Drivers Jonas Deloitte.

Herefordshire Council
Town Centres Study Update 2012

THIS DOCUMENT IS FORMATTED FOR DOUBLE-SIDED PRINTING

Date: December 2012
Amended by: SZ/JW
Final sign off: JW/MJ

Contents

1 Introduction

Terms of Reference

1.1 This report commissioned by Herefordshire Council is an Update of earlier Studies undertaken by Drivers Jonas Deloitte (DJD) (formerly Drivers Jonas) on policy issues associated with the provision of retail and other 'town centre' uses within Hereford City and the five market towns (Leominster, Ross-on-Wye, Ledbury, Bromyard and Kington). The Studies formed part of the evidence base to support retail and town centre policies within the Herefordshire Local Development Framework (LDF).

1.2 The majority of technical work for the earlier Studies, including household and on-street surveys was undertaken in Autumn 2007. This work was subsequently updated in April 2009. Following the replacement of PPS6 (upon which the earlier Studies had been based) by PPS4, DJD was then instructed to provide a further update of the Studies. This work did not include any new survey data, although the quantitative assessment was updated with the latest retail data, including retail expenditure forecasts, sales densities and commitments. This work was completed in November 2010.

1.3 This further Update includes:

- **Planning Policy Context –** commentary on the requirements/ implications of the National Planning Policy Framework (NPPF), planned revocation of RSS, and further progress with the LDF.
- **Centre Audits –** Fresh inspections of Hereford City and the five market towns, making comparisons with their performance in 2007 and 2010 and in particular noting any significant changes in retailer representation, changes in vacant premises, and noticeable changes in the overall appearance and functioning of the centres in market and environmental terms.
- **Household Shopper Interview Surveys** – commissioning of new telephone interview surveys to provide more up-to-date information on existing shopping patterns within the County.
- **Population and Retail Expenditure Forecasts –** the forecasts have been updated to reflect current circumstances and a target date consistent with the Local Plan 2011-2031.
- **Assessment of Retail Needs –** Updated quantitative assessments of shopping needs for Hereford City and the five market towns based on

new household survey information, updated population and retail expenditure forecasts for target dates up to 2031.

- **Policy Recommendations** – Advice on the needs and potential within Hereford City and the five market towns and recommendations on appropriate planning policies.

2 Planning Policy Context

2.1 As noted above, the earlier Studies were originally based on the national planning policy context provided by PPS6 'Planning for Town Centres', 2005. PSS6 was replaced initially by PPS4 'Planning for Sustainable Economic Growth' in 2009, and subsequently by the NPPF in March 2012 (the latter replacing a number of PPSs and PPGs).

2.2 In broad terms the NPPF reiterates the PPS6/PPS4 retail policy requirements, but in a more streamlined form with some modifications.

2.3 The West Midlands Regional Spatial Strategy (RSS) will be revoked in due course, but remains in force only until such time as it is cancelled through the provisions of the Localism Act 2011. However, we understand that the growth strategy for Herefordshire that is being brought forward through the LDF is unlikely to be materially affected by revocation of the RSS. We therefore make no further comment on the RSS.

2.4 We describe below the relevant (town centre/retail) requirements of the NPPF, in accordance with which this Update has been undertaken.

National Planning Policy Framework (2012)

2.5 It is first important to note that the NPPF introduces Local Plans in place of LDFs. Paragraph 150 states that Local Plans are the key to delivering sustainable development and that planning decisions must be taken in accordance with the development plan unless material considerations indicate otherwise.

2.6 The Local Plan should be based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area, taking account of relevant market and economic signals (paragraph 158).

2.7 Paragraphs 23 to 27 of the NPPF provide guidance on the promotion of the vitality and viability of town centres, with paragraph 23 setting out specific planning policy considerations for planning authorities when drawing up Local Plans. These are:

- *"Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*
- *Define a network and hierarchy of centres that is resilient to anticipated future economic changes;*
- *Define the extent of town centres and primary shopping areas, 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;

- *Promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;*
- *Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;*
- *Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses 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 for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;*
- *Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;*
- *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; and,*
- *Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity."*

2.8 It will be important for the Council to consider how these matters are addressed in the LDF Core Strategy / Local Plan. However, it should be noted that the NPPF is identifying considerations that are relevant to a Local Plan, and it may not therefore be appropriate to include some of these matters within an LDF Core Strategy, e.g. the definition of primary shopping areas, and primary and secondary shopping frontages.

2.9 Paragraphs 24-26 describe sequential approach and impact tests that are broadly similar to, but a simplified version of, the tests in PPS4. They are most applicable to the consideration of planning applications.

Practice Guidance on Need, Impact and the Sequential Approach

2.10 The DCLG Practice Guidance on Need, Impact and the Sequential Approach was published in December 2009 in conjunction with Planning Policy Statement 4: Planning for Sustainable Economic Growth. Although PPS4 was replaced upon publication of the NPPF in March 2012, we understand that the Practice Guidance remains in force where it does not conflict with the NPPF. Where there is a perceived conflict between the NPPF and the Practice Guidance, the NPPF should take precedence

2.11 This Study, including the quantitative assessment methodology outlined in Section 5 has been undertaken in accordance with both the requirements of the NPPF and the Practice Guidance.

Herefordshire Planning Policy

2.12 The Council's current planning policies are set out in the Unitary Development Plan (UDP), which was adopted on 23 March 2007.

Herefordshire UDP 2007

2.13 The UDP Town Centres and Retail Policies were described in detail in the Drivers Jonas 2010 Report Paper 1. The UDP now has the status of a Development Plan Document, is operative as part of the Local Development Framework and most of its policies have now been 'saved' until they are superseded by other emerging Development Plan Documents in the Local Development Framework.

2.14 UDP 'saved' Town Centres and Retail Policies of most relevance to this Study are:

- S5 Town centres and retail
- TCR1 Central shopping and commercial areas
- TCR2 Vitality and viability
- TCR3 Primary shopping frontages
- TCR4 Secondary shopping frontages
- TCR5 Uses outside Class A of the Use Classes Order
- TCR6 Non-retail uses (Classes A2-A5)
- TCR9 Large scale retail and leisure development outside central shopping and commercial areas
- TCR13 Local and neighbourhood shopping centres

Herefordshire Local Development Framework

2.15 The Planning and Compulsory Purchase Act 2004 introduced a new planning system - the Local Development Framework (LDF). The LDF was to replace the UDP.

2.16 The Council commenced work on the LDF in September 2006. It was to consist of three documents - Core Strategy; Hereford Area Plan; and Market Towns and Rural Areas Plan.

2.17 The Core Strategy will set out the Vision and Objectives for the LDF, together with the 'Place Shaping' at a strategic level, explaining how the County as a whole is expected to develop. Consultation exercises were undertaken in 2010 and having taken account of new evidence, a revised preferred option was published, on which consultation took place in October-November 2011.

2.18 New national planning policy came into force in March 2012, in the form of the NPPF which replaced previous Planning Policy Guidance (PPGS) and Planning Policy Statements (PPSs). The NPPF introduced Local Plans in place of LDFs. The Core Strategy is now being taken forward as part of the Local Plan, which will consist of three documents:

- Core Strategy;
- Hereford Area Action Area Plan; and

- Neighbourhood Plans

2.19 The Local Plan is now to cover the period 2011-2031. Other recent changes are:

- To reduce the level of housing provision in the county to an average of 825 per annum (compared to 900 per annum as previously proposed);
- To propose fewer new houses for Hereford;
- To make some adjustments to the housing proposals for Leominster and Ross-on-Wye;
- To increase the level of housing in rural areas.

2.20 These changes are reflected in this Report.

3 Hereford City - Centre Audits

3.1 The 2007 Retail Study was updated in 2010 to provide a comprehensive analysis of the performance of Hereford City Centre and the five market towns of Ledbury, Leominster, Kington, Bromyard and Ross on Wye. The assessments were based on indicators of vitality and viability set out in PPS6 and subsequently PPS4. Although PPS4 has been cancelled and replaced by the NPPF, the assessments remain valid in the context of current planning policy requirements and continue to provide an important part of the evidence base for the LDF. However, there have been some changes that have taken place within centres, which whilst not of a scale or significance to warrant a comprehensive update of the centre audits, are worth identifying. Sections 3 and 4 include a summary of the health of the six centres since the 2010 Update.

Hereford City Centre Overview

3.2 Hereford remains the sole sub-regional shopping centre within Herefordshire, as defined within the adopted Herefordshire UDP. The primary retail area is centred on the mainly pedestrianised areas of High Town, High Street, Eign Gate and Commercial Street. The only part covered shopping centre in the City Centre is the Maylord Shopping Centre, located between Blueschool Street (Ring Road) and Commercial Street. Hereford Cathedral with its world famous library collection 'chained library and Mappa Mundi' is of particular significance and a major visitor attraction.

