco, Seaward Way, Minehead	3.6	4.4	3.6	0.3	1.9	0.5	3.4	1.2	0.1	0.0	0.0	0.4	0.9	0.4	0.0	0.2	0.0	0.3	0.1	0.0	0.0	0.0	**21.2**
Other stores, Minehead	0.2	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.6	0.4	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	**3.1**
Co-op, Alcombe, Minehead	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.8	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**1.9**
Spar, Alcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Alcombe	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
WATCHET	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**
Co-op, Liddymore Road, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	**0.9**
Co-op, Swain Street, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	**0.6**
Spar, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	**0.1**
Other stores, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	**0.3**
WILLITON	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**1.5**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**	**0.6**	**2.3**	**0.0**	**0.1**	**0.0**	**5.5**
Spar, Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	**0.8**
Co-op, Fore Street, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.6	0.0	0.1	0.0	**3.5**
Other stores, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.1	0.0	**1.1**
VILLAGES																							
Other stores, Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.19**
Other stores, Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.00**
Other stores, Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	**0.15**
Other stores, Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.00**
Other stores, Kilve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.04**
Other stores, Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	**0.20**
Other stores, Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	**0.74**
Other stores, Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.04**
SMALL VILLAGES																							
Other stores, Bicknoller	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.04**
Other stores, Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.00**
EXMOOR																							
DULVERTON	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**
Co-op, Dulverton	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.0	0.0	**1.9**
Other stores, Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	**0.6**
LYNTON / LYNMOUTH	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.7**
Other stores, Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.6**
Costcutter, Lee Road, Lynton	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.9**
Londis, Lee Road, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
PORLOCK	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**
Other stores, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.9**
Costcutter, High Street, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
One Stop, High Street, Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
VILLAGES																							
Other stores, Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Exford	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	**0.6**
Other stores, Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	**0.4**
Other stores, Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Londis, The Garage, Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Wheddon Cross	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Other stores, Winsford	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Withypool	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Other stores, Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Blackmoor Gate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Torre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET AND EXMOOR	0.1	0.1	0.1	1.5	1.1	2.0	1.1	1.2	6.9	12.0	8.3	0.0	0.3	0.0	0.1	0.3	0.2	0.1	0.1	2.6	5.6	2.7	**46.3**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 5b: TURNOVER OF CONVENIENCE FACILITIES IN WEST SOMERSET AND EXMOOR, 2016

STORE / CENTRE	MAIN FOOD ZONE											TOP-UP ZONE											TOTAL (£m)
	1 TA24 5	2 TA24 6	3 TA24 8	4 EX35 6	5 TA24 7	6 TA22 9	7 TA23 0	8 TA4 4	9 TA5 1	10 TA4 2/3	11 EX31 4	1 TA24 5	2 TA24 6	3 TA24 8	4 EX35 6	5 TA24 7	6 TA22 9	7 TA23 0	8 TA4 4	9 TA5 1	10 TA4 2/3	11 EX31 4	
WEST SOMERSET																							
MINEHEAD	**7.4**	**7.8**	**6.8**	**0.3**	**3.6**	**0.8**	**5.6**	**2.8**	**0.1**	**0.3**	**0.0**	**2.9**	**3.4**	**2.0**	**0.0**	**0.7**	**0.1**	**0.6**	**0.2**	**0.0**	**0.0**	**0.0**	**45.4**
Morrisons, Vulcan Road, Minehead	2.1	1.9	2.2	0.0	1.2	0.0	1.8	1.4	0.0	0.1	0.0	0.3	0.5	0.3	0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.0	**12.4**
Co-op, The Avenue, Minehead	1.1	0.4	0.6	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.8	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.0**
Iceland, The Avenue, Minehead	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.3**
Spar, Minehead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Tesco, Seaward Way, Minehead	3.7	4.6	3.7	0.3	2.0	0.5	3.7	1.3	0.1	0.0	0.0	0.4	0.9	0.4	0.0	0.2	0.0	0.3	0.1	0.0	0.0	0.0	**22.2**
Other stores, Minehead	0.2	0.3	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.7	0.4	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	**3.3**
Co-op, Alcombe, Minehead	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.9	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**2.0**
Spar, Alcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Alcombe	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
WATCHET	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**
Co-op, Liddymore Road, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	**0.9**
Co-op, Swain Street, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	**0.6**
Spar, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	**0.1**
Other stores, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	**0.4**
WILLITON	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**1.6**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**	**0.6**	**2.4**	**0.0**	**0.1**	**0.0**	**5.8**
Spar, Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	**0.9**
Co-op, Fore Street, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.7	0.0	0.1	0.0	**3.7**
Other stores, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.1	0.0	**1.2**
VILLAGES																							
Other stores, Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	**0.2**
Other stores, Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Kilve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	**0.2**
Other stores, Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	**0.8**
Other stores, Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
SMALL VILLAGES																							
Other stores, Bicknoller	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
EXMOOR																							
DULVERTON	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**
Co-op, Dulverton	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	**2.0**
Other stores, Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	**0.7**
LYNTON / LYNMOUTH	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.8**
Other stores, Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.6**
Costcutter, Lee Road, Lynton	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.0**
Londis, Lee Road, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
PORLOCK	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**
Other stores, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.9**
Costcutter, High Street, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
One Stop, High Street, Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
VILLAGES																							
Other stores, Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Exford	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	**0.6**
Other stores, Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	**0.5**
Other stores, Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Londis, The Garage, Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Wheddon Cross	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Other stores, Winsford	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Withypool	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Other stores, Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Blackmoor Gate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Torre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET AND EXMOOR	0.1	0.1	0.1	1.5	1.2	2.1	1.2	1.3	7.2	12.6	8.9	0.0	0.3	0.0	0.1	0.3	0.2	0.1	0.1	2.7	5.9	2.9	**49.0**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 5c: TURNOVER OF CONVENIENCE FACILITIES IN WEST SOMERSET AND EXMOOR, 2021

STORE / CENTRE	MAIN FOOD ZONE											TOP-UP ZONE											TOTAL (£m)
	1 TA24 5	2 TA24 6	3 TA24 8	4 EX35 6	5 TA24 7	6 TA22 9	7 TA23 0	8 TA4 4	9 TA5 1	10 TA4 2/3	11 EX31 4	1 TA24 5	2 TA24 6	3 TA24 8	4 EX35 6	5 TA24 7	6 TA22 9	7 TA23 0	8 TA4 4	9 TA5 1	10 TA4 2/3	11 EX31 4	
WEST SOMERSET																							
MINEHEAD	**7.8**	**8.2**	**7.0**	**0.4**	**3.9**	**0.8**	**6.0**	**2.9**	**0.1**	**0.3**	**0.0**	**3.1**	**3.6**	**2.1**	**0.0**	**0.8**	**0.1**	**0.7**	**0.2**	**0.0**	**0.0**	**0.0**	**47.9**
Morrisons, Vulcan Road, Minehead	2.2	2.0	2.2	0.0	1.3	0.0	1.9	1.5	0.0	0.1	0.0	0.3	0.5	0.3	0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.0	**13.1**
Co-op, The Avenue, Minehead	1.1	0.4	0.6	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.8	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.2**
Iceland, The Avenue, Minehead	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.3**
Spar, Minehead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Tesco, Seaward Way, Minehead	3.9	4.9	3.8	0.4	2.1	0.6	4.0	1.4	0.1	0.0	0.0	0.4	1.0	0.4	0.0	0.2	0.0	0.3	0.1	0.0	0.0	0.0	**23.5**
Other stores, Minehead	0.2	0.3	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.7	0.5	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	**3.4**
Co-op, Alcombe, Minehead	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.9	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**2.1**
Spar, Alcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Alcombe	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
WATCHET	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**
Co-op, Liddymore Road, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	**1.0**
Co-op, Swain Street, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	**0.7**
Spar, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	**0.1**
Other stores, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	**0.4**
WILLITON	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**1.6**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**	**0.6**	**2.5**	**0.0**	**0.2**	**0.0**	**6.1**
Spar, Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	**0.9**
Co-op, Fore Street, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.8	0.0	0.1	0.0	**3.9**
Other stores, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.1	0.0	**1.3**
VILLAGES																							
Other stores, Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	**0.2**
Other stores, Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Kilve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	**0.2**
Other stores, Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	**0.8**
Other stores, Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
SMALL VILLAGES																							
Other stores, Bicknoller	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
EXMOOR																							
DULVERTON	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.8**
Co-op, Dulverton	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	**2.1**
Other stores, Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	**0.7**
LYNTON / LYNMOUTH	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.9**
Other stores, Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.6**
Costcutter, Lee Road, Lynton	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.0**
Londis, Lee Road, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
PORLOCK	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**
Other stores, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.9**
Costcutter, High Street, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
One Stop, High Street, Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
VILLAGES																							
Other stores, Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Exford	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	**0.7**
Other stores, Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	**0.5**
Other stores, Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Londis, The Garage, Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Wheddon Cross	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Other stores, Winsford	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Other stores, Withypool	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Other stores, Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Blackmoor Gate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Torre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET AND EXMOOR	0.1	0.1	0.1	1.6	1.3	2.1	1.3	1.4	7.7	13.4	9.6	0.0	0.3	0.0	0.1	0.3	0.2	0.1	0.1	2.8	6.2	3.1	**52.1**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

WEST SOMERSET COUNCIL & EXMOOR NATIONAL PARK AUTHORITY
QUANTITATIVE NEED STUDY

TABLE 5d: TURNOVER OF CONVENIENCE FACILITIES IN WEST SOMERSET AND EXMOOR, 2026

STORE / CENTRE	MAIN FOOD ZONE											TOP-UP ZONE											TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11	
	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4	
WEST SOMERSET																							
MINEHEAD	**8.4**	**8.8**	**7.3**	**0.4**	**4.1**	**0.8**	**6.5**	**3.1**	**0.1**	**0.3**	**0.0**	**3.3**	**3.8**	**2.2**	**0.0**	**0.8**	**0.1**	**0.7**	**0.3**	**0.0**	**0.0**	**0.0**	**51.0**
Morrisons, Vulcan Road, Minehead	2.3	2.2	2.3	0.0	1.4	0.0	2.1	1.6	0.0	0.2	0.0	0.3	0.5	0.3	0.0	0.3	0.0	0.2	0.1	0.0	0.0	0.0	**13.9**
Co-op, The Avenue, Minehead	1.2	0.5	0.6	0.0	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.9	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.5**
Iceland, The Avenue, Minehead	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.4**
Spar, Minehead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Tesco, Seaward Way, Minehead	4.1	5.2	4.0	0.4	2.3	0.6	4.3	1.4	0.1	0.0	0.0	0.4	1.1	0.4	0.0	0.3	0.0	0.3	0.1	0.0	0.0	0.0	**25.0**
Other stores, Minehead	0.3	0.3	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	1.0	0.7	0.5	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	**3.7**
Co-op, Alcombe, Minehead	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	**2.2**
Spar, Alcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Alcombe	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
WATCHET	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**
Co-op, Liddymore Road, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	**1.1**
Co-op, Swain Street, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	**0.7**
Spar, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	**0.1**
Other stores, Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	**0.4**
WILLITON	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**1.7**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**	**0.7**	**2.6**	**0.0**	**0.2**	**0.0**	**6.5**
Spar, Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	**1.0**
Co-op, Fore Street, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.9	0.0	0.1	0.0	**4.2**
Other stores, Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.1	0.0	**1.3**
VILLAGES																							
Other stores, Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	**0.2**
Other stores, Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Kilve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	**0.2**
Other stores, Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	**0.9**
Other stores, Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
SMALL VILLAGES																							
Other stores, Bicknoller	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
EXMOOR																							
DULVERTON	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.9**
Co-op, Dulverton	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	0.0	**2.2**
Other stores, Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.0	0.0	**0.7**
LYNTON / LYNMOUTH	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.9**
Other stores, Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.7**
Costcutter, Lee Road, Lynton	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.0**
Londis, Lee Road, Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
PORLOCK	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**
Other stores, Porlock	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.0**
Costcutter, High Street, Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
One Stop, High Street, Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
VILLAGES																							
Other stores, Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Exford	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	**0.7**
Other stores, Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	**0.1**
Other stores, Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	**0.6**
Other stores, Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Londis, The Garage, Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Other stores, Wheddon Cross	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Other stores, Winsford	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Other stores, Withypool	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Other stores, Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Other stores, Blackmoor Gate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Other stores, Torre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET AND EXMOOR	0.1	0.1	0.1	1.7	1.4	2.3	1.4	1.4	8.1	14.2	10.3	0.0	0.3	0.0	0.1	0.3	0.2	0.1	0.1	3.0	6.6	3.4	**55.4**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

TABLE 6: MARKET SHARE OF COMPARISON GOODS RETAIL FACILITIES IN WEST SOMERSET AND EXMOOR

STORE / CENTRE	CLOTHES/SHOES ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**16%**	**28%**	**18%**	**0%**	**14%**	**8%**	**11%**	**10%**	**0%**	**0%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Williton	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	2.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	84.1%	70.4%	79.5%	98.5%	82.4%	90.3%	89.0%	88.6%	98.8%	####	98.5%

STORE / CENTRE	FURNITURE ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**56%**	**34%**	**48%**	**4%**	**33%**	**7%**	**18%**	**22%**	**3%**	**0%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Watchet	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Williton	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	2.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	44.2%	64.7%	49.4%	95.7%	65.1%	88.1%	80.5%	67.2%	95.6%	98.7%	####

STORE / CENTRE	DIY ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**40%**	**43%**	**41%**	**1%**	**26%**	**5%**	**14%**	**3%**	**0%**	**0%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Watchet	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	1.2%	0.0%	0.0%
Williton	0.0%	3.7%	0.0%	0.0%	1.9%	0.0%	4.5%	17.6%	2.3%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	60.5%	52.4%	55.6%	91.2%	71.7%	83.5%	77.3%	78.4%	96.5%	####	98.6%

STORE / CENTRE	APPLIANCES ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**49%**	**49%**	**51%**	**5%**	**40%**	**17%**	**24%**	**27%**	**1%**	**1%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Williton	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	51.4%	50.0%	48.6%	93.1%	60.4%	78.5%	75.7%	69.8%	98.7%	98.8%	####

STORE / CENTRE	SMALL ELEC ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**52%**	**41%**	**47%**	**7%**	**45%**	**17%**	**26%**	**29%**	**1%**	**1%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Williton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.4%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	47.9%	58.9%	52.9%	93.0%	55.1%	81.7%	73.5%	69.5%	97.3%	98.8%	####

STORE / CENTRE	PERSONAL/LUXURY ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**59%**	**51%**	**51%**	**2%**	**46%**	**2%**	**33%**	**29%**	**3%**	**0%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%
Williton	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	2.7%	23.2%	0.0%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	2.4%	22.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	32.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	40.6%	47.2%	44.9%	65.5%	51.2%	75.4%	60.3%	48.2%	97.1%	####	####

STORE / CENTRE	RECREATION ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	**48%**	**50%**	**39%**	**4%**	**11%**	**6%**	**16%**	**11%**	**0%**	**0%**	**0%**
Brushford	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Carhampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crowcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogumber	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stogursey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Washford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monksilver	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Quantoxhead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Watchet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Williton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
EXMOOR											
Allerford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgetown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Timberscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wheddon Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Withypool	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wootton Courtenay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brompton Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Challacombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cutcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dulverton	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunster	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luccombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luxborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lynton	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parracombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porlock	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roadwater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Simonsbath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUTSIDE WEST SOMERSET & EXMOOR	52.2%	50.0%	58.5%	91.3%	83.3%	85.7%	84.0%	84.2%	97.9%	####	####

Notes: Market shares taken from West Somerset & Exmoor household shopping survey 2011, excluding don't do, don't know, varies, mail order and internet shopping

TABLE 7a: TURNOVER OF COMPARISON GOODS RETAIL FACILITIES IN WEST SOMERSET AND EXMOOR, 2011

STORE / CENTRE	CLOTHES/SHOES ZONE 1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.5	0.9	0.5	0.0	0.2	0.1	0.3	0.2	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	2.6	2.3	2.2	1.0	1.1	1.5	2.8	2.1	3.1	5.8	3.7

STORE / CENTRE	FURNITURE ZONE 1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.9	0.6	0.8	0.0	0.2	0.1	0.3	0.3	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	0.7	1.1	0.8	0.6	0.5	0.8	1.3	0.9	1.7	3.1	2.0

STORE / CENTRE	DIY ZONE 1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.7	0.8	0.7	0.0	0.2	0.1	0.2	0.0	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.1	1.0	1.0	0.6	0.7	0.9	1.4	1.1	2.0	3.7	2.2

STORE / CENTRE	APPLIANCES ZONE 1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.3	0.4	0.3	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	0.4	0.4	0.3	0.2	0.2	0.3	0.5	0.4	0.7	1.2	0.8

STORE / CENTRE	SMALL ELEC ZONE 1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	1.2	1.0	1.0	0.1	0.4	0.2	0.6	0.5	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.1	1.4	1.1	0.7	0.5	1.0	1.6	1.2	2.1	3.8	2.4

STORE / CENTRE	PERSONAL/LUXURY ZONE 1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	1.7	1.5	1.4	0.0	0.6	0.0	0.9	0.6	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.1	1.4	1.2	0.6	0.6	1.2	1.6	1.0	2.7	5.1	3.2

STORE / CENTRE	RECREATION ZONE 1	2	3	4	5	6	7	8	9	10	11	TOTAL (£m)
WEST SOMERSET												
Minehead	1.2	1.5	1.0	0.0	0.2	0.1	0.4	0.2	0.0	0.0	0.0	**26.7**
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	**0.1**
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	**1.5**
EXMOOR												
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.7**
Dunster	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.3**
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET & EXMOOR	1.3	1.5	1.5	0.9	1.2	1.4	2.3	1.8	3.0	5.4	3.5	**122.8**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