Accessibility

3.3 The County road network focuses on the City, with the A49 providing north/south links via Leominster and Ross-on-Wye, and the A4103 connecting the town to Worcester some 27 miles to the east. Parking provision in Hereford City Centre is good, with some 2,706 public car park spaces in short, medium and long stay facilities available. Hereford City is also the centre for the regional bus network, with the City Centre accessible by a number of high frequency local and regional services, as well as national coach services. Hereford Railway station is located just outside the City Centre, near to Morrisons and Brook Retail Park. The station lies on the Welsh Marches Line between Leominster and Abergavenny, and is the western terminus of the Cotswold Line, which connects the town to Birmingham and Oxford via Worcester.

3.4 Provision for cyclists is generally good in Hereford with cycle racks provided in key areas of the City Centre. There are however still no dedicated cycle routes through the retail core and east/west cycle movements within the City Centre fringe must use heavily trafficked road space. The City Centre benefits from good pedestrian linkages, including areas of pedestrianisation around High Town, High Street, Eign Gate and Commercial Street. High Town remains the busiest area for pedestrian footfall. The pattern of pedestrian flow levels around the centre is largely unchanged since the 2007 Study. However, the closure of Chadds appears to have had a detrimental impact on activity at the eastern end of Commercial Street; whilst conversely the opening of Primark combined with public realm improvements appear to have increased pedestrian flows on Widemarsh Street.

3.5 As previously noted, the poorest pedestrian areas remain along the ring road, particularly around Eign Gate/Victoria Street and Commercial Street/Commercial Road.

Quantity and Quality of Retailing and Other Commercial Uses

3.6 Within the UDP CSCA boundary, there is a mix of retail/commercial facilities. The table below summarises this mix now and at the time of the initial 2007 survey.

Table 3.1: Hereford City Centre Mix of Uses 2007 and 2012

	2007 Study		2012 Study	
Sector	No. of Units	% of Units	No. of Units	% of Units
Convenience	28	5.2%	30	5.8%
Comparison	239	44.3%	231	44.7%
Service	214	39.6%	180	34.8%
Other	7	1.3%	11	2.1%
Vacant	52	9.6%	65	12.6%
Total	**540**	**100%**	**517**	**100%**

Source/notes:
(1) 2007 figures are taken from Drivers Jonas 2007 Retail Study (derived from 2006 GOAD data updated by site visits)
(2) 2012 figures based on Drivers Jonas Deloitte site visit (August 2012)
(3) Units are classified into categories based provided by GOAD and relate to ground floor uses only (with the exception of the upper retail level of the Maylord Centre).
(4) Service uses include restaurants, coffee bars, fast food and take-away, hairdressers, beauty parlours and health centres, laundries and dry cleaners, travel agents, banks and financial services, building societies, estate agents and valuers. Taxi offices are also included in the service category, although this use is not categorised by GOAD.
(5) Pubs, night-clubs and other leisure uses are excluded by GOAD from the national analysis. Therefore for the purpose of comparison, these have been excluded from our analysis.
(6) 'Other' category includes employment agencies, tourism offices and main and sub-post offices.

3.7 This table demonstrates that there has been a net reduction in the number of units within Hereford City Centre. The primary reason for this is that in 2007 survey picked up more business uses, particularly service uses, in and around the Livestock Market site. Many of these businesses have since vacated as part of site assembly for the Retail Quarter proposals (see below).

3.8 Service uses now comprise circa 35% of the total units within the centre, which is consistent with the national average of circa 35.5%. As was the case in 2007, convenience provision remains below the national average. However, it should be noted that these figures relate to uses inside the City Centre boundary. Beyond this boundary lie several other convenience retailers that are not included in the above analysis, but do feature in the GOAD analysis. This includes retail stores such as Morrisons, Aldi and Sainsbury's. Additionally it should be noted that the table above does not include the facilities within the Hereford Buttermarket. This market hall, dating back to 1860, houses 30 stalls which included local farm produce.

3.9 Circa 45% of units are comparison goods units, which is above the national average and a marginal increase in percentage terms on 2007, although the number of units has declined.

Vacant Street-level Property

3.10 The table below indicates levels of vacancy in Hereford 2000-2011, based on GOAD data. It indicates a significant increase in the vacancy level since 2000. It should be noted that being based on GOAD data these figures include areas beyond the UDP defined CSCA.

Table 3.2: Hereford City Centre Vacancy Rates

Year	Vacant Retail Floorspace (sq. ft.)	Vacant Retail units	Vacant as % retail floorspace
2000	37,900	32	4.7
2003	62,500	50	7.3
2006	80,100	60	7.5
2009	127,100	76	12
2011	120,300	76	11

3.11 A site visit by Drivers Jonas Deloitte in August 2012 noted that there were 65 vacancies within the CSCA. This compares to the 59 recorded in April 2009, and 49 units in September 2007 and represents 12.6% of units, which although high relative to some of the other market towns, is below the national average of 13.9%.

3.12 As noted earlier, vacancies combined with lower order retailing have had a marked effect on Commercial Street, which was previously considered a prime location. There are currently 6 vacancies around the area formerly occupied by Chadds, although we understand that the vacant Moben/Subway units are in the process of being combined into a new single unit.

3.13 Our previous 2010 update noted that the health of Bridge Street was a concern, with 12 vacancies in 2010 compared to 6 in 2007. This number has since fallen back to six. A notable loss on Bridge Street has been the Left Bank Village, which occupied a prominent riverside location. We understand that the restaurant within the building, whilst popular, was not viable and closed in 2010. A planning application for a new mix of uses in the building, including offices and a gym was however approved in October 2011 and the building appeared to be under renovation during our site visit.

3.14 In addition to changes within the local retail market, Hereford's vacancy rate has been particularly affected by wider retail market trends which have caused some national multiple retailers to close. Since the 2007 Study, many national retailers previously present in Hereford have ceased trading, including Woolworths on Eign Gate, Zavvi on Commercial Street, Adams in the Maylord Centre and Priceless Shoes fronting High Town. As a result, several of the city's larger and most prominent retail units have become vacant, although many, like the examples mentioned, have resulted from national rather than local circumstances.

Hereford Retail Quarter / Livestock Market Site

3.15 An outline planning application for the Livestock Market Site (and adjoining land within the Edgar Street Grid regeneration area), was submitted in December 2010, and approved on 23 March 2011. This scheme represents the most significant retail-led regeneration proposal in the County for many years.

3.16 The majority of the site is located within the Central Shopping and Commercial Area (CSCA) of Hereford City and comprises 5 ha. The proposal will accommodate a maximum of 25,570 sq.m. gross A1 floorspace (including a maximum 2,320 sq.m. gross food store), up to 4,000 sq.m. gross of A3 and A4 floorspace, a new cinema providing up to 3,150 sq.m. of D2 floorspace and new public realm. This compares to an earlier scheme of circa 38,000 sq.m. gross and 268 residential units.

3.17 Since permission was granted two anchor retailers have signed up for the scheme. Debenhams will take a circa 8,000 sq.m. gross store, whilst Waitrose will operate a circa 2,300 sq.m. gross foodstore. We are not aware of any other confirmed operators for the remaining circa 14,400 sq.m. gross of A1 retail floorspace and as such it is not clear what proportion of retailers will be new to Hereford or will be relocating from existing premises.

3.18 Hereford's Odeon cinema is the smallest cinema in the Odeon chain with one screen only, incorporating 330 seats. Odeon have however signed up to open a much larger multiplex as part of the Edgar Street Grid proposals. Construction had been expected to start in Spring 2012. However at time of writing, work on the scheme had not commenced.

Retailer Representation

3.19 Since the closure of Chadds in 2008, Hereford has been without a department store. In addition to the loss of the department store offer, the closure of Chadds has had a particularly adverse impact on the health of Commercial Street. Despite subdivision and refurbishment of the former store, the units have struggled to attract retailers and, with the exception of The Entertainer toy store, are either vacant or operated by low end discount retailers or charity shops. As discussed above however, a department store is proposed through the Retail Quarter proposals, with Debenhams signed to take the anchor unit.

3.20 Despite the loss of Chadds and the impact of other national retailers ceasing to trade, Hereford does still provide a reasonable mix of national multiples and independent traders. A number of key fashion and non-fashion multiples are present in the centre, including strong footfall driving brands, such as Primark, Next and Marks and Spencer.

Centre Rankings

3.21 Venuescore establishes eight grades of retail venue ranging from Major City locations (such as Birmingham) to Local shopping venues, which provide a basis for analysing the critical mass and marketing position of the top retail destinations in the United Kingdom. The table below summarises the Venuescore ranking for the Herefordshire centres and nearby competing centres.

Table 3.3: Venuescore Centre Rankings 2012

Centre	Venuescore Ranking	Venuescore Classification
Birmingham	3	Major City
Worcester	78	Regional Centre
Hereford	**113**	**Regional Centre**
Gloucester	121	Regional Centre
Abergavenny	456	District Centre
Monmouth	527	District Centre
Ross on Wye	**649**	**Minor District Centre**
Leominster	**1,012**	**Local Centre**
Malvern	1,168	Local Centre
Ledbury	**1,650**	**Local Centre**
Bromyard	*Not Assessed by Venuescore*	
Kington	*Not Assessed by Venuescore*	

Source/ Notes:
(1) Venuescore UK Shopping Venue Rankings 2011-12.
(2) Classifications reflect eight grades of retail centres in the United Kingdom: Major City, Major Regional, Regional, Sub-regional, Major District, District, Minor District, Local and Minor Local.

3.22 The table shows that Hereford is classified as a Regional Centre and achieves a ranking of 113, which places it 35 places behind the competing centre of Worcester, but eight places ahead of Gloucester. The scores are determined by multiple retailers present and for the centres that we have identified relate to the 'town centre' only, and not 'out-of-centre' facilities. Thus the Gloucester score does not include retailers in Gloucester Docks, such as the Designer Outlet Centre, which if included would raise the Gloucester store.

3.23 As is to be expected, Hereford is well ahead of the closest ranking Herefordshire market town, Ross on Wye, which has a ranking of 649. The relatively low score recorded by Ledbury is caused by the strong presence of independent traders as opposed to multiples, and should not be taken as negative indicator of the town centre's health.

Retailer Demand

3.24 According to the Focus database, as of August 2012, there were 16 unique retailer requirements for Hereford, compared to 23 in July 2010 and 20 in 2007. Of these, by far the largest requirement is from Matalan, with a requirement ranging from 20,000 – 35,000 sq. ft. The remaining requirements include a mix of discount retailers (such as Brighthouse, Heron Frozen Foods and two requirements from Poundland), a few higher end retailers (including Warren James Jewellers, Kathmandu, and L'Occitane en Provence), as well as some national chain food and beverage operators (such as Chiquito, Frankie & Benny's and Caffe Nero).

Centre Environmental Quality

3.25 Much of Hereford's CSCA falls within a Conservation Area, which reflects the centre's attractive historic environment with a variety of architecturally interesting buildings. The centre also benefits from extensive areas of pedestrianisation, especially in High Town, where the open paved area accommodates seasonal outdoor cafes, as well as being used as an exhibition space. Furthermore, recent pedestrian realm improvements on Widemarsh Street have improved the appearance of the street and complemented the addition of Primark since 2007 as a strong anchor for the street.

3.26 Of particular note since the initial Study is the fire in 2010 which damaged a number of historic buildings in High Town. The affected buildings remain covered in scaffold, although restoration/redevelopment proposals for the site are progressing.

3.27 Whilst the core of the City Centre represents provides a good pedestrian environment for shoppers, this is less the case on the fringe of the centre. The ring road in particular continues to create a barrier to movement and in its immediate vicinity creates an adverse impact visually and through poor air quality and noise.

Shopping Rents and Yields

3.28 At the time of the initial 2007 Study, agent sources estimated prime rents in Hereford at £135 psf Zone A[1]. This represented a significant increase on the end 2006 level of prime rents in the town and was a positive indicator of the strength of Hereford City Centre at that time. The latest available retail data from Focus (July 2010) indicates that this figure is now in decline, with rents falling to £120 psf by June 2008 and an estimated £100 psf at June 2009. At end 2011, according to PROMIS, agent sources estimated prime rents in Hereford at £85 psf Zone A.

3.29 As at Spring 2012 retail yields were 6.75% for Hereford, compared with 5.75% for Worcester, suggesting the latter to be more attractive proposition for investors. Currently Hereford is ranked 57th out of 200 in the PROMIS prime town centre yields rank, whilst Worcester is ranked 25th.

City Centre Health Check Summary

3.30 The initial health check of 2007 noted that Hereford City Centre was a healthy and attractive centre, which played an important role in the region. Whilst the City Centre clearly continues to perform this role and to provide a good mix of national multiple retailers and independent stores; in common with many town centres throughout the UK the level of provision has suffered since 2007, with areas such as Commercial Street significantly affected. However, the centre has shown signs of resilience, and the committed development at the Livestock Market site is likely to attract new occupiers to the town and in particular accommodate a replacement department store offer.

Out-of-Centre Retail

3.31 There have been a number of changes in out-of-centre retail in Hereford since the 2010 update. We summarise the current offers for the main retail parks/units below:

- **Brook Retail Park** - Located approximately 140m from the CSCA boundary, this Park comprises approximately 2,900 sq.m. (gross). The retail park is currently occupied by three anchor tenants - Blockbuster (400 sq.m. net), Pets at Home, (500 sq.m. net) and Lidl (854 sq.m. net). The former Tiles R Us unit (circa 670 sq.m. GIA) is currently advertised as available to let with open A1 (including food) planning permission, having been occupied previously by temporary discount retailers.

  A Rockfield DIY/hardware store located adjacent to the Park next to Hereford Railway Station was about to close at the time of our survey.

- **Hereford Retail Park** - Located approximately 1.5 km from Hereford City Centre, the Park comprises circa 6,302 sq.m. (gross) of Class A1 bulky goods retail. There are four retail warehouse units and a restaurant outlet. The current tenants at the retail park are DFS, Curry's/PC World, Harveys The Furniture Store, Carpetright and Pizza Hut.

[1] Zone A comprises the front 6.1m (20 feet) of a retail unit (nearest the shopfront)

To the north west of Hereford Retail Park there are two additional vacant retail units. These were previously occupied by Floors to Go (circa 350 sq.m. GIA) and Motor World (circa 300 sq.m. GIA), and are currently vacant.

Additionally a freestanding unit occupied by Countrywide Stores is located on Mortimor Road, off Newtown Road.

- **Holmer Road Retail** – The stretch of Holmer Road between the A4103 Roman Road and A49 Newtown Road contains a number of out-of-centre retail parks/units:

  Holmer Road Retail Park - Located circa 1.5km north of Hereford City Centre, this A1 bulky goods retail park comprises a circa 1,400 sq.m. GIA Comet store and a circa 650 sq.m. GIA Benson for Beds store.

  Salmon Retail Park – Located immediately north of Holmer Road Retail Park, this park houses a number of retail units including B&M Bargains, who have replaced MFI following their nationwide collapse (1,400 sq.m. gross) and Dreams (720 sq.m. gross). The former Dunelm unit (circa 1,160 sq.m. with 50% mezzanine) is currently vacant.

  Spur Retail Park – located immediately north of Salmon Retail Park, Spur Retail Park was refurbished and extended in circa 2009. The current occupiers of the Park are Maplin (circa 450 sq.m. gross) and Halfords (929 sq.m. gross), alongside a Hobbycraft store and a large Dunelm Mill, which features a café.

  B&Q occupy a substantial unit to the north of this Park.

- **Belmont Road** - Located on Belmont Road is a small collection of retail units incorporating Farmfoods (400 sq.m. net), Bathstore (400 sq.m. net), Dominos Pizza (100 sq.m. net), and Carphone Warehouse (100 sq.m. net).

- **ASDA, Belmont Road –** This store has a gross area of approximately 7,000 sq.m. of which the sales area accounts for 4,131 sq.m. As such it is the largest foodstore in Herefordshire. The store is able to trade 24 hours a day between Monday and Friday.

- **Tesco, Abbotsmead Road -** This store has a gross area of approximately 4,480 sq.m. m, of which the sales area accounts for 2,525 sq.m. The store is able to trade 24 hours a day between Monday and Friday.

Neighbourhood Centres

3.32 The shopping hierarchy within Hereford City includes the following ‘neighbourhood shopping centres’:

Belmont; Bobblestock; Chilton Square ; College Green ; Folly Lane (Whittern Way); Grandstand Road ; Holme Lacy Road ; Hinton Road; Old Eign Hill; Oval; Quarry Road; and Whitecross

3.33 These centres focus on the day to day convenience needs of nearby residential areas, and mostly contain small foodstores and service uses. We have not undertaken specific health checks of these centres.

4 Market Towns – Centre Audit Updates

4.1 In this section we comment on material changes that have taken place within the five Herefordshire market towns since our earlier audits, and provide a summary of the health of each of the towns (covering the towns in order of population size).