TABLE 7b: TURNOVER OF COMPARISON GOODS RETAIL FACILITIES IN WEST SOMERSET AND EXMOOR, 2016

STORE / CENTRE	CLOTHES/SHOES ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.6	1.1	0.6	0.0	0.2	0.2	0.4	0.3	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	3.1	2.7	2.6	1.2	1.3	1.8	3.4	2.5	3.7	7.0	4.5

STORE / CENTRE	FURNITURE ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	1.0	0.7	0.9	0.0	0.3	0.1	0.4	0.3	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	0.8	1.4	0.9	0.7	0.6	1.0	1.5	1.0	2.0	3.7	2.4

STORE / CENTRE	DIY ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.8	1.0	0.8	0.0	0.3	0.1	0.3	0.0	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.2	1.2	1.1	0.7	0.8	1.1	1.7	1.4	2.4	4.4	2.8

STORE / CENTRE	APPLIANCES ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	0.4	0.4	0.4	0.0	0.1	0.1	0.2	0.2	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	0.4	0.4	0.4	0.3	0.2	0.3	0.6	0.4	0.8	1.4	0.9

STORE / CENTRE	SMALL ELEC ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	1.4	1.2	1.1	0.1	0.5	0.2	0.7	0.6	0.0	0.1	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.3	1.7	1.3	0.8	0.6	1.1	2.0	1.4	2.5	4.6	3.0

STORE / CENTRE	PERSONAL/LUXURY ZONE										
	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET											
Minehead	1.9	1.8	1.6	0.0	0.7	0.0	1.1	0.7	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0
EXMOOR											
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.3	1.7	1.4	0.8	0.8	1.4	2.0	1.3	3.3	6.1	3.9

STORE / CENTRE	RECREATION ZONE											TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	
WEST SOMERSET												
Minehead	1.4	1.8	1.2	0.1	0.2	0.1	0.5	0.3	0.0	0.0	0.0	**31.8**
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.1**
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	**0.1**
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	**1.8**
EXMOOR												
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.8**
Dunster	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.6**
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET & EXMOOR	1.5	1.8	1.8	1.1	1.4	1.7	2.8	2.2	3.6	6.6	4.2	**147.9**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

2009 PRICES

TABLE 7c: TURNOVER OF COMPARISON GOODS RETAIL FACILITIES IN WEST SOMERSET AND EXMOOR, 2021

STORE / CENTRE	CLOTHES/SHOES ZONE											FURNITURE ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET																						
Minehead	0.7	1.3	0.7	0.0	0.3	0.2	0.5	0.3	0.0	0.0	0.0	1.2	0.9	1.1	0.0	0.4	0.1	0.4	0.4	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
EXMOOR																						
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	3.7	3.3	3.1	1.4	1.6	2.2	4.2	3.0	4.5	8.5	5.5	1.0	1.6	1.1	0.8	0.7	1.2	1.9	1.2	2.4	4.5	2.9

STORE / CENTRE	DIY ZONE											APPLIANCES ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET																						
Minehead	1.0	1.2	1.0	0.0	0.4	0.1	0.4	0.1	0.0	0.0	0.0	0.5	0.5	0.5	0.0	0.2	0.1	0.3	0.2	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR																						
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.5	1.5	1.3	0.9	1.0	1.3	2.1	1.6	2.9	5.4	3.4	0.5	0.5	0.4	0.3	0.3	0.4	0.8	0.5	1.0	1.8	1.1

STORE / CENTRE	SMALL ELEC ZONE											PERSONAL/LUXURY ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET																						
Minehead	1.7	1.4	1.3	0.1	0.6	0.3	0.9	0.7	0.0	0.1	0.0	2.3	2.2	1.9	0.0	0.8	0.0	1.3	0.9	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.7	0.0	0.0	0.0
EXMOOR																						
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.6	2.0	1.5	1.0	0.7	1.3	2.4	1.7	3.0	5.5	3.6	1.6	2.0	1.6	0.9	0.9	1.7	2.4	1.5	4.0	7.4	4.8

STORE / CENTRE	RECREATION ZONE											TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	
WEST SOMERSET												
Minehead	1.7	2.1	1.4	0.1	0.2	0.1	0.7	0.3	0.0	0.0	0.0	**38.2**
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.1**
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	**0.1**
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	**2.1**
EXMOOR												
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.9**
Dunster	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.7**
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.4**
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET & EXMOOR	1.8	2.1	2.1	1.3	1.8	2.0	3.5	2.6	4.3	7.9	5.2	**178.7**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

2009 PRICES

TABLE 7d: TURNOVER OF COMPARISON GOODS RETAIL FACILITIES IN WEST SOMERSET AND EXMOOR, 2026

STORE / CENTRE	CLOTHES/SHOES ZONE											FURNITURE ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET																						
Minehead	0.8	1.6	0.8	0.0	0.3	0.2	0.6	0.4	0.0	0.0	0.0	1.5	1.1	1.3	0.0	0.4	0.1	0.5	0.5	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
EXMOOR																						
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	4.5	4.0	3.7	1.7	2.0	2.6	5.2	3.6	5.4	10.3	6.7	1.2	2.0	1.3	1.0	0.9	1.4	2.3	1.5	2.9	5.4	3.6

STORE / CENTRE	DIY ZONE											APPLIANCES ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET																						
Minehead	1.2	1.5	1.2	0.0	0.4	0.1	0.5	0.1	0.0	0.0	0.0	0.6	0.6	0.6	0.0	0.2	0.1	0.3	0.3	0.0	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Williton	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EXMOOR																						
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.8	1.8	1.6	1.0	1.2	1.6	2.6	2.0	3.5	6.5	4.1	0.6	0.7	0.5	0.4	0.3	0.5	1.0	0.6	1.2	2.1	1.4

STORE / CENTRE	SMALL ELEC ZONE											PERSONAL/LUXURY ZONE										
	1	2	3	4	5	6	7	8	9	10	11	1	2	3	4	5	6	7	8	9	10	11
WEST SOMERSET																						
Minehead	2.1	1.7	1.6	0.1	0.7	0.3	1.1	0.8	0.1	0.1	0.0	2.9	2.7	2.2	0.0	1.0	0.0	1.6	1.1	0.1	0.0	0.0
Brushford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0	0.0
EXMOOR																						
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulverton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Dunster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lynton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Porlock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUTSIDE WEST SOMERSET & EXMOOR	1.9	2.5	1.8	1.2	0.9	1.6	3.0	2.0	3.6	6.7	4.4	2.0	2.5	2.0	1.1	1.1	2.0	3.0	1.8	4.8	9.0	5.8

STORE / CENTRE	RECREATION ZONE											TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	
WEST SOMERSET												
Minehead	2.0	2.6	1.7	0.1	0.3	0.2	0.8	0.4	0.0	0.0	0.0	**46.4**
Brushford	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	**0.2**
Carhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Crowcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dunster Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogumber	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Stogursey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	**0.1**
Washford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Monksilver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
West Quantoxhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Watchet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Williton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	**2.6**
EXMOOR												
Allerford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Barbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.2**
Brendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Bridgetown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Timberscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Wheddon Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Withypool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Wootton Courtenay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Brompton Regis	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Challacombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Cutcombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Dulverton	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	**1.1**
Dunster	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	**0.1**
Exford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Exton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luccombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Luxborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Lynton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.8**
Parracombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Porlock	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.5**
Roadwater	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
Simonsbath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
OUTSIDE WEST SOMERSET & EXMOOR	2.2	2.6	2.5	1.5	2.1	2.4	4.3	3.2	5.2	9.6	6.3	**217.2**

Notes:

Turnover for stores/centres calculated by applying market share to total available expenditure in each zone

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TABLE 8: BENCHMARK TURNOVER LEVELS OF CONVENIENCE FACILITIES IN WEST SOMERSET AND EXMOOR, 2011

STORE / CENTRE	TOTAL FLOORSPACE (sq m gross)	TOTAL FLOORSPACE (sq m net)	% OF CONVENIENCE GOODS SALES	TOTAL CONVENIENCE GOODS FLOORSPACE	SALES DENSITY (£/sq m)	TOTAL BENCHMARK TURNOVER (£m)
MINEHEAD						
Morrisons, Vulcan Road, Minehead				1729	11719	20.3
Co-op, The Avenue, Minehead				669	7361	4.9
Iceland, The Avenue, Minehead				350	6268	2.2
Tesco, Seaward Way, Minehead				1709	12554	21.5
Vacant (former Somerfield / EUROSPAR)				441	10000	4.4
Other stores, Minehead				788	4500	3.5
Co-op, Alcombe, Minehead	230	178	90	161	7361	1.2
Spar, Alcombe	237	154	90	139	5000	0.7
Other stores, Alcombe	202	131	95	125	4500	0.6
WILLITON						
Co-op		445	90	401	7361	2.9
Spar		336	90	302	5000	1.5
Other		350	95	333	4500	1.5
WATCHET						
Co-op		146	90	132	7361	1.0
Co-op		111	95	106	7361	0.8
Spar		94	90	85	5000	0.4
STOGURSEY	160	104	95	99		
BICKNOLLER	81	53	95	50		
CROWCOMBE	41	27	95	25		
BRUSHFORD	78	51	95	48		
CARHAMPTON	174	113	95	107		
BROMPTON RALPH	166	108	95	103		
WASHFORD	1669	1085	20	217		
LYNTON / LYNMOUTH	550	358	95	340		
DUNSTER	395	257	95	244		
PORLOCK	600	390	95	371		
DULVERTON	772	502	95	477		

Notes: floorspace data obtained from IDG, West Somerset Council, GOAD and Exmoor National Park Authority

sales densities for named operators obtained from Verdict data

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TABLE 9: CONVENIENCE GOODS CAPACITY 2011-2026

A: West Somerset and Exmoor

	2011	2016	2021	2026
Available Convenience Goods Expenditure (£m)	106.7	112.3	118.8	126.5
Turnover from Study Area (£m)	60.4	63.3	66.7	71.1
Market Share (%)	56.6	56.4	56.2	56.2
Expenditure Inflow (£m)	14.0	14.6	15.4	16.4
Total Turnover Potential (£m)	74.4	78.0	82.1	87.5
Baseline Turnover of Existing Facilities (£m)	81.7	82.5	83.3	84.1
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**-7.3**	**-4.5**	**-1.2**	**3.4**
Potential Sales Density for future convenience stores (£/sq m)	5,000	5050	5101	5152
Potential Floorspace Capacity (sq m)	**-1,456**	**-894**	**-228**	**655**

Notes:

Available convenience goods expenditure taken from Table 3.
Turnover from study area taken from Table 5.
Market share is the turnover from study area expressed as a percentage of the available expenditure
Expenditure inflow based on latest information from South West Tourism and ENPA tourism exp data.
Total turnover potential is the turnover from study area plus the expenditure inflow.
Baseline turnover from existing facilities taken from Table 8 and Table 5a, assumed to experience an increase in floorspace efficiency of 0.2% per annum over 2011-2026.

Residual expenditure is the total turnover potential minus the turnover of existing facilities.
Potential sales density of new convenience goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 0.2% per annum over 2011-2026.

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TABLE 9: CONVENIENCE GOODS CAPACITY 2011-2026

B: West Somerset and Exmoor (excluding Minehead)

	2011	2016	2021	2026
Available Convenience Goods Expenditure (£m)	106.7	112.3	118.8	126.5
Turnover from Study Area (£m)	17.0	17.9	18.9	20.1
Market Share (%)	15.9	16.0	15.9	15.9
Expenditure Inflow (£m)	5.5	5.8	6.1	6.5
Total Turnover Potential (£m)	22.5	23.7	25.0	26.6
Baseline Turnover of Existing Facilities (£m)	22.5	22.7	22.9	23.2
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**0.0**	**1.0**	**2.0**	**3.4**
Potential Sales Density for future convenience stores (£/sq m)	5,000	5050	5101	5152
Potential Floorspace Capacity (sq m)	**0**	**202**	**402**	**661**

Notes:

Available convenience goods expenditure taken from Table 3.
Turnover from study area taken from Table 5.
Market share is the turnover from study area expressed as a percentage of the available expenditure
Expenditure inflow based on latest information from South West Tourism and ENPA tourism exp data.
Total turnover potential is the turnover from study area plus the expenditure inflow.
Baseline turnover from existing facilities taken from Table 8 and Table 5a, assumed to experience an increase in floorspace efficiency of 0.2% per annum over 2011-2026.

Residual expenditure is the total turnover potential minus the turnover of existing facilities.
Potential sales density of new convenience goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 0.2% per annum over 2011-2026.

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TABLE 9: CONVENIENCE GOODS CAPACITY 2011-2026

C: West Somerset and Exmoor (Minehead Only)

	2011	2016	2021	2026
Available Convenience Goods Expenditure (£m)	106.7	112.3	118.8	126.5
Turnover from Study Area (£m)	43.4	45.4	47.9	51.0
Market Share (%)	40.7	40.4	40.3	40.4
Expenditure Inflow (£m)	8.5	8.9	9.3	10.0
Total Turnover Potential (£m)	51.9	54.3	57.2	61.0
Baseline Turnover of Existing Facilities (£m)	59.2	59.8	60.4	61.0
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**-7.3**	**-5.5**	**-3.2**	**0.0**
Potential Sales Density for future convenience stores (£/sq m)	5,000	5050	5101	5152
Potential Floorspace Capacity (sq m)	**-1,462**	**-1,098**	**-632**	**-9**

Notes:

Available convenience goods expenditure taken from Table 3.
Turnover from study area taken from Table 5.
Market share is the turnover from study area expressed as a percentage of the available expenditure
Expenditure inflow based on latest information from South West Tourism and ENPA tourism exp data.
Total turnover potential is the turnover from study area plus the expenditure inflow.
Baseline turnover from existing facilities taken from Table 8 and Table 5a, assumed to experience an increase in floorspace efficiency of 0.2% per annum over 2011-2026.

Residual expenditure is the total turnover potential minus the turnover of existing facilities.
Potential sales density of new convenience goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 0.2% per annum over 2011-2026.

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TABLE 10: COMPARISON GOODS CAPACITY 2011-2026

West Somerset and Exmoor

	2011	2016	2021	2026
Available Comparison Goods Expenditure (£m)	153.2	184.1	222.3	270.1
Turnover from Study Area (£m)	30.4	36.2	43.5	52.9
Market Share (%)	19.8	19.7	19.6	19.6
Expenditure Inflow (£m)	21.0	25.0	30.0	36.5
Total Turnover Potential (£m)	51.4	61.2	73.6	89.4
Baseline Turnover of Existing Facilities (£m)	51.4	55.6	60.2	65.2
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**0.0**	**5.6**	**13.4**	**24.2**
Potential Sales Density for future comparison (£/sq m)	5,000	5413.0	5860.1	6344.2
Potential Floorspace Capacity (sq m)	**0**	**1,040**	**2,280**	**3,821**

Notes:

Available comparison goods expenditure taken from Table 3.
Turnover from study area taken from Table 7.
Market share is the turnover from study area expressed as a percentage of available expenditure
Expenditure inflow based on latest information from South West Tourism.
Total turnover potential is the turnover from study area plus the expenditure inflow.
Baseline turnover is assumed to match total turnover potential at 2011 and assumed to experience an increase in floorspace efficiency of 1.6% per annum over 2011-2031
Residual expenditure is the total turnover potential minus the turnover of existing facilities.
Potential sales density of new comparison goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 1.6% per annum over 2011-2031.