Leominster

4.2 Leominster is classified as a Market Town within the adopted UDP. The primary retail area is centred on the High Street and West Street. Shops within Leominster town centre are accommodated in ground floor units, thus providing accessible retail facilities. Leominster has good road connections via the A49, A4112 and A44 running through the town. The centre is also served by frequent train services which connect the town to South Wales as well as other regional centres. There are also a number of bus services which connect the town to neighbouring centres and smaller settlements as well as national coach services. Key changes in the centre since the 2007 and 2010 surveys are as follows.

Commercial Unit Breakdown

4.3 As shown in the table below, the proportional split of unit types across the centre remains broadly the same as in 2007, with a marginal increase in convenience units, and marginal decrease in comparison units. With regard to the leisure sector, since the previous survey a large Wetherspoons has opened in the former Post Office (the Duke's Head), but on the opposite side of Corn Square the Three Horse Shoes public house has since closed.

Table 4.1 Leominster Mix of Uses 2007 and 2012

	2007 Study		2012 Study	
Sector	No. of Units	% of Units	No. of Units	% of Units
Convenience	15	7.5%	16	8.0%
Comparison	103	51.2%	100	50.3%
Service	61	30.3%	67	33.7%
Other	4	2%	6	3.0%
Vacant	18	9%	10	5.0%
Total	201	100%	**199**	**100%**

Source/notes – see Section 3

Independent Retailers

4.4 A key strength of Leominster continues to be its significant number of independent retailers, in particular a concentration of antiques/homeware stores on Broad Street. This sector appears to be performing well with a number of new independent retailers in the town since 2010, including niche retailers such as the Little Beer Shop (which claims to be the smallest off-licence in the world) and the Violin Shop, both on High Street. Additionally a weekly retail market takes place in Corn Square every Friday, which has appeared well attended during Drivers Jonas Deloitte site visits.

Retailer Requirement

4.5 According to the Focus database, in August 2012 there were only three retailers with requirements in Leominster, half that recorded in July 2010 and noticeably down from the 13 requirements that were live during the initial health check surveys in 2007. The current requirements are for Poundland (4,500–10,000 sq ft), Heron Frozen Foods (3,000–5,000 sq ft), and the Co-operative.

Vacancies

4.6 A Drivers Jonas Deloitte site visit in August 2012 identified 12 vacant units within the town centre, of which one of the most prominent at 29 High Street was in the process of being fitted out. This level broadly accords with the level identified at June 2010, and is lower than the rate (9%) identified during the initial 2007 survey. The majority of vacant units are small units located in fringe locations.

Environmental Quality

4.7 Whilst in general the town centre benefits from good environmental quality befitting its conservation area status, the environmental quality in some of the fringe locations remains a concern. In particular, the junctions of New Street/Broad Street and Bargates/Cursneh Road are heavily trafficked, which not only creates an unattractive street scene but also gives rise to a physical and perceptual barrier for pedestrian movements through the area.

Outside the CSCA

4.8 Since the previous 2010 survey B&Q have taken a 2,764 sq.m. net store on Mill Street (circa 650m beyond the CSCA boundary), reoccupying the former Focus Do It All premises, following their collapse.

4.9 The Morrisons store at Baron's Cross Road, which is a UDP defined Local Centre, has been extended and continues to trade strongly.

Town Centre 2012 Health Check Summary

4.10 Despite the economic downturn, Leominster Town Centre appears to be in good health, with a low vacancy rate and a good mix of independent and national retailers.

Ross on Wye

4.11 The adopted UDP classifies Ross-on-Wye as a Market Town under the County's retail hierarchy. Shops within Ross-on-Wye town centre are mainly accommodated in ground floor units, thus providing accessible retail facilities. In addition, the centre can be easily accessed by a number of modes of transport, including cycling, train and bus and the town has had a long historical association with tourism. Key changes in the centre since the 2007 and 2010 surveys are as follows.

Commercial Unit Breakdown

4.12 As shown in the table below, there has been a small increase in convenience units. However the number of comparison goods units has fallen by 12 units, and is marginally below the national average.

Table 4.2: Ross on Wye Mix of Uses 2007 and 2012

	2007 Study		2012 Study	
	No. of Units	% of Units	No. of Units	% of Units
Convenience	15	6.9%	17	8.0%
Comparison	98	45.4%	86	40.6%
Service	71	32.9%	71	33.5%
Other	4	1.9%	4	1.9%
Vacant	28	13.0%	34	16.0%
Total	**216**	**100%**	**212**	**100%**

Source/notes – see Section 3

4.13 In addition to the above, a twice weekly retail market takes place near the Ross on Wye Heritage Centre.

Vacancies

4.14 An August 2012 survey identified 34 vacant units within Ross on Wye, up from the 28 identified in the 2007 Study and 2010 Update. Ross on Wye is the only market town with a vacancy rate higher than the national average (13.7%). As before, the majority of the vacant units are small in size. However, the loss of Argos and Clintons has resulted in there being a high level of vacancy within The Maltings. Generally, however, vacancies tend to be clustered on the fringes of the retail area, including six units south of the junction of High Street/Gloucester Road and another six units on Brookend Street.

Retailer Representation

4.15 Since the previous survey there has been a notable increase in independent stores, capitalising on the character of the market town, including new cafés and antique shops. However, this has been coupled with a steady reduction in national retailers, which has impacted on parts of the town (see below). A proliferation of charity shops in the primary retail frontages continues to be of concern, with a particular cluster around Market Place/Broad Street and The Maltings. In addition in the same area large areas of prominent frontage are taken by estate agents.

4.16 Since the 2010 update, a 1,002 sq.m. net floorspace extension to the Morrisons store on the edge of the town centre has been completed. Site visit evidence suggested the store was continuing to trade strongly.

Retailer Demand

4.17 The latest information from Focus regarding retail requirements states that as of August 2012 there were eight retailer requirements within Ross on Wye, up from five requirements in July 2010 and therefore more akin to 2007 levels (nine in 2007 survey). Of these eight requirements, one is from charity shop operator Age UK, with additional requirements by Poundland (4,000 – 10,000 sq ft), 'Neat n Cheap' and Savers Health and Beauty, further reflecting concerns over the quality of the retail offer. The remaining requirements are from Thoughts Cards, Everything Everywhere, Café Nero and Heron Frozen Foods.

Retail Warehousing

4.18 Since the previous study, the 2,834 sq.m. Focus Do It All DIY store at Over Ross Park has become vacant as a result of the national collapse of the retailer in 2007. As discussed in Section 7, since the previous Study the Council has approved a number of retail warehousing schemes in out-of-centre locations. These contain circa 3,000 sq.m. net additional comparison goods retail floorspace, although construction on these units has not begun.

Town Centre 2012 Health Check Summary

4.19 Ross-on-Wye has capitalised on the strengths of its strong independent retail sector, which appears to have expanded successfully in the centre. However, there remain a number of key weaknesses in the centre, reflected in the vacancy rate, quality of national retailers and the environmental quality of town centre fringe areas.

Ledbury

4.20 The adopted UDP classifies Ledbury as a Market Town under the County's retail hierarchy. The retail area of the town centre is largely centred along The Homend / High Street, with secondary provision located on intersecting streets. The town centre is well served by public transport, with regular rail services to Hereford and Birmingham. Key changes in the centre since the 2007 and 2010 surveys are as follows.

Commercial Unit Breakdown

4.21 The table below demonstrates that there has been an increase in convenience and comparison units within Ledbury. At 12.1% of units, convenience provision is higher than the national average (8.51%). However, it should be noted that this figure excludes both the Tesco and Co-op stores, which are located outside the CSCA.

4.22 The rise in comparison units is also notable, circa 7% above the national average (48.3%), and an increase of six units since the 2007 survey. This is a good achievement in the light of the economic downturn that followed the 2007 survey and a sign of the strength of Ledbury town centre.

4.23 Whilst some units have since been turned into dwellings, the overall number of units within the five categories has remained the same as a result of the creation of new units such as the Design Quarter (see below). Service units have fallen. This GOAD based classification includes a wide range of uses, but excludes pubs which comprise circa 8 more units within the town.