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Appendix F

Retail Hierarchy & Land Use Composition Analysis

MINEHEAD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	22	14596
Comparison	132	37960
Service	89	22489
Vacant	24	9943
Miscellaneous	1	113
(Non Goad Category) Use Class: A3/A4/C1	43	25503
(Non Goad Category) Other	41	659387
(Non Goad Category) Use Class D1/D2	43	915902
(Non Goad Category) Use Class B1/B2/	41	44834
Total	436	1730727

ALCOMBE

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	4	669
Comparison	3	363
Service	6	440
Vacant	0	0
Miscellaneous	0	103
(Non Goad Category) Use Class A3/A4/C1/C2	1	362
(Non Goad Category) Use Class B1/B2/	4	1195
(Non Goad Category) Use Class D1/D2	4	1161
(Non Goad Category) Other	0	0
Total	22	4293

WILLITON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	6	1743
Comparison	13	2436
Service	14	1589
Vacant	15	1070
Miscellaneous	1	247
(Non Goad Category) Use Class A3/A4/C1/C2	9	1931
(Non Goad Category) Use Class B1/B2/	28	10881
(Non Goad Category) Use Class D1/D2	8	1131
(Non Goad Category) Other	9	8850
Total	103	29878

WATCHET

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	3	472
Comparison	22	2104
Service	17	1387
Vacant	12	1580
Miscellaneous	2	198
(Non Goad Category) Use Class A3/A4/C1/C2	16	4537
(Non Goad Category) Use Class B1/B2/	6	15908
(Non Goad Category) Use Class D1/D2	7	4397
(Non Goad Category) Other	0	20
Total	85	30603

STRINGSTON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	1	163
(Non Goad Category) Other	0	0
Total	1	163

KILTON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	1	228
(Non Goad Category) Other	0	0
Total	1	228

EAST QUANTOXHEAD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	1	109
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	1	162
(Non Goad Category) Other	0	0
Total	2	271

STOGURSEY

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	2	160
Comparison	0	345
Service	0	0
Vacant	1	75
Miscellaneous	1	130
(Non Goad Category) Use Class A3/A4/C1/C2	2	767
(Non Goad Category) Use Class B1/B2/	0	1677
(Non Goad Category) Use Class D1/D2	7	18623
(Non Goad Category) Other	1	0
Total	14	21777

KILVE

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	1	185
(Non Goad Category) Use Class A3/A4/C1/C2	4	584
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	1	234
(Non Goad Category) Other	0	0
Total	6	1003

SHURTON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	1	173
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	0	0
Total	1	173

CROWCOMBE HEATHFIELD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	1	46
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	0	0
Total	1	46

WEST QUANTOXHEAD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	2	530
(Non Goad Category) Use Class B1/B2/	0	34522
(Non Goad Category) Use Class D1/D2	2	405
(Non Goad Category) Other	1	0
Total	5	35457

CLATWORTHY

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	306
(Non Goad Category) Other	0	0
Total	2	306

SAMPFORD BRETT

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	386
(Non Goad Category) Other	0	0
Total	2	386

DONIFORD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	4918
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	2	0
Total	2	4918

BICKNOLLER

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	1	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	1	0
(Non Goad Category) Use Class B1/B2/	0	4918
(Non Goad Category) Use Class D1/D2	2	0
(Non Goad Category) Other	0	0
Total	4	4918

VELLOW

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	1	142
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	0	0
Total	1	142

CROWCOMBE

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	1	41
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	1	408
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	6	14301
(Non Goad Category) Other	0	0
Total	8	14750

HOLFORD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	3	342
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	3	9283
(Non Goad Category) Other	0	0
Total	6	9625

MONKSILVER

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	1	249
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	364
(Non Goad Category) Other	0	0
Total	3	613

SKILGATE

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	303
(Non Goad Category) Other	0	0
Total	2	303

HUISH CHAMPFLOWER

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	1	275
(Non Goad Category) Other	0	0
Total	1	275

BRUSHFORD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	1	78
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	3	808
(Non Goad Category) Other	0	0
Total	4	886

CARHAMPTON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	1	174
Comparison	1	101
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	2	450
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	4	14960
(Non Goad Category) Other	0	0
Total	8	15685

BROMPTON RALPH

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	1	166
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	1	201
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	307
(Non Goad Category) Other	0	0
Total	4	674

BILBROOK

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	2	228
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	1	161
Total	3	389

WITHYCOMBE

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	482
(Non Goad Category) Other	0	0
Total	2	482

BLUE ANCHOR

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	1	113
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	3	739
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	2	114772
Total	6	115624

OLD CLEEVE

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	727
(Non Goad Category) Other	0	0
Total	2	727

WASHFORD

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	1	1669
Comparison	3	5278
Service	2	191
Vacant	1	77
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	2	365
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	3	9308
(Non Goad Category) Other	2	4318
Total	14	21206

STOGUMBER

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	1	247
Service	0	0
Vacant	0	0
Miscellaneous	1	213
(Non Goad Category) Use Class A3/A4/C1/C2	1	377
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	2	418
(Non Goad Category) Other	0	0
Total	5	1255

UPTON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	0	0
Comparison	0	0
Service	0	0
Vacant	0	0
Miscellaneous	0	0
(Non Goad Category) Use Class A3/A4/C1/C2	0	0
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	0	0
(Non Goad Category) Other	1	148
Total	1	148

DULVERTON

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	5	772
Comparison	23	2410
Service	14	1618
Vacant	4	710
Miscellaneous	1	141
(Non Goad Category) Use Class A3/A4/C1/C2	8	3127
(Non Goad Category) Use Class B1/B2/	13	1256
(Non Goad Category) Use Class D1/D2	20	5613
(Non Goad Category) Other	8	2095
Total	96	17742

DUNSTER

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	3	395
Comparison	26	3496
Service	8	1352
Vacant	1	31
Miscellaneous	2	361
(Non Goad Category) Use Class A3/A4/C1	14	4062
(Non Goad Category) Use Class B1/B2/	0	0
(Non Goad Category) Use Class D1/D2	9	4476
(Non Goad Category) Other	0	0
Total	63	14174

LYNTON & LYNMOUTH

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	7	550
Comparison	42	3940
Service	30	2671
Vacant	8	1147
Miscellaneous	1	534
(Non Goad Category) Use Class A3/A4/C1/C2	54	11788
(Non Goad Category) Use Class B1/B2/	2	181
(Non Goad Category) Use Class D1/D2	37	7931
(Non Goad Category) Other	1	413
Total	182	29154

PORLOCK

Sector	No. of Units	Gross Floorspace Total (sqm)
Convenience	5	600
Comparison	16	1452
Service	10	672
Vacant	3	251
Miscellaneous	1	167
(Non Goad Category) Use Class A3/A4/C1/C2	11	1804
(Non Goad Category) Use Class B1/B2/	1	129
(Non Goad Category) Use Class D1/D2	12	3633
Other (sui generis)	0	356
Total	59	8708

Appendix G

Household Survey Results Summary

West Somerset & Exmoor Quantitative Needs Assessment Study

Appendix G - Household Survey Summary

October 2011

gva.co.uk

Contents

1. Introduction

1.1 This note sets out the background to, along with key results from, the household survey which was commissioned by GVA and c4g, on behalf of West Somerset Council and Exmoor National Park Authority, to inform the West Somerset and Exmoor Quantitative Needs Assessment.

1.2 The household survey was carried out by NEMS Market Research, providing detailed factual information on shopping patterns and behaviour in and around the West Somerset and Exmoor area.

1.3 GVA and c4g designed the survey questionnaire in consultation with officers from West Somerset Council and Exmoor National Park Authority. The survey sample comprised 1000 interviews, with quotas applied to ensure the sample reflected the distribution of the population between the different survey zones.

1.4 The survey results identify the shopping patterns of households for both convenience and comparison goods, with the results also having been cross-tabulated in order to provide a more detailed picture of retail relationships and behaviour across the local area.

1.5 The remainder this report, which acts as an appendix to the main Quantitative Needs Study report, is structured as follows:

- Section 2 outlines the study area for the household survey, the survey zones and the format of the questionnaire.
- Section 3 provides a summary of convenience (food) shopping behaviour, whilst Section 4 provides information on linked trips associated with main food shopping trips.
- Section 5 outlines the key messages from the household survey in relation to comparison (non-food) shopping.
- In Section 6 the individual characteristics of shopping behaviour within different parts of the study area and individual zones is explored.

- Finally, in Section 7, local residents' attitudes towards their main local shopping centre are outlined.

2. Study Area

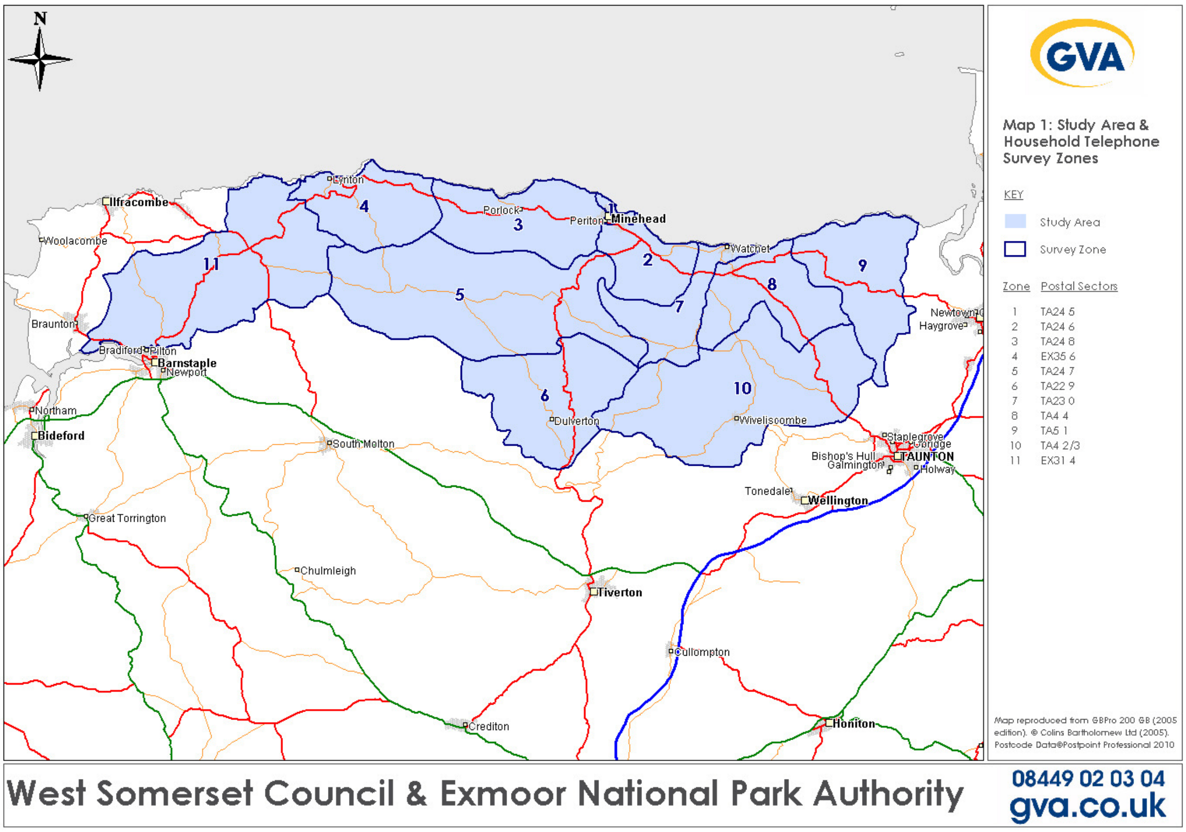
2.1 The study area for the household survey has been set to cover all parts of the West Somerset and Exmoor administrative area, plus parts of surrounding administrative districts.

2.2 A plan showing the extent of the survey area is contained at Appendix A to the main report. It shows a geographical area which encompasses the West Somerset and Exmoor National Park administrative areas running along the north Somerset coast from Stogursey to Lynton/Lynmouth and stretching from the northern edge of Barnstaple in the west, encompassing settlements such as Simonsbath, Dulverton, Brushford and Wiveliscombe across its southern edge. It is considered that this area contains the combined primary catchment area population for the key settlements in West Somerset and Exmoor.

2.3 Following the establishment of the overall study area, we have broken this area down into individual zones. These zones, which are based upon postcode sectors, enable a more detailed analysis of the interrelationship of the roles and functions between different centres. In this instance, the zones are based on individual postcode sectors (with one exception) and are shown on the plan at Appendix A and summarised below

Table A: Schedule of Study Area Zones

Zone	Settlements	Postcode Sectors
1		TA24 5
2		TA24 6
3		TA24 8
4		EX35 6
5		TA24 7
6		TA22 9
7		TA23 0
8		TA4 4
9		TA5 1
10		TA4 2/3
11		EX31 4



2.4 The household survey has been structured to ascertain shopping patterns of local residents for convenience and comparison goods and includes questions relating to the following types of shopping:

- Convenience (food) shopping:
  1. main food shopping trips
  2. top-up food shopping trips
- Comparison (non-food) shopping:
  1. clothes and shoes
  2. furniture, floorcoverings and textiles
  3. DIY and hardware goods
  4. domestic appliances (i.e. large electrical and gas appliances)
  5. smaller electrical appliances (TV, Hi Fi, etc)
  6. personal and luxury goods
  7. recreational goods

2.5 In addition to these 'shopping patterns' questions, the household survey also contains questions regarding residents' most frequently visited town or village centre, including frequency of visits, reasons for visits and the ability of that centre to meet residents' shopping needs.

2.6 A copy of the household survey question and main results tabulations is contained at Appendix B to this report.

2.7 Tables 4 and 6 at Appendix E of the main study report provide a summary of the convenience and comparison goods shopping patterns for the purposes of the quantitative assessment.

3. Convenience Food Shopping

3.1 Table 4 (see Appendix E) sets out the market share and turnover of convenience goods retail facilities in each of the settlements, indicating their market penetration rate for each of the 11 study zones.

3.2 The full results tabulations can be found at Appendix B.

3.3 For convenience goods, the household survey included questions on main food and top-up shopping.

Main Food Shopping

3.4 Main food shopping refers to bulk food shopping trips which are undertaken less frequently and are often carried out by car.

3.5 The following table sets out the existing shopping patterns for main food shopping across the key centres within the study area.

Table A: Main Food Shopping Patterns Across the Key Centres

	MAIN FOOD										
	ZONE										
	1	2	3	4	5	6	7	8	9	10	11
CENTRE	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4
WEST SOMERSET											
MINEHEAD	99.0%	96.9%	95.9%	14.5%	69.2%	20.0%	73.4%	48.8%	1.0%	2.1%	0.0%
WATCHET	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
WILITON	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	4.3%	27.4%	0.0%	2.1%	0.0%
STOGURSEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
EXMOOR											
DULVERTON	0.0%	0.0%	0.0%	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%
LYNTON/LYNMOUTH	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
PORLOCK	0.0%	0.0%	3.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

3.6 Table B below, sets out the most popular main food shopping destinations in each zone.

Table B: Most Popular Main Food Shopping Destinations According to Zone

	Most Popular Main Food Shopping Destinations		
Zone 1	Tesco, Seaward Way, Minehead – **48.0%**	Morrions, Vulcan Road, Minehead – **27.0%**	Co-op, The Avenue Minehead – **14.0%**
Zone 2	Tesco, Seaward Way, Minehead – **55%**	Morrions, Vulcan Road, Minehead – **23%**	Co-op, The Avenue Minehead – **5.0%**
Zone 3	Tesco, Seaward Way, Minehead – **50.5%**	Morrions, Vulcan Road, Minehead – **29.7%**	Co-op, The Avenue Minehead – **7.9%**
Zone 4	Tesco, Barnstaple – **35.0%**	Tesco, Seaward Way, Minehead – **13.8%**	Sainsburys, Barnstaple – **11.3%**
Zone 5	Tesco, Seaward Way, Minehead – **35.7%**	Morrions, Vulcan Road, Minehead – **21.4%**	Other Stores, Minehead – **4.3%**
Zone 6	Morrisons, Tiverton – **26.4%**	Co-op, Dulverton – **19.8%**	Tesco, Seaward Way, Minehead – **13.2%** Tesco, Tiverton – **13.2%**
Zone 7	Tesco, Seaward Way, Minehead – **46.0%**	Morrions, Vulcan Road, Minehead – **22.0%**	Asda, Taunton – **9.0%**
Zone 8	Morrions, Vulcan Road, Minehead – **23.3%**	Tesco, Seaward Way, Minehead – **21.1%**	Co-op, Williton -**16.7%**
Zone 9	Sainsburys, Bridgwater – **35.0%**	Morrisons, Bridgwater – **30.0%**	Asda, Bridgwater – **13.0%**
Zone 10	Tesco, Taunton – **31.7%**	Sainsburys, Taunton – **19.8%**	Asda, Taunton – **17.8%**
Zone 11	Tesco, Barnstaple – **46.5%**	Sainsburys, Barnstaple – **19.7%**	Other Stores, Barnstaple – **8.5%**

3.7 Table C below sets out the percentage of households in each zone whose main food shopping trips take place outside West Somerset and Exmoor. Whilst zones 1-3 have limited leakages, it is clear that zones 4-11 experience significant flows to alternative destinations.

Table C: Proportion of Main Food Trip Leakage According to Zone

PERCENTAGE OF MAIN FOOD TRIPS OUTSIDE WEST SOMERSET AND EXMOOR ZONE										
1 TA24 5	2 TA24 6	3 TA24 8	4 EX35 6	5 TA24 7	6 TA22 9	7 TA23 0	8 TA4 4	9 TA5 1	10 TA4 2/3	11 EX31 4
1.0%	**1.0%**	**1.0%**	**64.5%**	**23.1%**	**54.1%**	**16.0%**	**22.6%**	**97.9%**	**95.9%**	**100.0%**

3.8 Across the study area, the results indicate:

- The choices and usage levels, of main food shopping destinations, varies significantly. However, according to the respondents in each zone, there tend to be 3 or 4 destinations which capture the majority of the market share.
- In zones 1-3, almost all respondents (99.0%, 96.9% and 95.9% respectively) choose Minehad as their destination of choice for main food shopping, with Tesco on Seaward Way attracting approximately half of the respondents in each of these three zones. Consequently, in zones 1-3 leakages are minimal at just 1.0% in each zone. However, it should be noted that of those not shopping in West Somerset and Exmoor, the most popular alternative destination differs across the zones; in zone 1 the most popular alternative is Taunton, in Zone 2 the majority of respondents opted for Wellington and in Zone 3 Tiverton.
- In contrast, in zones 9-11, there are significantly high levels of leakage; 97.9%, 95.9% and 100% of respondents in each zone travel outside the West Somerset and Exmoor area to carry out their main food shopping trips. In zone 9 Bridgwater is the most popular destination for respondents, in zone 10 Taunton is the most popular destination and in zone 11 most respondents indicated that they opt for Barnstaple as their main food destination of choice.
- Zones 4-8 experience varying degrees of leakages, ranging from 16.0% to 64.5% of respondents in each zone travelling outside the study area to undertake their main food shopping trips. In zone 4, the most popular destination outside of West

Somerset and Exmoor is Barnstaple, in zone 6 Tiverton, and in zones 5, 7 and 8 Taunton.

- Overall, Tesco on Seaward Way in Minehead (26.7%) and Morrisons on Vulcan Road in Minehead (13.9%) are the two most popular main food shopping destinations.

Top-up Shopping

3.9 This section examines patterns of top-up shopping revealed by the household survey. In contrast to main shopping, top-up shopping trips are for smaller amounts of goods and are usually undertaken on a more frequent basis.

3.10 Table D below sets out the existing shopping patterns for top-up food shopping across the key settlements within the study area.