Table 4.3: Ledbury Mix of Uses 2007 and 2012

	2007 Study		2012 Study	
Sector	**No. of Units**	**% of Units**	**No. of Units**	**% of Units**
Convenience	16	10.7%	18	12.1%
Comparison	66	44.3%	72	48.3%
Service	60	40.3%	48	32.2%
Other	2	1.3%	3	2.0%
Vacant	5	3.4%	8	5.4%
Total	**149**	**100%**	**149**	**100%**

Source/notes – see Section 3

Vacancies

4.24 A Drivers Jonas Deloitte site visit in August 2012 indicated that there were eight vacant units (5.4%) within the town centre. This is down from the ten recorded vacancies in July 2010, but higher than the pre-economic downturn figure of five vacant units in 2007. These units are concentrated on The Homend. Although most are small units, a noticeable vacancy is the former electrical appliances store (32 The Homend), which is circa 3,100 sq.ft. (net sales). The vacancy rate in general is still very low compared to the national average (13.7%).

Retailer Representation

4.25 There remains a limited presence of national multiple retailers located within Ledbury. The strength of the retail offer is therefore driven by a strong independent/niche sector. Since the previous 2010 Study, a notable change has been the opening of the Design Quarter off High Street, which has brought several redundant buildings back into active use. The development is occupied by several businesses, including a hairdresser's and a Jewellers, as well as Hus & Hem, a Scandinavian design store. A twice weekly market is held in the town (on Tuesdays and Saturdays).

Retailer Demand

4.26 According to the Focus database in August 2012, there are currently only two retail requirements in Ledbury (compared with seven in 2007), both from discount retailers - Neat n Cheap (500–1,500 sq ft) and Savers Health and Beauty (1,750–2,500 sq ft). It should be noted that the Focus database generally covers national retailer requirements, and given Ledbury's strength of independent traders, there is likely to be a stronger but unrecorded demand from independent retailers to be represented in the town.

Supermarket Applications

4.27 The most notable change since the previous Study has been the two planning applications for new foodstores in out-of-centre locations. The first was a proposal by Tesco to relocate their existing Orchard lane store, with a second proposal on a nearby site by Sainsbury's who are currently not represented in the town. Both applications attracted significant publicity and large petitions of support and objection were registered. Ultimately the Council recommended both schemes be refused.

Town Centre 2012 Health Check Summary

4.28 Ledbury remains a vibrant and strong centre, with a local population keenly active in seeking to protect the future health of the centre. The vacancy rate remains low, and new developments such as the Design Quarter have strengthened the independent/niche retail offer.

Bromyard

4.29 Bromyard is classified as a Market Town within the adopted UDP town centres hierarchy. The UDP does not identify a primary shopping frontage for Bromyard, stating that Bromyard's shopping centre is unique in character, differing from the other market towns. Secondary shopping frontages are identified running the length of High Street and Broad Street from the Leisure Centre site to the Market Place. The centre is accessible by private car and buses, but does not have a train station. Key changes in the centre since the 2007 and 2012 surveys are as follows.

Commercial Unit Breakdown

4.30 As shown in the table below, representation of convenience retailing in Bromyard remains above the national average (10.1%), albeit the number of such units is marginally down. The number of comparison units has fallen, although by proportion it is now above the national average, unlike the position in 2007. This partly reflects the national decrease in the proportion of town centre units dedicated to comparison retail.

Table 4.4: Bromyard Mix of Uses 2007 and 2012

	2007 Study		2012 Study	
Sector	No. of Units	% of Units	No. of Units	% of Units
Convenience	9	11.7%	8	10.1%
Comparison	31	40.3%	29	36.7%
Service	27	35%	34	43.0%
Other	0	0%	1	1.3%
Vacant	10	13%	7	8.9%
Total	**77**	**100%**	**79**	**100%**

Source/notes – see Section 3

4.31 It should be noted that the CSCA boundary does not include the Co-op food store, a local farmshop and a Countrywide store (outdoor goods and clothing), which contribute to the retail offer of the town, but are not linked to the main town centre in a particularly legible manner.

Retailer Representation

4.32 The town centre is dominated by a mixture of small independent shops, service outlets and non-retail uses. These facilities are dispersed within the secondary shopping frontages. Unsurprisingly for a centre of its size, there are very few national retailers present in the town.

Vacancies

4.33 A Drivers Jonas Deloitte site visit in August 2012 noted that there were seven vacant units within the centre, circa 9% of overall provision compared with a national average of 13.7%. This is the same level as recorded in July 2010, and markedly down on the 14 units recorded in March 2009. Vacancies remain spread along the length of the centre, and are generally small units (reflective of the overall size of units in the centre).

Centre Promotion

4.34 Since 2007 the efforts of local organisations in promoting the town and its retail offer have been noticeable. Measures have included promotion of independent retail window displays by the Bromyard Heritage Trust, and more recently promoting Bromyard as a ‘town of festivals’. Also since the 2007 survey a new tourist office has opened in the town centre close to Market Square.

Town Centre 2012 Health Check Summary

4.35 The health of Bromyard has fluctuated since the initial 2007 survey. It has shown clear signs of the effects of the economic downturn. However, it has recovered well and continues to offers residents and visitors a diverse range of town centre uses relative to its size in a pleasant shopping environment.

Kington

4.36 Kington is classified as a Market Town within the adopted UDP retail hierarchy. The town is located approximately 32km north west of Hereford and 23km west of Leominster. The centre can be easily accessed by a number of modes of transport, including cycling and bus, whilst the Offa's Dyke pathway runs through the town making it a tourist stop *enroute*. The primary shopping frontage identified on the UDP Proposals Map runs from Church Street (opposite the Market Hall) to the junction with Bridge Street (including the northern section of Bridge Street). Key changes in the centre since the 2007 and 2010 surveys are as follows.

Commercial Unit Breakdown

4.37 As demonstrated in the table below, whilst the percentages of comparison and service units have remained almost identical, there has been a noticeable drop in convenience units, representing a loss of smaller independent offers such as the newsagent on High Street. However, provision of convenience units in percentage units terms (as opposed to floorspace), is still above the national average.

Table 4.5: Kington Mix of Uses 2007 and 2012

	2007 Study		2012 Study	
Sector	No. of Units	% of Units	No. of Units	% of Units
Convenience	11	17.5%	8	11.8%
Comparison	25	39.7%	27	39.7%
Service	21	33.3%	23	33.8%
Other	1	1.6%	1	1.5%
Vacant	5	7.9%	9	13.2%
Total	**63**	**100%**	**68**	**100%**

Source/notes – see Section 3

Vacancies

4.38 A Drivers Jonas Deloitte site visit in August 2012 noted that there were nine vacant units within Kington Town Centre. This compares with five vacant units identified in the initial 2007 survey and six in July 2010. The majority of vacancies are centred on and around the junction of Church Street, High Street and Mill Street. Recent losses in the town have included Titley's Hardware and neighbouring Glassware Garden and Home Sundries, as well as the adjacent convenience store/newsagent at 33 High Street.

Quality of Retail Offer

4.39 Whilst there is variety in the retail offer in Kington, there is a concentration of second hand or charity shops, particularly at the Bridge Street end of High Street, where out of five adjacent retail units three are charity shops. Furthermore, service uses often occupy the most prominent locations, an example being McCartney's Estate Agent occupying a prominent corner plot, with HSBC and Russell Baldwin Estate Agents having units opposite. A new weekly market takes place on Tuesdays at the Kington Market Hall.

Town Centre 2012 Health Check Summary

4.40 The general health of Kington has declined slightly since the previous Study updates, with a rise in the vacancy level in the centre and an increase in charity shops. The (depth) range of goods on offer in the town remains somewhat limited.

5 Needs Assessment Methodologies

Retail Assessment

5.1 This 2012 Study provides retail needs forecasts up to 2031, in accordance with the provisions of the LDF/Local Plan. The methodology employed is consistent with the guidance contained within the DCLG Practice Guidance on Need, Impact and the Sequential Approach 2009, and conforms with the requirements of the NPPF.

5.2 A step by step methodology to the quantitative assessment for both the convenience and comparison goods retail sectors has been adopted. The approach is summarised below:

(i) Establish the population of the Study Area and Sub-zones;

(ii) Establish the expenditure per capita of population of each Zone within the Study Area for both convenience and comparison goods (all categories);

(iii) By a combination of steps (i) and (ii) establish residents' available expenditure within the Study Area and Sub-zones for both convenience and comparison goods (all categories);

(iv) Identify the percentage market shares of expenditure attracted to each centre within the Study Area from the household telephone survey; and then assess the actual flows of expenditure to each centre ('actual' turnover of the centre) by applying the percentage market shares to available expenditure, step (iii);

(v) Identify the existing floorspace and extant commitments within the Study Area together with their 'benchmark' turnovers;

(vi) Compare 'actual' turnover of centres (derived from step iv) with the 'benchmark' turnover of centres (step v), in order to assess any surplus expenditure; and

(vii) Convert any surplus expenditure to floorspace, in order to provide an indication of need for further provision.