Table D: Top-up Shopping Patterns Across the Key Centres

	TOP-UP										
	ZONE										
	1	2	3	4	5	6	7	8	9	10	11
CENTRE	TA24 5	TA24 6	TA24 8	EX35 6	TA24 7	TA22 9	TA23 0	TA4 4	TA5 1	TA4 2/3	EX31 4
WEST SOMERSET											
MINEHEAD	97.6%	86.7%	61.4%	3.0%	30.8%	2.5%	18.4%	7.9%	0.0%	0.0%	0.0%
WATCHET	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.8%	0.0%	0.0%	0.0%	0.0%
WILITON	0.0%	4.8%	2.3%	0.0%	0.0%	0.0%	17.2%	81.6%	1.3%	2.3%	0.0%
STOGURSEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.3%	0.0%	0.0%
EXMOOR											
DULVERTON	0.0%	0.0%	0.0%	0.0%	5.8%	75.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LYNTON/LYNMOUTH	0.0%	0.0%	0.0%	85.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%
PORLOCK	0.0%	0.0%	29.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

3.11 Table E below, sets out the most popular main food shopping destinations in each zone. (NB excludes those respondents who don't do top-up shopping)

Table E: Most Popular Top-Up Shopping Destinations According to Zone

	Most Popular Top-up Food Shopping Destinations		
Zone 1	Co-op, The Avenue, Minehead – **21.0%**	Other Stores, Minehead – **25.0%**	Iceland, The Avenue Minehead – **10.0%** Tesco, Seaward Way, Minehead – **10.0%**
Zone 2	Co-op, Alcombe, Minehead – **19.0%**	Tesco, Seaward Way, Minehead – **20.0%**	Other Stores, Minehead – **14.0%**
Zone 3	Other Stores, Porlock – **18.8%**	Co-op, The Avenue, Minehead – **15.8%**	Other Stores, Minehead – **11.9%**
Zone 4	Other Stores, Lynton – **21.3%**	Costcutter, Lynton – **43.8%**	
Zone 5	Other Stores, Exford - **14.3%**	Other Stores, Wheddon Cross - **8.6%** Other Stores, Whithypool – **8.6%** Morrions, Vulcan Road, Minehead – **8.6%**	Tesco, Seaward Way, Minehead – **7.1%**
Zone 6	Other Stores, Brompton Regis **– 6.6%**	Co-op, Dulverton – **44.0%**	Other Stores, Dulverton – **22.0%**
Zone 7	Co-op, Liddymore Road, Watchet – **19.0%**	Co-op, Fore Street, Wilition **– 11.0%**	Other Stores, Roadwater – **12.0%**
Zone 8	Co-op, Fore Street, Wilition – **50.0%**	Other Stores, Wiliton – **11.1%**	Other Stores, Crowcombe – **4.4%**
Zone 9	Other Stores, Stogursey – **16.0%**	Morrisons, Bridgwater – **6.0%**	Other Stores, nether Stowey – **37.0%**
Zone 10	Co-op, Church Street, Bishops Lydeard – **23.8%**	Other Stores, Bishops Lydeard – **11.9%**	Co-op, Wiveliscombe – **24.8%**
Zone 11	Co-op, Barnstaple – **12.7%**	Marks and Spencer, Barnstaple – **7.0%**	Other Stores, Bratton Fleming – **19.7%**

3.12 Table F below indicates of all main food shopping trips, the percentage undertaken outside West Somerset and Exmoor, according to household zone.

Table F: Proportion of Top-up Shopping Trip Leakage According to Zone

PERCENTAGE OF TOP-UP SHOPPING TRIPS OUTSIDE WEST SOMERSET AND EXMOOR										
ZONE										
1 TA24 5	2 TA24 6	3 TA24 8	4 EX35 6	5 TA24 7	6 TA22 9	7 TA23 0	8 TA4 4	9 TA5 1	10 TA4 2/3	11 EX31 4
1.2%	**7.2%**	**1.1%**	**9.0%**	**11.5%**	**8.8%**	**3.4%**	**2.6%**	**77.2%**	**95.4%**	**88.1%**

3.13 Across the study area, the results indicate:

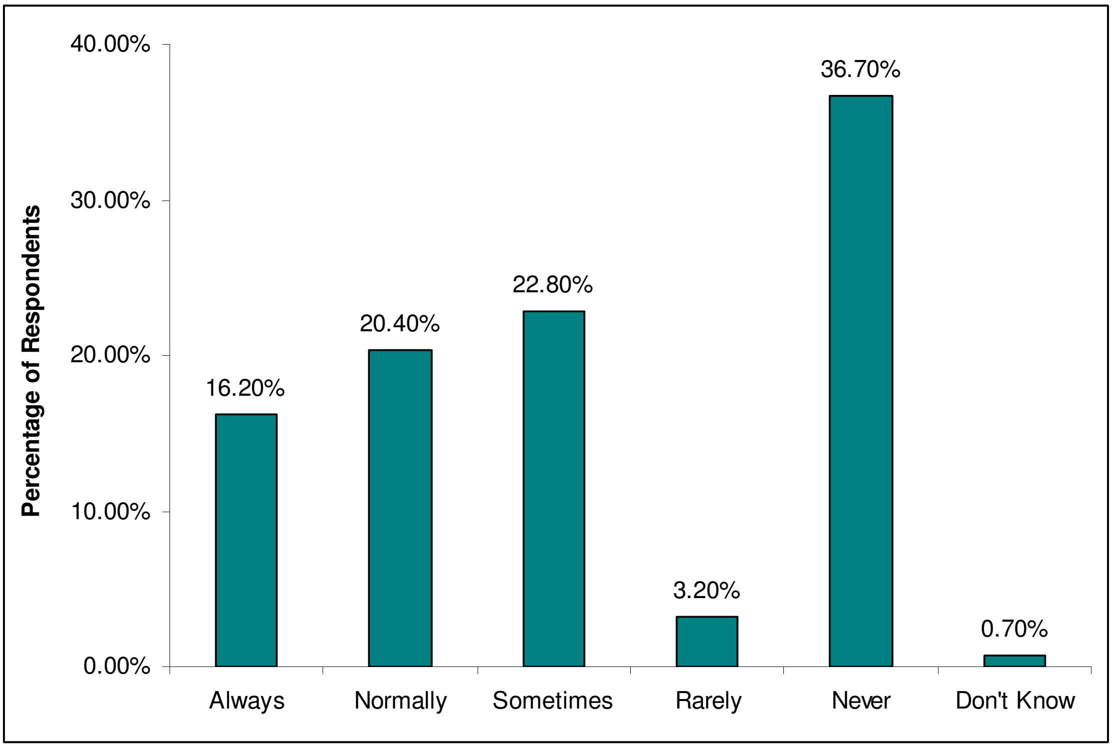
- The majority of respondents (86.4%) carry out top-up shopping. Those that do, use a wide variety of stores, including those also used for main-shopping. As would be expected, top-up shopping tends to be carried out at stores located within or in close proximity to each postcode zone.
- Whilst Stogursey is not a key destination for main food-shopping, its importance as a top-up food shopping destination is highlighted in Table D.
- Notably, the Co-op is a very popular store for top-up food shopping, however its popularity as a main food shopping store is significantly limited.
- In comparison to main food shopping, leakages outside West Somerset and Exmoor are significantly lower for top-up shopping, for the majority of zones. However, leakages in zones 9-11 still remain high at 77.2%, 95.4% and 88.1% respectively.
- In zones 1, 2 and 3, the most popular leakage destination is Taunton, in zone 4 it is Barnstaple, in zone 5 respondents indicated both Tiverton and Taunton, zone 6 Tiverton, Zone 7 Barnstaple, Zone 8 Taunton, Zone 9 Bridgwater, Zone 10 Taunton and zone 11 Barnstaple. Drawing upon this it is apparent that by zone, the preferred shopping destinations outside West Somerset and Exmoor differ between main food shopping and top-up shopping.
- Overall, the most popular top-up shopping destinations are Tesco on Seaward Way in Minehead (5.4%) and other stores in Minehead (6.0%). Consequently, these figures clearly indicate the much greater spread of the market share in relation to top-up shopping.

4. Linked Trips

General Linked Trip Behaviour

4.1 When asked if they carried out any other activities on their main food shopping trip, 36.7% of respondents indicated that their visit was never linked with any additional activities.

Chart A: Proportion of Respondents Carrying Out Linked Trips



4.2 Of those who indicated that they did, on occasions, also visit other shops, leisure or service outlets whilst on their main food shopping trip, the most popular destination (town centre, store or retail/leisure park) was Minehead.

Linked Trip Behaviour by Main Food Shopping Destination

4.3 Table G below indicates of those respondents whose main food shopping trip is undertaken within key destinations in West Somerset and Exmoor, if and where that linked trip would be carried out.

Table G: Linked Trip Patterns According to key Stores in West Somerset and Exmoor

Key Stores and Centres	Percentage of Respondents Undertaking a Linked Trip	Linked Trip Destination
Co-op, Alcombe, Minehead	37.5%	Alcombe (33.3%), Minehead (66.7%),
Co-op, Dulverton	70.0%	Dulverton (100%),
Co-op, Fore Street, Williton	83.3%	Williton (93.3%), Minehead (6.7%)
Co-op, Liddymore Road, Watchet	50.0%	Watchet (50.0%)
Co-op, Swain Street, Watchet	66.7%	Watchet (50%)
Co-op, The Avenue, Minehead	73.5%	Minehead (100.0%)
Iceland, The Avenue, Minehead	100%	Minehead (87.5%), Taunton (12.5%)
Morrisons, Vulcan Road, Minehead	46.7%	Minehead (95.2%), Tiverton (1.6%), Williton (3.2%),
Spar, Williton	71.4%	Williton (60%), Taunton (40%)
Tesco, Seaward Way, Minehead	49.8%	Minehead (99.2%), Taunton (0.8%)

4.4 Table G above, shows that those respondents visiting the Co-op, Alcombe, Morrisons or Tesco in Minehead, were least likely to carry out a linked trip than those choosing to conduct their main food shopping trip elsewhere. Contrastingly, all the respondents whose main food shopping is undertaken in Iceland in Minehead, all carry out linked trips.

4.5 For those who carry out a linked trip, the general tendency is to remain within the same locale. However, of those respondents who shop in Spar in Williton, 40% of those who also undertake a linked trip travel to Taunton.

5. Comparison Goods

5.1 This section examines patterns of comparison goods shopping revealed by the household survey. The household survey included questions on specific comparison goods types, with comparison goods split into the following sub-categories:

- Clothing, footwear and other fashion goods;
- Furniture, floor coverings and textiles;
- DIY and decorating goods;
- Domestic appliances;
- Small electronic appliances (television, hi-fi, radio, computer goods etc)
- Personal and luxury goods; and
- Recreational goods.

5.2 In relation to comparison goods shopping habits, in Appendix E, Table 6 sets out the market share of existing facilities, in and around the area, by individual types of comparison goods. Tables 7a-d (at Appendix E) set out the turnover levels at 2011 (a), 2016 (b), 2021 (c) and 2026 (d) respectively.

5.3 Table H on the following pages indicates the proportion of shoppers captured by Minehead as well as elsewhere in West Somerset and Exmoor for each of the seven comparison good types. Furthermore, it also highlights the proportion of trade lost to shopping destinations outside West Somerset and Exmoor, for each of the seven goods types.

Table H: Comparison Shopping Behaviour According to Zone

Zone	Destination	CLOTHES/SHOES	FURNITURE	DIY	APPLIANCES	SMALL ELEC	PERSONAL/LUXURY	RECREATION
1	Minehead	16%	56%	40%	49%	52%	59%	48%
	Elsewhere in West Somerset and Exmoor	0%	0%	0%	0%	0%	0%	0%
	Leakage	84. %1	44.2%	60.5%	51.4%	47. 9%	40.6%	52.2%
2	Minehead	28%	34%	43%	49%	41%	51%	50%
	Elsewhere in West Somerset and Exmoor	1.2%	1.5%	4.9%	1.4%	0%	1.4%	0%
	Leakage	70.4%	64.7%	52.4%	50.0%	58.9%	47.2%	50%
3	Minehead	18%	48%	41%	51%	47%	51%	39%
	Elsewhere in West Somerset and Exmoor	2.4%	2.4%	3.3%	0%	0%	4.3%	2.4%
	Leakage	79.5%	49.4%	55.6%	48.6%	52.9%	44.9%	58.5%
4	Minehead	0%	4%	1%	5%	7%	2%	4%
	Elsewhere in West Somerset and Exmoor	1.5%	0%	7.4%	1.7%	0%	0%	4.3%
	Leakage	98.5%	95.7%	91.2%	93.1%	93. 0%	65.5%	91.3%
5	Minehead	14%	33%	26%	40%	45%	46%	11%
	Elsewhere in West Somerset and Exmoor	2%	2.3%	1.9%	0%	0%	2.4%	5.6%
	Leakage	82.4%	65.1%	71.7%	60.4%	55. 1%	51.2%	83.3%
6	Minehead	8%	7%	5%	17%	17%	2%	6%
	Elsewhere in West Somerset and Exmoor	1.4%	5.1%	11. 4%	4.6%	1.7%	0%	5.7%
	Leakage	90.3%	88.1%	83.5%	78.5%	81.7%	75.4%	85.7%

Table H (continued): Comparison Shopping Behaviour According to Zone

Zone	Destination	CLOTHES/SHOES	FURNITURE	DIY	APPLIANCES	SMALL ELEC	PERSONAL/LUXURY	RECREATION
7	Minehead	11%	18%	14%	24%	26%	33%	16%
	Elsewhere in West Somerset and Exmoor	1.3%	1.2%	9%	0%	0%	6.8%	0%
	Leakage	89.0%	80.5%	77.3%	75.7%	73.5%	60.3%	84.0%
8	Minehead	10%	22%	3%	27%	29%	29%	11%
	Elsewhere in West Somerset and Exmoor	1.2%	10.5%	1.4%	3.2%	1.7%	0%	5.3%
	Leakage	88.6%	67.2%	78.4%	69.8%	69.5%	48.2%	84.2%
9	Minehead	0%	3%	0%	1%	1%	3%	0%
	Elsewhere in West Somerset and Exmoor	0%	1.5%	3.5%	0%	1.4%	0%	2.1%
	Leakage	98.8%	95.6%	96.5%	98.7%	97.3%	97.1%	97.9%
10	Minehead	0%	0%	0%	1%	1%	0%	0%
	Elsewhere in West Somerset and Exmoor	0%	1.3%	0%	0%	0%	0%	0%
	Leakage	100%	98. 7%	100%	98.8%	98. 8%	100%	100%
11	Minehead	0%	0%	0%	0%	0%	0%	0%
	Elsewhere in West Somerset and Exmoor	0%	0%	1.4%	0%	0%	0%	0%
	Leakage	98. %5	100%	98.6%	100%	100%	100%	100%

5.4 As evidenced by Table H on the previous pages, other than Minehead, destinations in West Somerset and Exmoor capture minimal, if any, comparison good shopping trade from respondents in zones 1-11.

5.5 In zones 1 and 3, the results indicate that Minehead captures approximately half of the market share for all comparison good types, apart from clothes and footwear. In zone 1 84.1% is lost to alternative destinations outside West Somerset and Exmoor, and in zone 3 79.5% is lost.

5.6 Similarly in zone 2, the results indicate that Minehead captures approximately half of the market share for all comparison good types, apart from clothes/footwear and furniture. The results indicate that 70.4% of respondents choose to shop outside West Somerset and Exmoor for clothes/footwear, and 64.7% for furniture.

5.7 For respondents in zones 4 and 6, very little comparison goods shopping is carried out in West Somerset and Exmoor at all. This is evidenced in that for all comparison good types, other than personal/luxury goods, more than 78% of respondents' shopping is carried out at alternative destinations.

5.8 In zone 5, the majority of respondents indicated that their comparison goods shopping for all goods types, took place at destinations outside Somerset and Exmoor. Key losses are experienced in clothes/shoe shopping where there is 82.4% leakage, and recreation shopping which experiences 83.3% leakage.

5.9 In zones 7 and 8, Minehead captures a small proportion of the comparison goods shopping, ranging from 3-33% across the different goods types, with the majority of respondents indicating that they preferred to travel to areas outside West Somerset and Exmoor.

5.10 For zones 9-11, almost all respondents indicated that their comparison goods shopping, for each of the seven categories, is carried out at destinations outside West Somerset and Exmoor This is evidenced in that across the zones and categories, leakage ranges from 95.6% - 100.0%.

6. Shopping Behaviour by Area

6.1 Several of the postcode sectors which formed the household survey study area cover large geographical areas. Consequently, this section will focus on these larger sectors, looking at the finer grained picture by considering the shopping behaviour of respondents from each of the settlements they comprise, in order to ascertain whether the more detailed picture of shopping behaviour differs to the overall behaviour for the whole sector.

Postcode Sector EX31 4 - East (Parracombe) – West (Northern Edge of Barnstaple)

6.2 Of the respondents surveyed in postcode EX31 4, for those on the Eastern side of the sector Barnstaple was the most popular main food shopping destination with 90% undertaking their main trip here. Of the total number of survey respondents, 54% whose main food shop is conducted in Tesco in Barnstaple reside here, and 78% of respondents who conduct their main food shop In Sainsburys in Barnstaple also reside here.

6.3 In contrast, there is more variation in main food shopping destinations for those respondents from the Western side of the postcode sector; whilst 70% conduct their main food shopping trip in Barnstaple, 20% conduct their main food shopping trip in Braunton. Of the total number of survey respondents, 27% whose main food shop is undertaken in Tesco in Barnstaple reside here.

6.4 For clothes and footwear, furniture and household goods, domestic appliances, electronic goods, personal/luxury goods and recreational goods, the majority of respondents in both the East and West of the sector indicate that Barnstaple is their preferred shopping destination.

6.5 With regards to DIY and decorating goods, the majority of respondents in the Western part of the postcode sector specifically indicate their preference for Barnstaple Retail Park, whereas the majority of respondents in the Eastern part of the postcode sector simply indicated their that Barnstaple was their favoured destination.

6.6 For both the West and East of the sector, the significant majority of respondents indicated that Barnstaple was the town/village they visited most often. Of the total number of respondents who indicated that Barnstaple was their most visited destination, 54% reside on the East of this sector, and 25% on the West.

TA24 7 (Simonsbath – Exford – Withypool - Wheddon Cross / Cutcombe – Winsford – Timberscombe)

6.7 Overall, the most popular main food shopping destination for those living in postcode sector TA24 7 is Minehead. However, whilst this is true for those who fall under Exford, Wheddon Cross/Cutcombe, Winsford and Timberscombe, for those in Simonsbath and Withypool there is much greater variation in main-food shopping destinations. In Simonsbath, respondents indicated their preference equally for Minehead, South Molten and Exeter. Of the respondents in Withypool, 33.3% opted for Taunton as their main food shopping destination, and 16.6% each for Tiverton, Minehead, Withypool and Barnstaple.

6.8 In relation to clothes and footwear shopping, there are several favoured destinations amongst respondents across the postcode sector. For respondents in Simonsbath, Exford, Winsford, Timberscombe and outside the settlement areas, Taunton, Minehead and Barnstaple were the most popular shopping destinations. However, in Withypool, respondents also indicated their preference for Exeter, London and South Molten, and in Wheddon Cross/Cutcombe respondents opt to travel to Dulverton for clothes and footwear.

6.9 With regards to furniture shopping, in Withypool and Wheddon Cross/Cutcombe the majority of respondents favoured Taunton. In Exford and Winsford, Barnstaple, Taunton and Minehead were equally favoured by respondents. In Simonsbath, Barnstaple and Minehead were equally favoured, and for outside the key settlement areas Minehead, Taunton and Timberscombe were equally favoured destinations by respondents.

6.10 In relation to DIY and decorating goods, in Simonsbath respondents indicated their preference for stores in Barnstaple and in Exford respondents highlighted their preference for Taunton and Minehead. In Winsford, respondents indicated that Taunton, Barnstaple and Tiverton were the place they visited most for their DIY goods.

And finally, in Withypool , Wheddon Cross/Cutcombe and outside the settlement areas the majority of respondents favoured Taunton for DIY purchases.

6.11 With regards to domestic appliances, respondents across the postcode sector indicated that Minehead, South Molten and Taunton were there favoured shopping destinations. However, in Simonsbath, Barnstaple was also a key destination.

6.12 A similar pattern also exists with regards to respondents' shopping habits for small electrical goods. However, Barnstaple is also favoured by respondents in Exford, Withypool and Winsford for this particular type of shopping.

6.13 For personal and luxury goods, Minehead and Taunton appear to be the most popular shopping destinations across the postcode sector, apart from in Simonsbath where respondents indicated their preference for South Molten and Taunton.

6.14 In relation to purchasing recreational goods, apart from respondents in Simonsbath who preferred Barnstaple, respondents across the sector indicated their preference for Taunton.

6.15 With regards to which town or village respondents from TA24 7 visit most often, the results are highly varied, with participants opting for several destinations across the sector, rather than one locale being the common response. For example, whilst in Timberscombe Minehead is clearly the preferred destination of residents, in Withypool equal numbers of respondents indicated Dulverton, Luccombe, Minehead, South Molton and Withypool as the town/village they visited most. In addition, it should be noted that apart from Simonsbath, at least one respondent from each of the settlements in the sector indicated that Minehead was the area they visited most,

TA24 8 (Porlock - Selworthy – Luccombe)

6.16 On considering the responses from those in postcode sector TA24 8, it is apparent that Minehead is the most popular main food shopping destination for the respondents from each of the settlements with TA24 8. As noted earlier, Tesco on Seaward Way was the most popular store for the majority of respondents from this postcode sector, however there are variations between the usage of the Tesco, the Co-op and the Morrisons store. However, overall, it does not appear that there are significant differences in terms of main food shopping patterns across TA24 8.

6.17 A similar pattern emerges in relation to top-up food shopping, although Porlock is also popular across Selworthy, Luccombe, West Luccombe, Allerford and Porlock itself.

6.18 With regard to non-food shopping patterns, the key information is outlined below, although the data should be used with some caution given the low response rates for some of the settlements in TA24 8.

6.19 With regards to clothes and footwear shopping, the most popular destination for respondents from Luccombe (60.0%), West Luccombe (100.0%) and Allerford (60.0%) was Taunton. However, this was not true of respondents in Selworthy; 100.0% indicated that Exeter was their main destination for clothes and footwear.

6.20 For furniture goods, respondents in West Luccombe and outside the key settlements, indicate that Taunton is their destination of choice. However, in all the other settlements, the results indicate that Minehead is the most popular place to shop for furniture.

6.21 In terms of DIY goods, for those respondents in Luccombe, West Luccombe and outside the key settlements, the most popular destination is Taunton. However, for Selworthy, Minehead is the most popular place for DIY goods, and for those respondents in Allerford, Taunton and Minehead are equally popular.

6.22 With regards to domestic appliances, in Selworthy, Luccombe and West Luccombe, Taunton is the most popular destination. Outside the key settlements Minehead is the most popular destination for domestic appliances and again in Allerford, Taunton and Minehead are equally popular.

6.23 In relation to small electrical appliances, Minehead is the preferred destination by the majority of respondents in Luccombe and Allerford as well as outside the key settlements. However, for those in Selworthy Barnstaple is the preferred shopping destination for small electrical appliances, and for respondents in West Luccombe Taunton is most popular.

6.24 For personal and luxury goods shopping, other than respondents in West Luccombe who favour Taunton, the majority of respondents across the postcode sector indicate their preference for Minehead.

6.25 For those respondents from Selworthy, Luccombe and West Luccombe, Taunton is not mentioned as a place which is most visited for recreational goods. However, for the respondents from Allerford and the rest of the postcode sector (i.e. Porlock), Taunton is a key destination.

6.26 Of the total number of survey respondents, 19 indicated that the town/village which they visited most often was Porlock, with 15 of these residing within postcode sector TA24 8. However, it should be noted that none of the respondents from Selworthy indicated that Porlock was the town they visited most frequently.

TA23 0 (Watchet – Washford – Luxborough – Treborough)

6.27 The overall results for TA23 0 also indicate that there does not appear to be a large difference in main food shopping patterns between the different parts of postcode sector TA23 0. Minehead is by far the most popular destination, with the Tesco store the most popular destination across all parts of this area. The ASDA store attracts main food shopping trips from residents of Watchet and Washford, but not Luxborough, Treborough or Kingsbridge. In addition, Williton attracts trips from all parts of this area apart from Luxborough.

6.28 For top-up food shopping, the survey indicates some interesting results:

- For Watchet, there is a significant retention of trips and for those that are lost they go to Minehead. Very few Watchet residents go to Williton for their top-up food shopping.
- The majority of Washford residents travel to Williton for their top-up food shopping, with smaller proportions travelling to Watchet and Minehead.
- Luxborough / Kingsbridge residents generally travel to Minehead for their top-up food shopping
- Stores in Roadwater are also able to attract top-up food shopping trips from Luxborough, Treborough and Washford residents.

6.29 Across the postcode sector, Taunton is the most popular destination for clothes and footwear shopping, furniture and household goods, small electrical goods, personal/luxury goods and also recreational goods.

6.30 For the majority of respondents in the key settlements within the postcode sector, Taunton is also the favoured destination for domestic appliances; however for the rest of the postcode area Minehead is the preferred shopping destination.

6.31 With regards to DIY and decorating goods, in Treborough respondents equally favoured Minehead and Taunton, but for all other areas within the sector, Taunton was the majority favourite destination.

6.32 Apart from Watchet, where the majority of respondents selected Taunton, Minehead was indicated as the town visited most often. It should also be noted that at least one respondent from each of the settlements within the sector, indicated Williton was the village they visited most often.

7. Results for Main Centres

Introduction

7.1 Question 13 of the household survey asked respondents which one town or village they visit most often. Questions 14-17 were then used to ascertain respondent's opinions on the town or village they had identified in question 13. Drawing upon the results from these questions, this section presents a brief overview of why and how the key centres in West Somerset and Exmoor are used.

Minehead

7.2 With regard to Minehead, the following data from the household survey is of note:

- Approximately 1/3 of all respondents who identified Minehead as the town they visit most, indicated that they visit every day.
- Main attractions noted by respondents include the range of independent and multiple shops offered, the bank, post office, Tesco, and the environment and atmosphere of the town centre.
- 92% of respondents felt that Minehead met all their every day needs.
- Those respondents who felt Minehead didn't meet all there every day needs, they identified that this was because Minehead lacked a hardware store, clothes shops, and a department store.
- When asked what other destinations, if any, they visited to meet their every day needs, the most common response was Taunton. However, 50.8% of respondents indicated that they didn't travel anywhere else to meet their everyday needs.
- Main dislikes noted by respondents include difficulty in parking, poor selection of shops, Butlins, too many tourists and too busy a destination.
- With regards to the most needed improvements, responses included improving parking facilities, increasing the number of spaces, and reducing the cost, improving public transport access to the town centre, and improving the selection of shops offered both in terms of independent stores and larger retailers.

Watchet

7.3 Only 14% of respondents, who identified Watchet as the centre they visit most, indicated that they visit every day. 55.9% of respondents indicated that they visit three times a week.

7.4 Main attractions noted by respondents include the choice of multiple shops available, the attractive environment, the financial services that a re available, the attractive environment, and it's proximity to the coast.

7.5 69.9% of the respondents felt that Watchet met all their every day needs.

7.6 Of those respondents who felt that Watchet didn't meet all their every day needs, it was noted that this was due to the lack of low price stores.

7.7 When asked what other destinations, if any, they visited to meet their every day needs the most common responses were Watchet and Minehead, with just 27.9% indicating that they didn't travel elsewhere in order to meet their daily needs.

7.8 Main dislikes noted by respondents include Watchet being too quiet, lacking a pool and a cinema, being unsafe, and the poor choice of multiple shops available.

7.9 With regards to the most needed improvements, responses included the provision of new services and facilities such as a bowling alley, a youth club, B and Q, and a cinema, as well as the need to keep the library open. Attracting national retailers and a large supermarket were also identified as much needed improvements by respondents.

Williton

7.10 39.3% of all respondents who identified Williton as the centre they visit most indicated that they visit every day.

7.11 Main attractions noted by respondents include the attractive environment and atmosphere in the centre, its proximity to their work place, the range of independent and multiple shops available, the bank/post office, the Co-op, the hair salon and the easy parking facilities.

7.12 98.1% of respondents felt that Williton met all their every day needs. However, only 20.8% of respondents indicated that they didn't travel anywhere else to meet their everyday needs.

7.13 When asked what other destinations, if any, they visited to meet their every day needs, the most common responses were Minehead and Taunton.

7.14 Main dislikes noted by respondents include difficulty and cost of parking, traffic congestion, and the poor/limited leisure facilities. However, 56.7% of respondents felt that there was nothing in particular that they disliked about the centre.

7.15 With regards to the most needed improvements, responses included the need to reduce road congestion and the cost of parking, increase short stay parking spaces, provide a new large supermarket, improve bus stops and the bus station, improve play areas for children and improve pedestrian safety.

Stogursey

7.16 100% of respondents, who identified Stogursey as the centre they visit most, indicated that they visit every day.

7.17 Main attractions noted include the attractive atmosphere, friendly people and the pedestrian friendly environment.

7.18 66.7% of respondents felt that Stogursey met all their every day needs. Those respondents, who felt that all their every day needs weren't met, identified that this was due to the lack of a greengrocers and a butchers.

7.19 When asked what other destinations, if any, they visited to meet their every day needs, the most common responses were Bridgwater and Williton.

7.20 66.7% of respondents felt that there was nothing to dislike about Stogursey. However, of those who did indicate their dislike for the centre, the main response was the range of independent shops offered.

7.21 With regards to the most needed improvements, responses included new/improved leisure facilities, improved public transport services during the evenings and a butchers.

Dulverton

7.22 Of the respondents who identified Dulverton as the town they visit most, 37.5% indicated that they visit every day, and 31.3% indicated that they visit three times a week.

7.23 Main attractions noted by respondents include the range of independent shops available, the pedestrian friendly environment, the friendly people and the pleasant atmosphere and environment in the town centre.

7.24 96.9% of respondents felt that Dulverton met all their every day needs.

7.25 Those respondents who felt that Dulverton didn't meet all there every day needs, identified that this was due to the lack of convenience/food stores or a supermarket.

7.26 When asked what other destinations, if any, they visited to meet their every day needs, the most common responses were Tiverton, Minehead and Taunton. However, 34.5% of respondents indicated that they didn't travel anywhere else to meet their everyday needs.

7.27 Main dislikes about the town, identified by respondents include the difficulty and cost of parking and that it is too busy with too many tourists.

7.28 With regards to the most needed improvements, responses included improving parking facilities by reducing the cost and increasing the number of spaces, improving public transport within the area, and improving meeting places within the town centre.

Lynton

- 56.4% of all respondents who identified Lynton as the centre they visit most indicated that they visit every day.
- Main attractions noted by respondents include the range of shops, the environment and atmosphere, and to visit the bank or post office.
- 84.2% of respondents felt that Lynton met all there every day needs.

- Of those respondents who felt Lynton didn't meet all there every day needs, they identified that this was due to the lack of a butchers and a bakers.
- When asked what other destinations, if any, they visited to meet their every day needs, the most common response was Barnstaple, closely followed by Minehead. However, 48.5% of respondents indicated that they didn't travel anywhere else to meet their everyday needs.
- The main dislike noted by respondents was the difficulty in parking. However, 80.2% of respondents felt there was nothing in particular that they disliked about the centre.
- With regards to the most needed improvements, responses included improving public transport links and the establishment of a farmers market.

Porlock

7.29 34.8% of respondents, who identified Porlock as the town they visit most, indicated that they visit every day.

7.30 Main attractions to Porlock include the range of independent shops offered, the attractive environment, that it is close to family and friends, and also the pub.

7.31 85.8% of respondents felt that Porlock met all their every day needs.

7.32 Those respondents who felt Porlock didn't meet all their every day needs, indicated that this was due to the lack of a bank.

7.33 When asked what other destinations, if any, they visited to meet their everyday needs, the majority of respondents identified Minehead. However, 46.2% of respondents stated that they didn't' travel anywhere else to meet their needs.

7.34 Main dislikes noted about Porlock, by respondents, include parking concerns, congestion and the presence of too many holiday homes. However, 48.4% of respondent felt that there was nothing to dislike about the centre.

7.35 With regards to the most needed improvements in Porlock, responses included improving parking facilities and reducing the cost, reducing congestion, attracting new shops particularly clothes shops, improving public transport links and improving the bus stops and bus station.

Appendix H

Comparison of Leisure Service Uses in West Somerset and Exmoor with other National Park Areas

APPENDIX H: LEISURE SERVICE PROVISION IN WEST SOMERSET, EXMOOR AND OTHER NATIONAL PARK SETTLEMENTS

	AMBLESIDE (%)	ASHBURTON (%)	BAKEWELL (%)	BOWNESS (%)	KESWICK (%)	MINEHEAD (%)	WINDERMERE (%)	LYNTON & LYNMOUTH (%)	DUNSTER (%)	DULVERTON (%)	PORLOCK (%)	WILLITON (%)	WATCHET (%)	NATIONAL AVERAGE (%)
Bars & Wine Bars	1.1	1.1	0.0	1.7	1.7	0.4	0.7	0.5	0.0	0.0	0.0	0.0	0.0	1.2
Bingo & Amusements	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Cafes	6.5	3.3	6.3	5.8	4.6	2.2	4.2	3.8	7.9	4.2	3.3	1.0	3.5	2.9
Casinos & Betting Offices	0.0	0.0	0.6	0.6	0.4	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cinemas, Theatres & Concert Halls	0.5	0.0	0.0	0.6	0.4	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.2
Clubs	0.5	1.1	0.0	0.6	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Disco, Dance & Nightclubs	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Fast Food & Take Away	1.6	4.3	2.9	4.7	4.6	3.1	1.4	1.6	0.0	1.0	1.7	0.0	4.7	4.9
Hotels & Guest Houses	8.2	0.0	0.0	7.6	2.5	0.0	8.3	23.9	15.9	2.1	15.0	1.0	11.6	0.5
Public Houses	2.2	2.2	3.4	4.7	4.6	1.3	2.1	1.6	3.2	2.1	3.3	2.9	5.8	2.7
Restaurants	7.6	3.3	2.3	10.5	7.0	1.8	6.9	5.4	3.2	1.0	5.0	2.9	3.5	3.8
Sports & Leisure Facilities	1.1	0.0	0.6	1.2	0.0	0.0	0.0	2.2	0.0	5.2	3.3	1.0	1.2	0.2
TOTAL	**29.3**	**15.2**	**16.0**	**37.8**	**26.5**	**12.1**	**24.3**	**39.7**	**30.2**	**15.6**	**31.7**	**8.6**	**30.2**	**19.0**

Notes: Williton, Watchet, Minehead, Dunster, Dulverton, Lynton/Lynmouth and Porlock data from WSC & ENPA. All other data from Experian GOAD

Appendix I

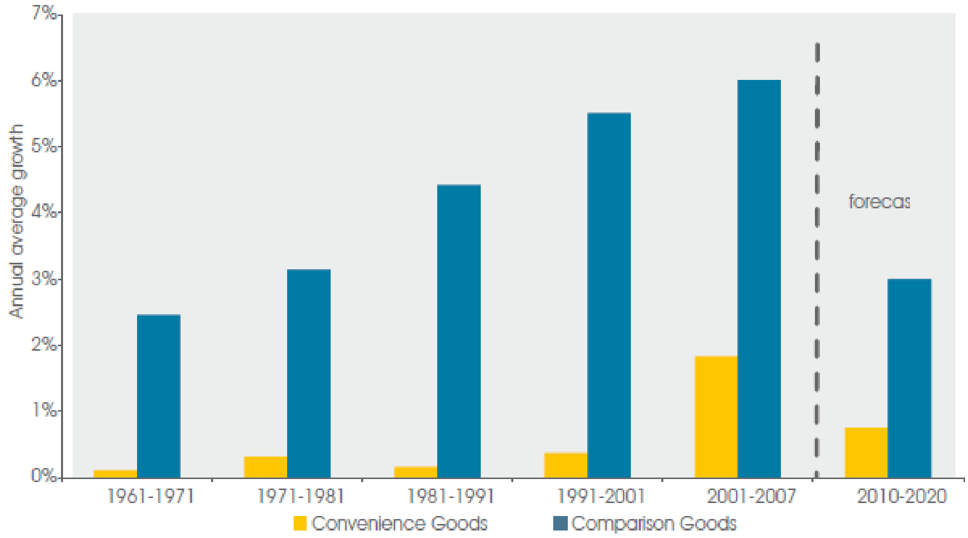
Retail Trends

Appendix I: Recent and Future Retail Trends

Retail spending growth

1.1 The last 40 years (1968 – 2008) have seen retail expenditure per head grow at 2.8% pa. This is higher than consumer expenditure per head growth at 2.4% pa, which was more in line with overall economic growth. As incomes have risen, greater proportions have been spent on retail goods and in particular on comparison or non-food goods, fuelling the demand for retail floorspace. Growth in spending per head on comparison (non-food) goods has been exceptional. Chart 1 belowshows it accelerating from an average of just under 3% pa during the 1960s and 1970s to just over 4% pa in the 1980s, 5.5% pa in the 1990s and 6% pa from 2001 to 2007. In contrast spending on food has grown at a slow, steady rate of c.0.5% pa.