5.3 The most up-to-date Experian data on population and retail expenditure growth rates available at the time of preparing the Study has been utilised. All monetary figures in the assessments are expressed in 2011 prices. The assessments use a base year of 2012, with the following forecast years - 2016, 2021, 2026 and 2031.

5.4 The definitions of convenience and comparison goods used within the assessments follow the industry recognised classifications.

Convenience goods comprise the following Experian listed items:

- food; alcoholic drink; tobacco; newspapers and magazines; and non-durable household goods.

Comparison goods comprise:

- books; clothing and footwear; furniture, floorcoverings and household textiles; audio-visual equipment and other durable goods; hardware and DIY supplies; chemists' goods; jewellery, watches and clocks; bicycles; recreational goods; and other miscellaneous goods.

Study Area

5.5 The Study Area is illustrated in Appendix 1 and is the same as in the 2007 Study. Seven Zones were defined using postcode sector boundaries to define catchment areas for Hereford City and the five market towns. Zone 1 has been further subdivided into Zone 1A and Zone 1B to differentiate between residents of the City (Zone 1A) and those living within its rural hinterland (Zone 1B). The zones referenced in this Report are as follows.

- Zone 1A - Hereford City (This zone comprises the built-up area of Hereford City. It extends some distance beyond the built-up area to the south of the City (because of post-code boundaries), but there are few residents within this area.
- Zone 1B - Hereford Rural (This zone covers a large area of rural Herefordshire surrounding Hereford City, extending as far as the Welsh border in the south west. It contains no retail centres of significant size, and residents are clearly dependent upon Hereford City for most retail purchases)
- Zone 2 - Kington
- Zone 3 - Leominster
- Zone 4 - Bromyard
- Zone 5 – Ledbury
- Zone 6 - Ross-on-Wye

Household Interview Survey

5.6 The retail and leisure assessments (see below) draw on the results of a Household Telephone Survey undertaken in July 2012 by RMG Clarity. A total of 1,200 interviews were undertaken. The Table below shows the relevant postcodes which made up the Study Area Zones and the split of survey respondents. This split was proportionate to the 2012 Zone populations, although the samples were adjusted to give a more meaningful sample size for Kington and Bromyard.

Table 5.1: Household Survey Postcode Sectors

Area	Postcodes	Survey Sample
Zone 1A - Hereford City	HR1 1, HR1 2, HR2 6, HR2 7, HR 4 0, HR4 9	350
Zone 1B - Hereford Rural	HR1 3, HR1 4, HR2 0, HR2 8, HR2 9, HR3 6, HR4 7, HR4 8	250
Zone 2 – Kington	HR5 3	70
Zone 3 – Leominster	HR6 0, HR6 8, HR6 9	136
Zone 4 – Bromyard	HR7 4	88
Zone 5 – Ledbury	HR8 1, HR2 8, GL18 2	103
Zone 6 - Ross-on-Wye	HR9 5, HR9 6, HR9 7	203

5.7 The survey developed in conjunction with RMG Clarity included the following questions:

1 At which one store do you most do your main food shopping?

2 Apart from Q1, which other store do you use most often for your main food shopping?

3 When you do your household's main food shopping, how do you normally travel?

4 When you do your main food shopping, would you normally buy clothes, cosmetics, books, CD's, DVD's, DIY equipment or electrical goods at...[list of responses]?

5 On average, how much does your household normally spend on a typical main food and grocery trip to Q1?

6 At which one store do you go for most of your top-up food shopping?

7 Apart from Q6, where else does your household normally do any other top-up shopping for food and grocery items the next most often?

8 When you do your top-up shopping, how do you usually travel?

9(a) Where do you go most often when shopping for clothing, footwear and other fashion goods?

9(b) Apart from Q9a, where else does your household normally shop for clothing, footwear and other fashion goods?

9(c) Where do you do MOST of your household's shopping for furniture, carpets and other floor coverings?

9(d) Where do you do MOST of your household's shopping for household goods, glass, china and tableware?

9(e) Where do you do MOST of your household's shopping for electrical goods?

9(f) Where do you do MOST of your household's shopping for DIY, tools and maintenance goods?

9g) Where do you do MOST of your household's shopping for chemists and medical goods, cosmetics and other beauty products?

9h) Where do you do MOST of your household's shopping for Books, CDs, toys, etc.?

10 When you shop for non-food goods, how do you usually travel?

11(a) Which town do you or members of your household visit most often to go to the Cinema?

11(b) Which town do you or members of your household visit most often for Cultural Activities (Museums/ Art Galleries/ Theatres)?

11(c) Which town do you or members of your household visit most often to go to the Pubs, Cafes &/ or Restaurants?

11(d) Which town do you or members of your household visit most often for Health & Fitness facilities?

11(e) Which town do you or members of your household visit most often for the Nightlife (Bars & Clubs)?

12 Demographic Information Questions

5.8 A copy of the Survey responses is at Appendix 4.

Leisure Assessment

5.9 Having regard to the more limited scale of leisure provision in Hereford City and the market towns, and the more limited scope for change, our assessment of leisure needs is much more focussed on qualitative considerations. The principal local information sources have been the audits of local leisure provision undertaken as part of the earlier studies, and the findings of the household telephone surveys in respect of usage of leisure facilities. We have also provided commentary on national trends that are of relevance to the situation in Herefordshire.

6 Household Interview Survey Findings

6.1 In this Section we identify the principal findings of the Household Interview Surveys in respect of Study Area convenience and comparison goods shopping, and usage of leisure facilities. For convenience/comparison goods, percentages referenced are based on rebased data, which excludes responses such as “don’t know” or stores no longer trading. We also make comparisons with the findings of the 2007 Interview Survey findings.

Convenience Goods

6.2 As expected, convenience retailing in the Study Area continues to be dominated by the range of stores available in Hereford. The four major supermarkets combined (Tesco Abbotsmead, ASDA, Sainsbury’s & Morrisons), accounted for 46.8% of first choice main food shopping for the entire Study Area residents, up from 43% in 2007 of main food shopping of residents within the Study Area. Sainsbury’s Hereford is the best performing of the stores, attracting circa 10% of the Study Area expenditure, followed by Morrisons (9.5%) and Tesco Abbotsmead Road (9.1%). Outside Hereford, Morrison’s in Leominster is the strongest performer, capturing 7.4% of the Study Area convenience expenditure.

6.3 Across the market towns it is also the major supermarket chains which dominate convenience responses within their zones. This is perhaps most apparent in Leominster, with 66.7% of respondents identifying the Morrisons store as their primary choice for convenience shopping (up from 60.3% in 2007). Other strong performers include Tesco Ledbury, with a market share in Zone 5 of 56.9% (up 3% from 2007) and Morrisons Ross on Wye which has a market share in Zone 6 of 61.3%, up from 52.4% in 2007.

6.4 In terms of facilities outside the catchment, Waitrose in Monmouth captures the most Study Area convenience expenditure, circa 1%, although the majority of this is drawn from Zone 6. Waitrose and Morrisons in Great Malvern account for a further 1.3% of leakage from the Study Area.

6.5 Within the Study Area as a whole the number of respondents who stated that they linked their main food shop with additional comparison shopping has fallen from 60.4% in 2007 to only 41.1%, although residents in Zone 1 had a noticeably higher proportion of linked trips.

6.6 Public transport accounted for only 5.7% of trips for main food shopping (down from 6.2%), which, alongside the 81.6% of those who stated they always have a car available, emphasises the continued dominant use of private vehicles for convenience shopping (a circa 5% increase on 2007).

6.7 We identify in Table 6.1 below the market shares of residents' convenience expenditure attracted to Hereford City and the five market towns from each centre's home zone. This is calculated by dividing the total amount of money spent by residents of a particular zone within that centre (Appendix 2 Table 6) by the total available comparison goods expenditure within that zone (TAE) (Appendix 2 Table 4). The figures combine 'main food' (Survey questions 1 and 2) and 'top-up' (Survey question 6) shopping expenditure. The latter is of course predominantly attracted to facilities nearby in the home zone.

Table 6.1: Convenience Goods Market Shares of Centres

Centre	2007 Market Share of Exp from Home Zone	2012 Market Share of Exp from Home Zone	2007-12 Change
Hereford[2]	89%	83%	**- 6%**
Kington	53%	64%	**+11%**
Leominster	75%	83%	**+8%**
Bromyard	43%	60%	**+17%**
Ledbury	79%	75%	**- 4%**
Ross on Wye	67%	67%	**0%**

6.8 Notwithstanding the strong performance of the large foodstores, the table shows that for convenience trading as a whole Hereford and Ledbury have seen a small decline in their convenience goods market share; whilst Kington, Leominster and Bromyard have seen increases (Ross on Wye remains unchanged).