Chart 1: Expenditure per head



Source: Pitney Bowes/MapInfo/URPI Information Briefs 09/02, 06/02, 93/3, 83/1, Experian, GVA

1.2 The very strong growth in non-food expenditure per head, until the onset of recession, was underpinned by numerous factors including a lower tax burden, low inflation/interest rates, lower levels of savings and higher borrowing. Price deflation also boosted nonfood spending, with cheaper imports from China/the Far East, coupled with competition from the internet forcing down prices. Total spending was also reinforced by strong population growth.

1.3 Many of these trends were unsustainable and the debt fuelled boom eventually led to a major recession. This has resulted in much weaker non-food expenditure growth, which even turned negative in 2009. Growth in food spending has been more resilient. The next five years are set to see major cuts in public sector spending and employment, plus tax increases to reduce the huge annual budget deficit and public debt. This is likely to mean a relatively weak economic upturn and for the retail sector weaker income and expenditure growth for many years. This will be reinforced by the ageing population and pension concerns.

1.4 The outlook:

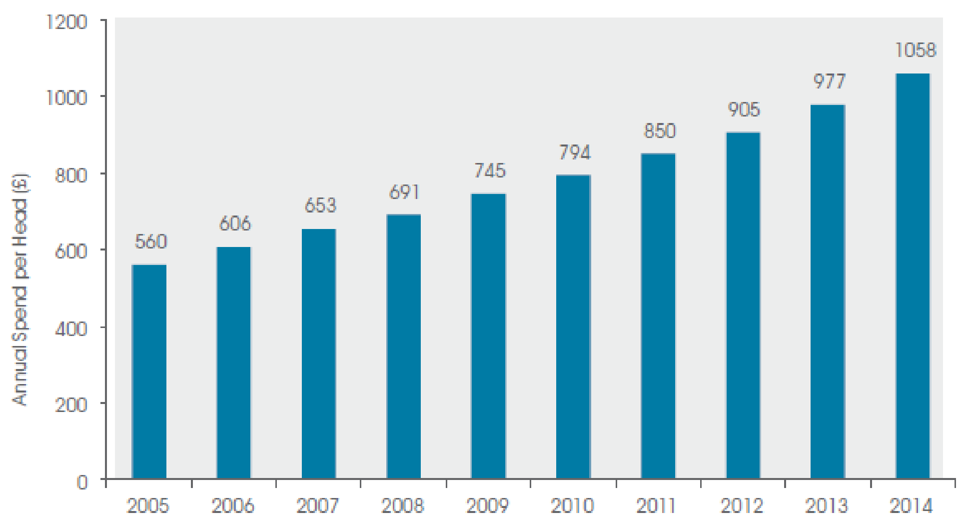
- Recent forecasts by Experian expect non-food expenditure per head growth to average about 2.5% pa over the next five years and about 3% pa over the next 15 years. These rates are much lower than recent and longer term trends but are more in line with overall growth in the economy.
- Less development will be needed as a result of weaker expenditure growth. In some towns a contraction in retail space may be inevitable. Greater polarisation between centres will be inevitable, which will be an issue for West Somerset and Exmoor as the nearby centres of Taunton, Bridgewater and Barnstaple become more dominant.
- In many towns, development viability will remain a problem for some years due to weaker expenditure and rental growth, making new development more difficult, particularly for complex sites in multiple ownership. This is likely to be a key issue for West Somerset and Exmoor, particularly for comparison goods and service uses, given the levels of demand in the local area.

The internet and online shopping

1.5 The need for physical space in the retail sector and the way retail space is used has been affected by the rising popularity of online shopping. Whilst the retail market overall has contracted during the recent recession, online expenditure has continued to grow by some 15% pa to £21.2bn in 2009 (Verdict, 2010). Low cost, high speed internet access in more UK homes has led to increasing numbers of adults shopping online, with some 29.6 million forecast to do so in 2010 (nearly 60% of the adult population). This is almost triple the figure from 2004. Further growth in online shoppers will be limited as the numbers of computer literate adults, or those with broadband internet access approach saturation point.

1.6 As customers have gained familiarity and confidence in a service which is often cheaper and more convenient than traditional methods of shopping, levels of online spending have risen. Chart 2 below shows that by 2014 online expenditure per head is forecast to grow by a third. Selling directly to the customer cuts out expensive overheads such as rent and staffing costs. This keeps prices low, which has helped to increase online sales during the economic downturn. E-tail has penetrated certain retail sectors more than others impacting significantly on music and DVD sales in particular. Currently over half of the sector's products are purchased online. With consumers now able to download music and DVD files directly, in-store purchases are expected to continue declining, with online expenditure set to account for 70% of the market by 2013. The increase in illegal downloading has also exacerbated the sector's in-store sales decline.

Chart 2: Online shoppers' annual spend per head



Source: Verdict, 2010

1.7 Other retail sectors have not been as greatly affected, with online spending on goods such as clothing and footwear and food/grocery items growing at a slower, steadier rate, as consumers prefer to examine goods in person before purchasing, but even here attitudes are changing.

1.8 The outlook:

- If on-line sales continue their rapid expansion and expenditure per head growth remains weak, net spending in shops may show hardly any growth while it will still be necessary to improve the quality of stock. This will have implications for quality of floorspace needed and the vitality of existing centres, particularly when sales density increases, due to increased trading efficiency, are allowed for.

- Most forecasters anticipate that the growth in online sales will slow as access to broadband reaches saturation within the next few years. But if this doesn't happen and online sales continue to grow strongly as shoppers become more and more familiar with shopping on line, this would cause serious problems for town centres and retail parks alike.
- With continued strong growth of online shopping the role of bricks and mortar retailing will evolve with shops in centres such as Minehead becoming more like showrooms and collection points for on-line sales. This will lead to further evolution of retailers' branch networks and potentially contraction in the number, size and location of stores required.
- The internet will never completely replace the experience of shopping and the desire of shoppers to touch and feel products before buying them, but it will have to be made more enjoyable and exciting to compete with the convenience and lower cost of online shopping.
- All of these issues will affect stores and centres in West Somerset and Exmoor, as the larger supermarkets grow their on-line home delivery services and national brands such has Amazon and ebay continue to dominate comparison goods sales. Smaller local stores will need to carefully consider whether they are able to compete with online retailers, at a national/regional scale, and thus compensate for the loss of 'local' trade.

Planning policy evolvement to PPS4 (and beyond to the National Planning Policy Framework)

1.9 National retail planning policy has evolved in response to the shift of new development from in-town to out-of-town during the 1980s and early 1990s. Concerns led to PPG6 in 1996 and PPS6 in 2005, placing greater emphasis on town centres and the requirement for all non-central development proposals to pass stringent tests on need, scale, accessibility, site availability and impact. The new policy PPS4 (2009) whilst retaining/strengthening other tests, removed the 'need test' as a separate test in the assessment of new proposals.

1.10 Town centres remain the principal focus for retail developments with impact assessments now the key test for retail proposals in non-central locations. PPS4 also advocates the need to plan appropriately for new development through the local development framework and much of the analysis work required to assess a retail planning application is also vital in providing an evidence base to plan for retail need. Town centre health checks are an important tool within the planning and development framework as they provide a wealth of information which can:

- enable the vitality and viability of a town centre to be monitored
- provide the base from which any potential need can be identified, both in terms of the quantitative need for new retail floorspace and also the qualitative need for improvement
- be used to test the significance of any potential impacts from proposed retail development.

1.11 In July 2011, DCLG published the draft National Planning Policy Framework, which is summarised later in this chapter. Whilst reducing down the size of national policy guidance, the draft NPPF keeps the broad thrust of national retail policy the same, including the town centre first approach and the promotion of competitive town centre environments.

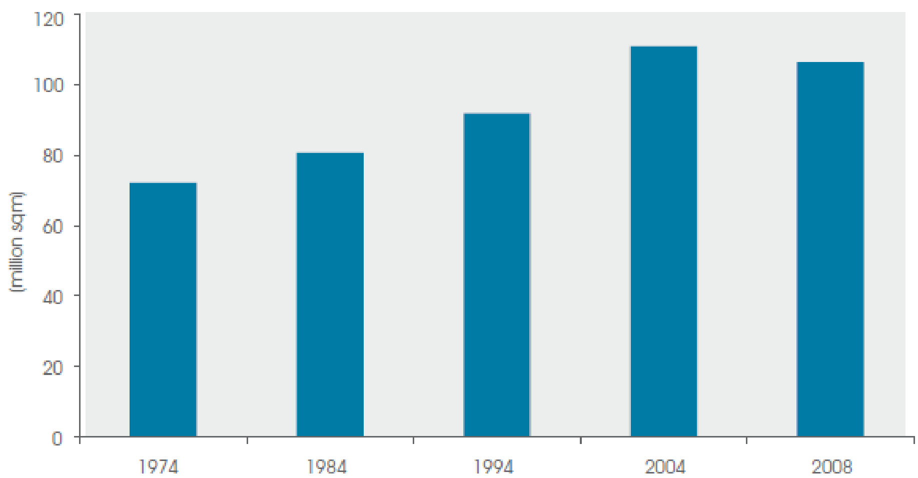
1.12 The outlook:

- The coalition government is, through recent announcements and the draft NPPF looking at ways of encouraging retailer efficiency and promoting competition between retailers to keep inflation low and improve consumer choice. It remains to be seen whether, despite DCLG's best intentions, the reduction in the complexity in national guidance will lead to further pressure for development outside of town centres. In any event, the transition between PPS4 and the NPPF will have implications for plan making and development management decisions at the local level and these are explored later in this report.

Retail stock and development trends

1.13 Retail stock in England and Wales has grown steadily over the last 40 years. Between 1971 nd 2004 the total stock increased by 54% from 72.1 million sqm to over 110 million sqm. Direct comparisons with more recent figures are not possible due to definitional changes. Chart 3 below shows the pace of development has accelerated with strongest growth 1994-2004 (+21%) compared with growth of 12-14% over the previous two decades.

Chart 3: Retail stock in England & Wales

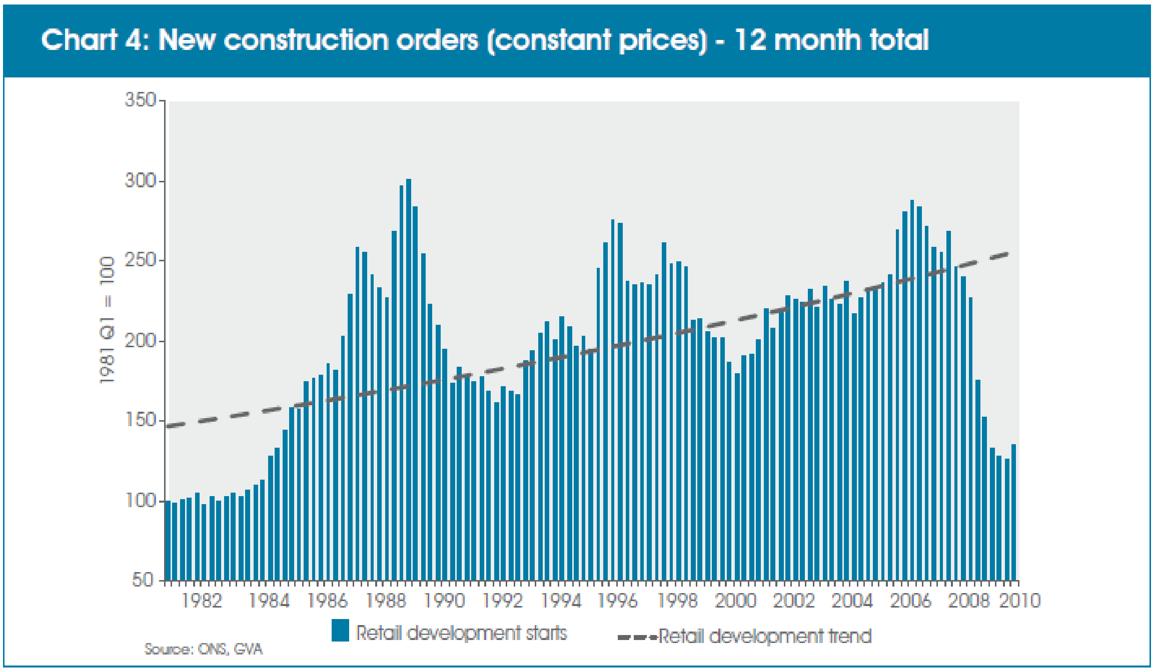


Source: ODPM Commercial & Industrial Floorspace Stats

1.14 Data from the ODPM/DCLG and BCSC showed how the location of new retail development in England has shifted, with the proportion of new space built in town centres decreasing from 64% in the mid 1970s to just 14% in 1994. By 2005, with the tightening of planning policy, 30% of new space was built in town centres and the BCSC predicted that it would reach c.40% by 2010/11. If edge-of-centre developments (within 300m of the primary shopping frontage) are included the respective figures are 23% in 1994, around 40% by 2005, and an estimated 50% by 2010/11.

1.15 The last decade saw an exceptional amount of town centre development, almost 50% greater than in each of the previous two decades, with numerous major schemes such as the Bullring in Birmingham, Liverpool One, Cabot Circus in Bristol, Princesshay in Exeter, Drakes Circus in Plymouth and St David's 2 in Cardiff. In part this was due to the pro-town centre planning policies (PPG6 / PPS6) and in part due to the huge growth in comparison (or non-food) retail expenditure over the latter half of the 1990s and in the 2000s. Strong retail expenditure growth, increased retailer demand, rental growth and lower interest rates resulted in lower investment yields, strong capital value growth and improved development viability. This coupled with the banks willingness/enthusiasm for property lending, encouraged a high level of development activity.

1.16 But when the recession came, investment yields increased dramatically, rental values declined and development activity collapsed as chart 4 below shows. New construction orders for retail at the end of 2009 were, in constant price terms, only 35% of their level two years previously, and lower than in the previous recession despite the UK economy being nearly 50% larger. Major town centre schemes have stalled and there is now only one due for completion in 2011 (Westfield, Stratford) and few major schemes scheduled to open in 2012.



1.17 The outlook:

- Can town centre development activity return to the levels seen in recent years? Developers now face difficult decisions with viability constrained and likely to remain so for some time. Retailer demand, rental growth and consumer confidence will remain weak, and development costs will be under pressure due to planning gain requirements and sustainability issues.
- The challenge for major retail led town centre schemes is their size which makes them costly and lengthy to implement. Will the future see developers opting for smaller, less risky schemes, or development in phases, or will they simply look to redevelop existing assets, or lower cost development solutions in non-central locations?
- The difficulty of obtaining bank finance is likely to persist, putting pressure on the public purse to help finance schemes. Without this many stalled schemes may

never get off the ground, however with budget cuts, public funding will also be constrained for the foreseeable future.

- What are the options for local authorities then? Edge and out-of-centre development, with lower development costs and lower operating costs, will remain attractive for developers and retailers. Despite PPS4, can local authorities simply ignore this and risk losing developments to neighbouring towns? With the problems of financing town centre schemes, local authorities may find edge-of-centre development, if well planned and linked in with the town centre, offers the pragmatic solution for achieving new development.
- Much will depend on how planning policy responds to the post recession environment and the stance taken by the coalition government. If it favours a more market led approach to new development, PPS4 controls may be weakened to encourage new development and increase competition. This may open the doors for more non-central development, particularly on edge-of-centre sites.

Development activity by size of town

1.18 PPS4 continues to promote town centres as the focus for development activity. Using the EGi shopping centres database (which covers all schemes of over 50,000 sq ft (4,645 sqm)), town centre development activity has been tracked from 1960 to the end of 2009. The analysis includes all schemes, both new builds and extensions, and includes projects which were already under construction in 2009. London is excluded from the analysis.