6.9 As can be seen from Appendix 2 Table 7 (not shown in Table 6.1 above) indicates that Hereford City retains circa 53% of the TAE from the Study Area as a whole.

Comparison Goods

6.10 We identify in Table 6.2 below the market shares of residents' comparison goods expenditure attracted to Hereford City and the five market towns from each centre's home zone. The market shares for comparison goods are an aggregation of the figures for the seven categories of comparison goods covered in Question 9 of Survey.

[2] Combines Zone 1a & Zone1b.

6.11 The table shows that with the exception of Hereford all centres have increased their market share of comparison goods attracted since 2007. The figure for Kington is surprising, particularly as our findings in Section 4 suggest that the general health of Kington has declined slightly since the previous Study updates, with a rise in the vacancy level in the centre and an increase in charity shops. This interview survey finding should therefore be treated with caution.

Table 6.2: Comparison Goods Market Shares of Centres

Centre	2007 Market Share of Exp from Home Zone	2012 Market Share of Exp from Home Zone	2007-12 Change
Hereford City Centre[3]	60%	45%	**-15%**
Hereford City[3]	75%	62%	**-13%**
Kington	10%	32%	**+22%**
Leominster	41%	47%	**+6%**
Bromyard	14%	23%	**+9%**
Ledbury	44%	51%	**+7%**
Ross on Wye	45%	41%	**- 4%**

6.12 The 2012 survey results reveal Hereford having suffered a marked decline in its market share since 2007, with a 15% decrease for the City Centre and 12% for the City (from the Study Area as a whole). This is concerning and appears to be an outcome of the economic recession and the City being unable to retain its draw for shoppers. Some decline in shopper visits to Hereford City Centre may be expected from the outer Study Area zones (Zones 2-6) because of the economic downturn and the rising cost of fuel. However, the percentage cannot be wholly explained by this. Within Zone 1 the market share is circa 60% for Hereford City Centre and 83% for the City as a whole demonstrating the effect of the high level out of centre retail provision.

6.13 Across the comparison goods categories there has been a decrease in the proportions of respondents identifying Hereford City/Hereford City Centre as their prime destination. For instance, in 2007 68.5% of responses across the Study Area identified the City Centre as their prime destination for clothing and footwear shopping. If the retail parks and stand alone stores within Hereford City are included the 2007 figure rises to 71.4%. In 2012, 64.6% identified the City Centre as their prime destination for clothing and footwear, rising to 66% if the retail parks and stand-alone stores within the City are included.

[3] Catchment for Hereford City Centre & Hereford City is entire Study Area.

6.14 As previously mentioned, the retail parks make significant contributions, particularly in the DIY/Bulky Goods categories. For instance, for residents of Zone 1A, out-of-centre facilities in Hereford attracted 74.3% of respondent's DIY first choice location responses, with the B&Q store on Holmer Road alone attracting 33.8%.

6.15 Whilst Hereford has seen a marked decrease, it should be noted that the market towns, with the exception of Ross on Wye have seen increases in their market share, which is reflective of both improvements in the health of these centres and the effect of the economic downturn on travel patterns across the Study Area.

6.16 The table below demonstrates the market shares of Hereford City Centre and the market towns across the comparison goods categories from their Home Zone (i.e. the Study Area Zone in which the town is located).

Table 6.3: 2012 Comparison Goods Category Market Shares from Home Zones

Centre	Clothing (first choice)	Furniture	Household Goods	Electrical	DIY	Chemist	Books/etc
Hereford City Centre[4]	64.6%	43.6%	43.5%	30.9%	18.8%	40.6%	56.6%
Kington	10.9%	31.5%	14.3%	40.7%	35.6%	71.9%	25.6%
Leominster	18.6%	37.1%	23.7%	21.6%	39.5%	79.8%	49.4%
Bromyard	5.5%	31.7%	19.6%	10.8%	25.4%	56.1%	26.3%
Ledbury	14.3%	49.1%	22.5%	38.6%	44.0%	85.3%	67.8%
Ross on Wye	17%	26.7%	31.9%	36.6%	36.9%	76.6%	50.5%

6.17 With regard to centres outside the Study Area, Gloucester, Worcester and Cheltenham continued to draw the most expenditure. Overall for all goods categories, these centres drew 7% of the Study Area TAE (down from 10% in 2007), with a further 8.5% of Study Area residents identifying other centres beyond the catchment, including Cardiff, Bristol and Great Malvern.

Leisure Facilities

6.18 The 2012 performance of leisure facilities within the Study Area is discussed in more detail in Section 8.

[4] Catchment for Hereford City Centre is entire Study Area.

7 Retail Needs Assessments

7.1 This section describes the approach that has been adopted in making forecasts for new convenience and comparison goods retail floorspace within the County.

Study Area Population Forecasts

7.2 The Table below sets out the current population estimates for the Study Area, and the forecast projections up to 2031 (Step 1).

Table 7.1: Study Area Population Forecasts 2010-2031

Zone	2011	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	62,605	63,040	64,780	66,955	69,130	71,305
Zone 1B - Hereford (Rural)	40,982	41,077	41,458	41,934	42,411	42,887
Zone 2 – Kington	4,896	4,917	5,001	5,105	5,210	5,315
Zone 3 - Leominster	20,731	21,026	22,207	23,683	25,160	26,636
Zone 4 - Bromyard	7,504	7,561	7,789	8,075	8,360	8,645
Zone 5 – Ledbury	15,678	15,774	16,156	16,635	17,113	17,591
Zone 6 - Ross-on-Wye	20,397	20,518	21,001	21,606	22,210	22,814
Study Area	**172,793**	**173,913**	**178,393**	**183,993**	**189,593**	**195,193**

7.3 The base year (2011) population figures for the Study Area Zones have been established using data from Experian Local Area Retail Expenditure & Demographics Reports obtained in November 2012. These Experian estimates take account of the initial ONS 2011 Census release of Local Authority District/Unitary Authority level estimates as at Census Day (27 March 2011) of Households and Population (by age by sex) for Local Authorities in England & Wales.

7.4 The population figures to 2031 take account of housing growth/distribution identified by the Herefordshire Council Update to Local Housing Requirement Study 2012, produced by GL Hearn Study, which forms part of the Local Plan evidence base. This Study provides the per annum population growth forecast for Herefordshire (+1,120 per annum). Of this, the GL Hearn study gives specific figures for Hereford and the market towns:

- Hereford City – 435 per annum
- Kington – 10 per annum
- Leominster – 247 per annum
- Bromyard – 40 per annum
- Ledbury – 59 per annum
- Ross on Wye - 73 per annum

7.5 In addition, the Study identifies rural population growth (256 per annum) across Herefordshire. In order to factor this into the Study Area, this growth has been apportioned to Zones 1B-6 based on their 2011 proportions of population.

7.6 The net population change 2011-2031 is +22,400, which represents a circa 11% increase in the population of the Study Area. The population projections for the Zones can be found in Table 1 of Appendices 2 & 3.

Convenience Goods

Step 2 – Residents' Expenditure on Convenience Goods

7.7 Tables 2 and 3 of Appendix 2 set out the expenditure per head of residents within the zones. Table 2 shows the total expenditure of residents on convenience goods each year, and Table 3 expenditure in shops, having discounted Non-Store Retail Trade (NSRT). NSRT is principally expenditure through the internet, but also through markets, catalogues, vending machines and door to door sales. These percentage deductions are taken from Experian's latest Retail Planning Briefing Note 10 published in September 2012[5], and are set out in Table C1 of Appendix 2.

[5] In line with guidance from Experian, the deduction does not include goods ordered online but collected or delivered from physical stores, and therefore transacted through the tills of stores. It does however include facilities such as Ocado, or 'dark' stores and warehouses, where access to the public is not available. Experian estimates that 70% of all Non Store Retail Trade goods are groceries purchased online but delivered from physical foodstores.

7.8 The base year 2011 figure was obtained from Experian Micromarketer in November 2012 and projected using Experian 'Forecast' growth rates. 'Forecast' growth rates have been adopted, as these represent a prediction of how retail expenditure is estimated to grow, rather than being based on past trends. Trend-based growth rates have been more appropriately used in the past, when there was greater confidence in past trends continuing. The inherent difficulty associated with forecasts based on past trends was illustrated in the range of different forecasts produced in 2009. Trends prior to the recession may not be replicated in the future, due to a decline of available credit that has fuelled recoveries in consumer spending in the past.