1.19 Retail development has fluctuated over the past five decades with 1.4 million sqm built in the 1960s, between 2.2 million and 2.9 million sqm built per decade during the 1970s, 1980s and 1990s and then 4.2 million sqm built between 2000 and 2009. Over the last 50 years, the greatest amount of development, totalling nearly 3.6 million sqm, took place in larger towns with urban populations of 100,000 - 250,000. This equated to 26% of all new town centre retail space. A similar amount of space was built overall in the smallest sized towns (<50,000 people), although with significantly more towns of this size, in terms of space built per person it equates to only 0.15 sqm, compared with 0.57 sqm per person in the larger towns.

1.20 Towns in the two largests size bands have consistently contributed 45%- 50% of the total development in each decade. Nearly all of the largest towns had new development during the 2000s and overall twice as much town centre space was built over the last ten years compared with the previous ten.

1.21 Analysis of the average amount of retail space built per person (see table below) shows that over the last decade medium sized towns (75,000-100,000 people) have seen the most with 0.18 sqm built per person. This compares with 0.13-0.16 sqm per person built in towns of over 100,000 people. The figures show the concentration of development in the medium-large towns with smaller towns seeing much lower levels of development activity (0.045 sqm per person in towns of less than 50,000 people).

Town centre retail development activity, 2000-2009

Town Size Band (Urban population)	Total Space Built (sqm)	% Towns with Development	Space built per person (sqm)
0 - 50,000	1,027,462	3.7%	0.05
50,000-75,000	592,084	42.9%	0.07
75,000-100,000	551,082	57.1%	0.18
100,000 -250,000	993,064	82.0%	0.16
250,000+ (excl. London)	1,051,661	93.8%	0.16

Sources: EGi, GVA

1.22 The outlook:

- The major retailers increasingly favour the larger towns. With strong investor demand for prime town centre retail schemes and with the recent fall in prime yields development viability may soon return. But even in prime towns simpler schemes with lower costs will be the order of the day.
- In smaller, more secondary towns, weak retailer demand, weaker retailer covenants, shorter leases and/or break clauses, and the threat from on-line sales may cause yields to remain high and development viability to remain poor, threatening the future of these towns. While market towns and local centres will be supported by their convenience and services offer, the ongoing pattern of polarisation will pose even more challenges to the mid sized, secondary towns. This trend is particularly important for Minehead and some of the other larger settlements in West Somerset and Exmoor, would could struggle to attract and retain retailers in the face of strong competition from Taunton, Bridgwater and Barnstaple (which are now the natural focus for national multiple retailers).

Retailer trends

1.23 The retail sector is dynamic and constantly changing in response to consumers'demands. One key trend has been the consolidation of the market into fewer, larger retail businesses, as the table shows. The number of small retail outlets employing less than 10 staff has declined dramatically (-53%), contrasting with 5,837% growth in outlets employing more than 100 staff. Multiple retailers now tend to dominate the core shopping areas of most UK towns giving rise to the term 'clone towns'. The recent recession however has hit the retail market hard with the collapse of numerous 'big' names such as Woolworths, MFI, Habitat, Rosebys, Zavvi, Borders, Dolcis, Virgin, Faith, Land of Leather and Allied Carpets.

1.24 A key trend during these difficult economic times has been the strong growth at the value end of the retail market. Primark and Matalan, along with numerous 'pound' shops and value grocers such as Lidl and Aldi have all thrived in recent years. Other retailers such as Tesco, Asda, Sainsburys, Morrisons, Marks & Spencer and Waitrose have also launched 'value' ranges to compete for this growing sector of the market. Competition and the fight for market share is driving many retailers to branch out beyond their standard/traditional retail offer to appeal to a wider audience. This is most evident amongst the grocers with the top four (Asda, Morrisons, Sainsbury and Tesco) branching out extensively into non-food markets.

Proportion of non-food floorspace in supermarkets

	Asda	Morrisons	Sainsbury	Tesco
% of Non-food flrsp	48.8%	28.6%	33.2%	40.8%

Source: Verdict UK Grocery Retailing 2009 (Datamonitor). Figures are representative of main store format, i.e. superstores

1.25 As the table above shows, significant proportions of their superstores are now dedicated to nonfood ranges. The fight for increased market share is not restricted to food retailers, with DIY stores offering wider ranges of soft furnishings, Next offering home furnishings/furniture and Boots offering toys, children's clothing, greetings cards, cameras and photo goods. Several retailers, including Asda, Tesco and Wilkinson have also launched their own catalogue services for nonfood items to compete with the likes of Argos, offering home delivery or in-store collection.

1.26 With wider product ranges, demand has grown for larger stores. New store formats have also emerged, e.g. Asda Living, Tesco Homeplus, Next Home, Debenhams Desire stores and John Lewis at Home. In the current climate this has enabled some of these retailers, such as John Lewis, who have struggled to find the right space in town centres, to look at out-of-centre locations. At the other end of the spectrum, food retailers keen to capitalise on the local convenience market, have developed smaller store formats to sit on high streets or in smaller shopping centres (e.g. Tesco Metro/Express). This trend has helped retailers increase market share in areas where planning policy would prevent the development of their larger format stores. These trends all illustrate how the retail sector has evolved. Growth in the size of retail businesses, combined with expanding product ranges and new business formats has led to changes in the types of stores retailers are demanding and the locations they are prepared to trade in.

1.27 The outlook:

- Retailers will continue seeking larger, modern units. They no longer require stores in every town and the focus will be on the prime markets/larger towns and cities where suitable space can be accommodated. For West Somerset, Exmoor and Minehead in particular, this could mean lower retailer demand and in some cases the potential loss of national multiple retailers as they seek to consolidate in the nearby larger towns of Taunton, Bridgwater and Barnstaple.
- What is the future for small/medium towns such as Minehead? Retailers will focus efforts on the top 50-100 locations and aim to achieve all their turnover from large stores in these centres, and use multichannel retailing such as the internet to fulfil other customer needs.
- This will compound the problems experienced by smaller traditional/ historic towns which will find it increasingly difficult to meet retailers current space requirements. The only solution is to find more innovative designs or consider other options such as opening the door to edge and out of centre retailing. Or will smaller towns have to change focus and opt for a different role moving forward? This is a particular issue for settlements across West Somerset and Exmoor which have historic central areas, not conducive to modern large retail units.
- Stores will no longer be simply points of sale, but will increasingly function as show rooms and/or collection points for internet orders, unless town centres can reinvent themselves with a more exciting offer and integrated leisure facilities to

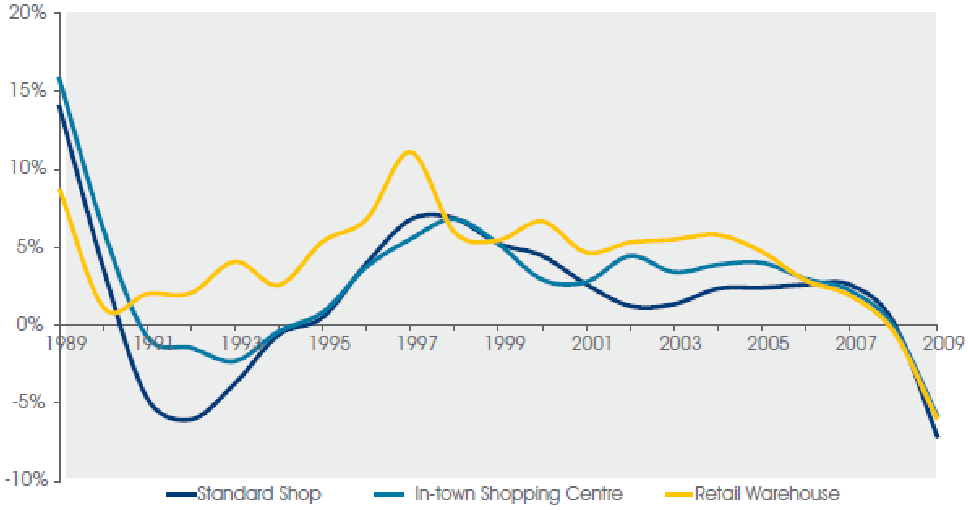
make the shopping trip more enjoyable and more of a quasi leisure experience. This will be a particular challenge for smaller local and niche retailers across West Somerset and Exmoor as they battle against the online delivery offer of national grocery operators and online non-food traders such as Amazon and ebay. Such retailers will need to adapt by serving not only the local 'high street' market but also introducing an online offer (where they can) to seek trade from further afield.

- With town centre developments stalled, retailers are again turning their focus to out of centre locations and once they have moved out of centre will they go back? With retailers such as John Lewis, who would previously have anchored major town centre schemes, developing formats which enable them to trade from an out-of-centre location, is the future for town centre development under threat?
- Local authorities will face a difficult dilemma in circumstances where a retailer cannot be accommodated in a town centre. Do they allow them to move out-of-town, which could threaten the viability of future town centre schemes, or risk losing them to a competing town, and thus not have them at all?

Rental value growth

1.28 In-town sectors have seen a lower rate of rental growth than retail warehouses over the last 20 years, as new supply has been constrained by planning policy (chart 6 below). However, in the recent recession, the performance of in-town and out-of-town retail property was almost identical, but over the last 12 months performance is diverging again.

Chart 6: Retail rental value growth



Source: IPD Annual Index

Average rental growth in real terms

	1 year	5 years	10 years	20 years (trend rate)
Standard (high street) shops	-9.3%	-2.7%	-1.4%	-0.7%
In-town shopping centres	-8.0%	-2.1%	-0.6%	0%
Retail warehouses	-8.2%	-2.2%	0.3%	2.1%

Sources: IPD, GVA

1.29 Interestingly, in-town sectors have tended to under-perform retail warehouses during cyclical upturns, but performance has tended to be more similar during downturns. Within town centres, standard (high street) shops have underperformed in-town shopping centres and this trend is likely to continue. Since the start of the recent recession town centre rental values have fallen by about 10% on average, but this masks wide divergence at the local level. In central London, for example, prime rental values have increased slightly (significantly in Bond Street), whereas in some cities such as Birmingham, Leeds and Manchester they have decreased by nearly 20% and in others such as Cardiff and Plymouth they have fallen by as much as 35%. The table shows long-term rental performance in real terms (by stripping out RPI inflation to account for the varying inflation environments over the last 20 years). Retail warehouses have seen a very strong trend rate of growth of morethan 2% pa above inflation over the period, compared with in-town shopping centres where growth has been in line with inflation, and standard (high street) shops, which have seen a decline in real terms of -0.7% pa.

1.30 The outlook:

- Retail warehousing is now a more 'mature' sector, and is unlikely to see the degree of out-performance going forward that it experienced over the last 20 years. The restrictions on out-of town development and the focus on revitalising town centres is expected to continue, although there may be changes to planning policies. So supply constraints are likely to remain and this would mean continued out-performance for out-of-town retail property over the long term, although by a lower margin than in the past.
- Stronger rental growth in out-of-centre locations will increase investor demand and put downward pressure on yields and upward pressure on capital values. This will enhance development viability relative to town centre sites and increase pressure to permit more edge and out-of-centre development.

Demographics

1.31 In 1971, the UK population was just under 56 million. Nearly forty years later it has risen to just over 62.5 million - an average annual increase of 0.3%. However, the population has been growing at an accelerating rate. Between 1971 and 1991 the average growth rate was 0.14% pa, which is significantly lower than the 0.45% pa average between 1991 and 2010. Over the next 20 years (2011–2031) the population is forecast to grow even faster (0.66% pa).

1.32 Advances in healthcare and medicine mean people are living much longer, a trend that will continue for the foreseeable future. Between 1971 and 2011, the number of UK inhabitants aged over 85 almost tripled from just under 0.5 million to 1.45 million. Looking ahead, the number of people in this age bracket is expected to more than double to almost 3 million by 2031. The number of 65 to 84 year olds is also expected to rise considerably (+42%) over the same period (see chart 8). In contrast, the number of UK inhabitants aged 15 to 24 has not changed greatly over the last 40 years, with approximately the same number today (8.2 million) as in 1971 (8.1 million). Over the next decade, the number of people in this age group is expected to drop 8.5% to 7.5 million, before showing signs of starting to increase again.

1.33 Although the fertility rate in the UK has increased year-on-year since 2001, in 2008 it was 1.96 children per woman, remaining just below the natural replacement level of 2.1. This helps in part to explain the imbalance between age group numbers.

1.34 The outlook:

- In terms of the impact for the retail sector, increased life expectancy and immigration combine to add to the UK's 'top heavy' age structure, something which will continue to affect not only levels of expenditure per head but also its composition. As explained later in this study, this is a particular issue for the West Somerset and Exmoor areas, with an increasing 65-84 age group.
- Older people's purchasing habits are different, with a preference to spend money on leisure activities/holidays, with less on consumer products. This could be significant for the retail sector. The financial burden of supporting an ageing population will also place a further strain on the working generation, potentially reducing disposable income levels and therefore overall consumer expenditure.
- Retailers will need to adapt to the new 'grey market', a market often ignored in the past. It is likely that we see new formats and stores evolve specifically catering for older consumers. Older shoppers tend to favour smaller shops and independent retailers which are original, and provide quality products and strong customer service. They will tend to favour towns with good accessibility, which are not congested, and have an attractive environment where the retail experience is combined with good eating and drinking leisure facilities. Retailers will need to satisfy wants rather than needs.
- The growth of silver surfers on the internet is another important consideration, as these shoppers move away from traditional mail order/catalogue businesses. As we age mobility problems may make shopping more difficult and certain retailers have cited 'silver surfers' as the fastest growing sector of internet users, with them now making up a large proportion of online customer bases.

Mobility

1.35 Retail expenditure over the past 60 years has been significantly affected by improvements to public transport links and the rise in car ownership. The latter in particular, means greater distances can be travelled more easily and quickly, giving consumers better choice and the ability to purchase larger volumes of goods per trip than would be possible on public transport. Sixty years ago, more than 85% of UK households were without a car; today it is only a quarter.

1.36 Currently, approximately 45% of households own one car, 24% have two cars and 6% have three or more cars (see Chart 9). The growing numbers of multiple car households, as well as the general rise in car ownership, has greatly improved shopper mobility. This has fundamentally altered shopping patterns.

1.37 Convenience shopping is no longer about walking to the local shops; it is typically undertaken by car at big supermarkets (bulk trips) and for comparison shopping, people are prepared to travel to visit bigger centres or retail parks. These trends have increasingly favoured the larger, more distant, towns over the smaller nearby towns and out-of-town lcoations, with plentiful free parking, over town centres, with more constrained and costly parking, reinforcing the polarisation within the retail market.

1.38 The outlook

- The Department for Transport predicts that the proportion of households in the UK which do not own a car will continue to fall at a slow and steady rate to around 20% in 2041. There will be marginal growth in levels of car ownership until c.2036 when it appears that saturation of the market may occur.
- Mobility should be a less significant trend for the future as the same growth rate will not be experienced as in the past. Nevertheless, use of the car will remain crucial for shopping and towns that try to deter car usage will suffer. Car borne shopping is intrinsic now and policies to reduce car traffic to town centre schemes will be detrimental to town centre schemes that are in competition with easily accessible out-of-centre locations with ample free parking.
- Town centres that have an attractive shopping environment, with a good range of shops, and are accessible, with convenient inexpensive car parking, will prove successful. In the West Somerset and Exmoor area, increases in mobility mean that larger centres further afield such as Taunton, Bridgwater and Barnstaple become even more attractive.

Conclusions

- Town centres have suffered from the severe recession with falling rental values and higher vacancies and they will suffer from its aftermath. Government spending cuts and tax increases to reduce the annual budget deficit and high level of debt, will have a lasting effect on employment, income and consumer spending in towns where there is currently a high level of public sector employment. Personal levels of debt, which remain high, will gradually reduce and this will further affect retail spending growth.

- Retailers will also be affected by continuing strong price competition, intensified by the effect from internet based spending. They will look to reduce costs and will demand modern shops that meet their size and layout requirements. All these factors potentially threaten some centres, particularly smaller town centres, and will require town centres to be more proactively managed and maintained.
- Town centre retail turnover will be under pressure for many years to come and this will affect rental and capital value growth and hence the viability of new development. This will threaten some large town centre schemes which are dependant on expensive land assembly, high front-end infrastructure costs, complex design, high development costs, lengthy development timescales and the need for pre-letting to major space users.
- For some town centres, lower growth in expenditure, changing shopping habits and the concentration of shopping in the larger centres may mean that no new development will be viable or that a contraction in the size of the town centre may be required.
- Recognition that some of these trends may be permanent and not just temporary 'blips' is important as where the decline of a centre is already underway, the solution may lie in the form of a managed decline with conversion or redevelopment to other uses. It might be that some high streets/towns will never go back to being major 'retail destinations'. This does not mean they have no future, they simply need to determine a different role/new focus for themselves going forward.
- The appeal of out-of-centre development (foodstores and retail parks) will increase relative to town centre development as development costs will be lower, rental and capital values will show stronger growth and the accommodation of large space users will be easier than in constrained town centre sites. Local authorities will have to be increasingly vigilant about the amount, composition and scale of out of centre development, and be much more proactive over their town centres.
- Local authorities need to be wary of the trends mentioned in this section such as mobility, accessibility and car parking, the sameness of many town centres,

lower expenditure growth and the threat from the internet, the ageing of the population and how this will affect shopping and leisure activities in town centres. The multitude of land ownerships in most town centres makes effective action difficult but not impossible. Even the most proactive authorities may struggle to reverse the effect of some of these trends. Their aspirations have to be realistic, soundly based, and supported by a clear understanding of how new investment will be delivered in this more challenging economic climate.

Appendix J

Planning Policy Context

Appendix J: Policy Framework

1.1 Since the completion of 2005 West Somerset Retail Study and the adoption of the West Somerset and the Exmoor Local Plans there have been changes in the national, regional and local planning policy framework. Both Local Plans were prepared in the context of Planning Policy Statement 6: Planning for Town Centres (2005), which was subsequently replaced by PPS4 in December 2009. At the same time, Practice Guidance on need, impact and the sequential approach was also published by the Department of Communities and Local Government. We set out the salient parts of PPS4 below.

1.2 Following the General Election in May 2010, the Coalition Government has signalled its intention to remove the Regional Strategies ('RS') layer of policy making. Whilst initial attempts to revoke RSs have been successfully challenged in the courts, the contents of the Localism Bill have reaffirmed this intention and for the purposes of this study it is clear that the draft Regional Spatial Strategy will not progress to adoption and guidance provided by RPG10 will also be removed.

PPS4

1.3 In December 2009, the Department for Communities and Local Government published Planning Policy Statement 4: Planning for Sustainable Economic Growth. This document replaces, amongst other things, Planning Policy Statement 6: Planning for Town Centres (2005) and sets out national planning policies for economic development, including main town centre uses. The introductory section of PPS4 notes that the plan-making policies in this document should be taken into account by local planning authorities in the preparation of local development documents and are also a material consideration which must be taken into account in development management decisions.

1.4 The document notes that the overarching objective of central government is for sustainable economic growth and, to help achieve this, the government's objectives for planning are to:

- Building prosperous communities by improving the economic performance of the cities, towns, regions, sub-regions and local areas, both urban and rural.
- To reduce the gap in economic growth rates between regions, promoting regeneration and tackling deprivation.

- Deliver more sustainable patterns of developments to reduce the need to travel, especially by car and respond to climate change.
- Promote the vitality and viability of town and other centres as important places for communities. To do this the government wants:
  1. New economic growth and development of main town centre uses to be focused in existing centres with the aim of offering a wide range of services to communities in an attractive and safe environment and remedying deficiencies in provision in areas with poor access to facilities.
  2. Competition between retailers and enhanced consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres which allow genuine choice to meet the needs of the entire community (particularly socially excluded groups).
  3. The historic archaeological and architectural heritage of centres to be conserved and, where appropriate, enhanced to provide a sense of place and focus for the community and for civic activity.

1.5 Policy EC1 of PPS4 deals with using evidence to plan positively. EC1.3 notes that, at the local level, the evidence base should:

- Be informed by regional assessments.
- Assess the detailed need for land or floorspace for economic developments, including for all main town centre uses over the Plan period.
- Identify any deficiencies in the provision of local convenience shopping and other facilities which serve people's day-to-day needs.
- Assess the existing and future supply of land for economic development, ensuring that existing site allocations for economic development are re-assessed against the policies in PPS4.
- Assess the capacity of existing centres to accommodate new town centre development taking account of the role of centres in the hierarchy and identify centres in decline where change needs to be managed.

1.6 When assessing the need for retail and leisure development, local planning authorities should:

- Take account of both the quantitative and qualitative need for additional floorspace for different types of retail and leisure developments.

- In deprived areas, which lack access to a range of services and facilities, give additional weight to meeting these qualitative deficiencies. However any benefits in respect of regeneration and employment should not be taken into account, although they may be material considerations in the site selection process.
- When assessing quantitative need, have regard to relevant market information and economic data, including a realistic assessment of existing and forecast population levels, forecast expenditure for specific classes of goods to be sold (within the broad categories of comparison and convenience goods), forecast improvements in retail sales density.
- When assessing qualitative need for retail uses:
    1. Assess whether there is provision and distribution of shopping, leisure and local services which allow genuine choice to meet the needs of the whole community, particularly those living in deprived areas, in light of the objective to promote the vitality and viability of town centres and the application of the sequential approach.
    2. Take into account the degree to which shops may be over-trading and whether there is a need to increase competition and retail mix.

1.7 Policy EC3 deals with planning for centres and notes that regional planning bodies and local planning authorities should:

- Set flexible policies for their centres which are able to respond to changing economic circumstances and encourage, where appropriate, high density development accessible by public transport, walking and cycling.
- Define a network (a pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes to meet the needs of their catchments, having:

1. Made choices about which centres will accommodate any identified need for growth in town centre uses considering where expansion where necessary taking into account the need to avoid an over-concentration of growth in centres. Identifying deficiencies in the network of centres should be addressed by promoting centres to function at a higher level in the hierarchy or designating new centres where necessary, giving priority to deprived areas

which are experiencing significant levels of notable deprivation where there is a need for better access to services, facilities and employment by centrally excluded groups.

2. Ensure any extensions to centres are carefully integrated with the existing centre in terms of design including the need to allow easy pedestrian access.
3. Where existing centres are in decline, consider the scope for consolidating and strengthening the centres by seeking to focus a wider range of services there, promoting the diversification of uses and improving the environment.
4. Where reversing decline in existing centres is not possible, consider re-classifying the centre at a lower level within the hierarchy of centres reflecting this revised status in the policies applied to the area. This may include allowing retail units to change to other uses whilst aiming, wherever possible, to attain opportunities for vital local services.
5. Ensure that the need for any new expanded or redeveloped out-of-centre regional or sub-regional shopping centre or any significant change in the role and function of centres is considered through the regional spatial strategy.
6. At the local level, define the extent of the centre and the primary shopping area in their adopted proposals map, having considered distinguishing between realistically defined primary and secondary frontages in designated centres and set policies that make clear which uses will be permitted in such locations.
7. At the local level, consider setting floorspace thresholds with a scale of edge-of-centre and out-of-centre developments which should be subject to an impact assessment under Policy EC16.1 of PPS4 and specify the geographic areas these thresholds will apply to.
8. Identify any locally important impacts on centres which should be tested under Policy EC16.1.F.
9. At the local level, encourage residential or office development above ground floor retail leisure or other facilities within centres, ensuing that housing in out-of-centre mixed use developments is not in itself used as a reason to justify additional floorspace for main town centre uses in such locations.
10. At the local level, identify sites or buildings within existing centres suitable for development, conversion or change of use.
11. At the local level, use tools such as local development orders, area action plans, compulsory purchase orders and town centre strategies to address the

transport land assembly crime prevention planning and design issues associated with the growth and management of their centres.

1.8 Policy EC4 of PPS4 asks that local planning authorities should proactively plan to promote competitive town centre environments and provide consumer choice by:

- Supporting a diverse range of uses which appeal to a wide range of age and social groups, ensuring that these are distributed throughout the centre.
- Planning for a strong retail mix so that the range and quality of the comparison and convenience retail offer meets the requirements of the local catchment area, recognising that smaller shops can significantly enhance the character and vibrancy of a centre.
- Supporting shops, services and other important small scale economic uses (including post offices, petrol stations, village halls and public houses) in local centres and villages.
- Identifying sites in the centre or, failing that, on the edge of the centre capable of accommodating larger format developments where a need for such developments has been identified.
- Retaining and enhancing existing markets and, where appropriate, re-introducing or creating new ones, ensuring that markets remain attractive and competitive by investing in their improvement.
- Taking measures to conserve and, where appropriate, enhance the established character and diversity of their town centres.

1.9 Policy EC5 asks that local planning authorities should identify an appropriate range of sites to accommodate the identified need, ensuring that sites are capable of accommodating a range of business models in terms of scale, format, car parking provision and scope for disaggregation. Further information on Policy EC5, including the application of the sequential approach when selecting sites for town centre uses and assessing the impact of proposed locations, can be found in Section 6 later in this report.

1.10 Policies EC14 to EC17 provide guidance on development management associated with applications for main town centre uses, including retail development. Policy EC14 notes that a sequential assessment is required for planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up to date development plan. In addition, an assessment addressing the impacts of a particular development is required for planning applications for retail uses which are not in an existing centre and not in accordance with an up-to-date development plan. In advance of development plans being revised to reflect PPS4, an assessment of impacts is necessary for planning applications for retail development below 2,500 sq m as well as the compulsory requirement for developments over 2,500 sq m. An impact assessment is also required for planning applications in an existing centre which are not in accordance with the development plan and which would substantially increase the attraction of the centre to an extent that the development could have an impact upon other centres. Policies EC15 and EC16 outline detailed guidance in relation to the assessment of impact and the consideration of sequential assessments, whilst Policy EC17 provides clear guidance to local planning authorities in their consideration of planning applications for development of a main town centre use which is not in a centre and not in accordance with an up-to-date development plan. Policy EC17.1 notes that such applications should be refused planning permission where:

- The applicant has not demonstrated compliance with the requirements of the sequential approach (Policy EC15); or
- There is clear evidence that the proposal is likely to lead to significant adverse impacts in terms of any one of the impacts set out in Policies EC10.2 and EC16.1, taking account of the likely cumulative effect of recent permissions, developments under construction and completed developments.

1.11 Where no significant adverse impacts have been identified under Policies EC10.2 and EC16.1, Policy EC17 notes that planning applications should be determined by taking account of:

- The positive and negative impacts of the proposal in terms of Policies EC10.2 and EC16.1 and any other material considerations; and
- The likely cumulative effect of recent permissions, developments under construction and completed developments.

The Draft National Planning Policy Framework

1.12 The draft NPPF provides a significantly slimmed-down version of national planning policy and, as noted in the introductory section of this report, it is capable of forming a material consideration (although the weight to be given to it will be a matter for judgement in each individual case).

1.13 Paragraph 76 of the draft NPPF indicates that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Local planning authorities should:

- recognise town centres as the heart of their communities and pursue policies to support the viability and vitality of town centres
- define a network (the pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes
- define the extent of the town centre and the primary shopping area, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, community services and residential development needed in town centres. It is important that retail and leisure needs are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites
- allocate appropriate edge of centre sites where suitable and viable town centre sites are not available, and if sufficient edge of centre sites cannot be identified, set policies for meeting the identified requirements in other accessible locations; and
- set policies for the consideration of retail and leisure proposals which cannot be accommodated in or adjacent to town centres.

1.14 The draft NPPF goes on to note that local planning authorities should apply a sequential approach to planning applications for retail and leisure uses that are not in an existing centre and are not in accordance with an up to date Local Plan. It also notes that local planning authorities should prefer applications for retail and leisure uses to be located in town centres where practical, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. In applying this sequential approach, local planning authorities should ensure that potential sites are assessed for their availability, suitability and viability and for their ability to meet the full extent of assessed quantitative and qualitative needs.

1.15 When assessing applications for retail and leisure development outside of town centres, which are not in accordance with an up to date Local Plan, the draft NPPF aks local planning authorities to require an impact assessment if the development is over a proportionate, locally set floorspace threshold. If there is no locally set threshold, the default threshold is 2,500 sq m. In addition, Planning policies and decisions should assess the impact of retail and leisure proposals, including:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to ten years from the time the application is made.

Local Planning Policy – West Somerset

1.16 The West Somerset District Local Plan was adopted in April 2006 and the saved policies in this document form part of the statutory development plan for the West Somerset area. Policy SP/1 sets the context for the settlement hierarchy across the District, with Minehead defined as a 'town' and Watchet and Williton defined as 'rural centres'. Smaller settlements such as inter alia Brushford, Carhampton, Crowcombe, Dunster Marsh, Kilve, Stogursey and Washford are regarded as villages.

1.17 Policy SP/2 indicates that residential and commercial development will be permitted in the development limits of Minehead, Watchet and Williton subject to criteria relating to accessibility, loss of land identified for other uses and use of brownfield land/infilling. Within villages and smaller villages, policies SP/3 & SP/4 restrict development to that which supports their social and economic viability and is unlikely to lead to a significant increase in car travel.

1.18 Section 6.5 of the Local Plan provides policies relating to shopping and town centres. Policy SH/1 provides a presumption in favour of development proposals in Minehead town centre, whilst SH/2 indicates that the LPA will not permit proposals for the introduction of non-retail (i.e. non-Class A1) uses within Minehead's prime shopping area which cause demonstrable harm to the vitality and viability of the town centre as a whole.

1.19 Retail development located outside of Minehead town centre is dealt with by Policy SH/3 of the Local Plan, which notes that proposals will not be permitted unless it can be demonstrated that:

- All potential town centre options have been thorough assessed
- Sites on the edge of the town centre have been assessed before out of town centre sites
- Provision can be made for access, servicing and parking and the site is in a location where a choice of means of transport is available.
- The proposal, by its nature and scale, will not adversely affect the vitality and viability of Minehead town centre or the shopping centres of Watchet or Williton.

1.20 Retail proposals in Watchet and Williton are subject to their own policy in the Local Plan: SH/4. This policy notes that retail development in these two settlements will be permitted where: they are of an appropriate size and related to the shopping needs of the locality; they are accessible by a choice of means of transport; and, they have adequate servicing and parking arrangements. The supporting text to SH/4 indicates that a similar sequential locatinal framework as contained in Policy SH/3 will be relevant to large scale retail development proposals in Watchet and Williton.

1.21 Retail development in villages in West Somerset is dealt with by a separate policy: SH/5. This indicates that the LPA will permit proposals which seek to improve the viability of village shops or public houses through refurbishment, conversion or extension. The policy goes on to note that development that would lead to the loss of such facilities will not be permitted where this represents a significant or total loss of the same facilities to the local community unless it can be satisfactorily demonstrated that the existing use is no longer viable.

1.22 Section 10 of the Local Plan provides separate sections for each of the key settlements in West Somerset. Each section provides a strategy and, where applicable, policies for each settlement and these are described in more detail in our review of the land use and floorspace characteristics at Appendix F to this study.

1.23 As part of the preparation of its LDF, WSC published a 'Core Strategy Options Paper' in January 2010 for consultation. As the title suggests, this consultation document outlined a series of options for future development in West Somerset, including three strategic options for the location of new development: one concentrating development on three main settlements (Minehead, Watchet and Williton); the next option, which concentrated development on four main settlements (Minehead, Watchet, Williton and Stogursey); and the final option which allowed for a dispersal of development across the District including allocations in the larger villages.

Local Planning Policy – Exmoor National Park

1.24 The Exmoor National Park Local Plan was adopted in March 2005. Policy S1 defines the hierarchy of settlements in the National Park, with Dulverton, Lynton/Lynmouth and Porlock identified as 'Local Rural Centres'. The policy notes that these centres provide the best range of services and are the most suitable for new development to consolidate employment and services to meet the needs of the Park and its community. Below these 'Local Rural Centres' are a series of villages which will act as focal points for those living across the Moor. Policy S1 notes that some development will be permitted to enable the diversification of the economy and to help retain and enhance key services and facilities to meet the basic needs of local people by maintaining and enhancing their communities.

1.25 Policies in the Local Plan which deal with shops and other local services are contained within Section 8 of the Local Plan[1]. Policy CSF1 allows for community related development where it is compatible with National Park purposes whilst Policy CSF2 seeks to protect facilities such as shops, post offices, banks, pubs, petrol filling stations, pharmacies and private medical establishments which fall within Use Classes A1, A2, A3[2] and D1.

[1] Section 8 – Community Services
[2] Class A3 is referred to in the supporting text to CSF2 (paragraph 8.18) although this category now includes Classes A3, A3 and A5

1.26 The Policy notes that proposals for the change of use of land or buildings from commercial community services or facilities will not be permitted unless:

1. A suitable replacement service or facility is available within convenient distance; or
2. The use of the site/building for commercial community service/facility purposes cannot be continued or be made viable in the longer term

1.27 In respect of (1) above, CSF2 indicates that planning conditions or obligations will be used to ensure that the alternative provision is secured at an appropriate time in relation to the redevelopment of the site/building. In respect of (2) above, applicant will have to provide evidence to justify their application and demonstrate that:

- All opportunities of grant funding and financial support to help retain the commercial community services or facility on the site or premises have been fully explored; and
- Reasonable attempts have been made at marketing the premises for a similar commercial service or facility for a minimum 12 month period.

1.28 The supporting text to CSF2 indicates that, historically, the National Park has lost and continues to lose services such as shops. It is also noted that even the larger settlements, where they may be a number of shops, the National Parkm Authority seeks their retention as the provide benefits to the community, including employment.

1.29 Having regard to the viability tests referred to in CSF2, paragraph 8.19 provides the following checklist:

- The viability of the business through any business plan;
- The location of the facility (in terms of whether it lies within a Local Rural Centre, Village or in the open countryside);
- The catchment area of the facility;
- The population of the Parish(es) where the facility is located or which it serves;
- Whether there are any other facilities offering a similar range of goods in the same or adjoining parish;

- Whether there is new development planned in the parish which could potentially increase patronage;
- Whether the facility is in a location well visited by tourists and visitors;
- Whether the facility is included in any marketing literature or tourist guides;
- Whether, in principle, the site can accommodate building extensions;
- Whether the facility is well maintained;
- The accessibility of the facility: the availability and frequency of the public or community transport services in the area; whether there is sufficient car parking and the classification of the road the facility lies on.

1.30 Outside of settlement, new shopping facilities are controlled by Policy CSF4, which notes that such facilities will only be permitted where they comprise: the sale of crafts and goods made on site or shops which are ancillary to farms and visitor attractions, camping and caravan sites.

1.31 In relation to tourism-related development Policy RT1 of the Local Plan is supportive of proposals which are based on, enhance, or increaae appreciation of the special qualities of the National Park (subject to amenity and design criteria) whilst Policy RT2 supports proposals for refreshment facilities subject to parking/access/design/amenity criteria and provided that they are well related to existing development.

1.32 Section 13 of the adopted Local Plan sets out planning considerations in relation to (Policy S1) defined settlements in the National Park. Within our review of the land use and floorspace characteristics of key settlement in Appendix F to this study, we provide of those parts of Section 13 of the Local Plan which are relevant to Dulverton, Dunster and Lynton/Lynmouth insofar as they relate to retail, town centre and leisure land use issues.

1.33 ENPA has commenced the preparation of its LDF and between January and March 2010 a large number of consultation events were held across the National Park as part of the early stages of preparation of a document called 'Your Future Exmoor' (which wil form part of the LDF).

Appendix K
Minehead GOAD Plan area

Minehead

GVA 11/10/2011

70 metres

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