Step 3 – Total Available Convenience Expenditure

7.9 Following steps one and two above, Table 4a of Appendix 2 sets out the total amount of expenditure available (TAE) in each of the zones and the Study Area as a whole. This is obtained by multiplying the population of each of the zones (Table 1) by residents' expenditure per head excluding NSRT.

7.10 Table 4a shows that in 2012 there is circa £342m of convenience goods expenditure available within the Study Area, rising to circa £351m by 2016 and circa £422m by 2031. This TAE is then split 70:30 between main food and top-up convenience shopping (Tables 4b & 4c).

Step 4 – Residents' Convenience Goods Shopping Patterns

7.11 Tables 5a-5d of Appendix 2 indicate where residents currently undertake their convenience goods shopping trips, based on the information from the household telephone interview surveys. First choice locations are apportioned 70% of expenditure, and second choice locations 30%.

7.12 Table 6 aggregates the information from Tables 5a-5d allocating expenditure to survey identified facilities. An allowance for inflow of expenditure (including residents from outside the Study Area and visitor expenditure) has been made. The amount of inflow to stores is based on the 'In-centre' street surveys that were undertaken in 2007, with some updates based on current circumstances. The total survey derived flow of expenditure from within the Study Area plus inflow gives the total survey derived expenditure prediction for the stores in 2012.

Step 5 – Convenience Goods Market Shares

7.13 Table 7 of Appendix 2 shows the market shares of expenditure attracted to Hereford City and the five market towns. Market shares are the expenditure in the specified centres by residents of the home zone expressed as a percentage of the TAE of the zone. We have summarised these figures (rounded) in Table 6.1 in the previous section of the report, where we have also compared them to the 2007 figures.

7.14 For convenience goods the assessments adopt a constant market share approach. They assume that the share of expenditure attracted to existing shopping facilities from within the Study Area (as deduced from the Interview Surveys) and from outside will remain constant over the forecast period.

Step 6 – Trading Level of Existing Stores

7.15 Tables 8 and 9 of Appendix 2 provide an assessment of the benchmark turnovers of convenience floorspace in the Study Area convenience goods outlets. Mintel Retail Rankings (2012) has been utilised to estimated sales densities for named retailers, and to establish comparison/convenience goods floorspace splits where appropriate. In our opinion it is reasonable to assume that stores in Herefordshire generally need not achieve the same sales density levels as stores in more the more densely populated urban areas to be viable. We have therefore taken 85% of company national average sales density figures as being a reasonable threshold benchmark norm for Herefordshire.

7.16 Table 9 of Appendix 2 compares the survey derived turnover figures for convenience facilities (Table 6) with the benchmark turnover figures of facilities (Table 8). The divergence from benchmark is shown in the final column of Table 9. This shows the significant fluctuations in performance relative to benchmark across the Study Area.

7.17 The Table 9 outputs are a useful broad indicator of performance at centre level. It must be recognised, however, that the Household Telephone Survey is not a 'perfect' tool for assessing the turnover of smaller convenience stores in particular. The outputs at the individual store level should therefore be treated with caution.

Step 7 – Retail Commitments and Pipeline Developments

7.18 Table 10 of Appendix 2 sets out the turnover of significant convenience goods commitments. These are:

- Hereford Retail Quarter (ref: S103136/O) – This permission includes the provision of a circa 1,850 sq.m. net foodstore. Waitrose is the named operator for the store, and therefore the Waitrose company average turnover and comparison/convenience floorspace split have been assumed. The wider permission includes circa 11,500 sq.m. gross of open A1 retail floorspace. Allowance for 5% of this floorspace to be operated as convenience goods has been made (with a benchmark turnover of £3,000 per sq.m.
- Aldi, Ross on Wye (ref: S102675/F) – This recently renewed permission allows the development of a circa 950 sq.m. net Aldi store. Aldi company information on average sales densities and comparison/convenience floorspace splits have been assumed.

7.19 The commitments have a total calculated turnover in 2012 of £19.5m. Neither of the schemes has commenced construction. The quantitative assessment allows for them being in place by 2016.

Step 8 –Capacity for Additional Floorspace

7.20 Table 11 of Appendix 2 utilises the information from the previous Tables to assess the levels of expenditure capacity for Hereford and the market towns over the Study period.

7.21 Tables 11a-11f of Appendix 2 for Hereford City and the five market towns show the expenditure capacity position at the base date of 2012 by comparing the survey derived expenditure with the benchmark average turnovers for the centres, noting the expenditure surplus or deficit that arises. Forecasts are made including expenditure growth and allowing for commitments to be implemented by 2016. It is assumed that the market share of expenditure attracted to the centres remains constant through the forecast period.

7.22 The surplus expenditure is converted into a net floorspace equivalent, based on 85% of average turnovers of the Top 4 and Discounter foodstores.

7.23 We consider the findings for each centre in the Section 9.

Comparison Goods

7.24 The same broad methodology is employed within the comparison goods capacity assessment as for the convenience goods capacity assessment set out above. Therefore to avoid unnecessary repetition, the description of the comparison goods methodology below generally omits a description of matters already covered.

Steps 1, 2 & 3 – Available Comparison Goods Expenditure

7.25 The population data contained within Appendix 3 is identical to that utilised within Appendix 2. Tables 2 and 3 of Appendix 3 also set out residents' comparison goods expenditure per head for each of the Study Area Zones. Table 2 indicates the total expenditure per head figure, and Table 3 the figure minus the deduction for NSRT. The expenditure per head figures in Table 2 have been projected utilising Experian 'Forecast' comparison goods growth rates, and the relevant NRST deduction percentages have also been taken from Experian Retail Planner Briefing Note 10 (September 2012), including an allowance of 25% for on-line sales being goods collected or delivered from physical stores.

Step 4 – Residents' Comparison Goods Shopping Patterns

7.26 Tables 5a to 5h of Appendix 3 show where residents within the Study Area currently purchase various categories of non-food goods. This is derived from questions 9a-9h of the Household Surveys covering the following ranges of goods:

- Clothing, footwear and other fashion goods;
- Furniture, Carpets and Other Floor Coverings;
- Household Goods, Glass, China and Tableware;
- Electrical Goods;
- DIY, Tools and Maintenance Goods;
- Chemist and Medical Goods, Cosmetics and Other Beauty Products; and
- Books, CDs, toys, etc;

7.27 Table 6 of Appendix 3 aggregates the information from Tables 5a-5h and shows the total flows of comparison goods expenditure to centres for each Study Area Zone, with an allowance made for inflow from beyond the Study Area (the proportions of which are based on the 2007 In-centre Interview Surveys, with some update based on current circumstances).

Step 5 – Comparison Goods Market Shares

7.28 As in Appendix 2 (Convenience Goods) Table 7 of Appendix 3 shows the market shares of expenditure attracted to Hereford City and the five market towns. Market shares are the expenditure in the specified centres by residents of the home zone expressed as a percentage of the TAE of the zone. We have summarised these figures (rounded) in Table 6.2 (Section 6 above), where we have also compared them to the 2007 figures.

7.29 Unlike for convenience goods for which we have assumed that the share of expenditure attracted to existing shopping facilities from within and from outside the Study Area remains constant, we have made some allowance for an increase in the market share of Hereford City Centre upon implementation of the Hereford Retail Quarter scheme (see below).

Steps 6 & 7 –Trading Levels of Existing & Committed Stores

7.30 Table 8 of Appendix 3 provides benchmark turnover estimates for Hereford City and the five Market Town centres. These are based upon floorspace estimates to which we applied sales density estimates.

7.31 The comparison floorspace figures for Hereford, Leominster, Ledbury and Ross on Wye are derived from Experian GOAD (2011-12) Centre Reports, whilst figures for Kington and Bromyard are based on DJD estimates as GOAD do not publish data for these centres.

7.32 Benchmark sales density figures have then been applied to the centre sales floorspace areas (£5,500 per sq.m. for Hereford and £3,000 per sq.m. for the market towns in 2012). Allowance has also been made for the comparison goods floorspace within large foodstores in the city/town centres. For the purposes of this assessment although they are not within the UDP defined CSCA, we have included Morrisons, Aldi, Lidl and Sainsbury's within the City Centre.

7.33 Table 9 of Appendix 3 identifies the turnover of comparison goods retail commitments. These are:

- Hereford Retail Quarter (ref: S103136/O) – This permission includes circa 11,500 sq.m. gross open A1 retail floorspace (assumed 95% comparison goods), as well as a circa 6,250 sq.m. gross Debenhams anchor store. Company benchmark turnovers have been used for Debenhams and the comparison goods element of the proposed Waitrose. A turnover of £5,500 per sq.m. has been assumed for the remainder of the A1 floorspace. Cumulatively planning permission is therefore in place for circa 17,400 sq.m. net of new comparison goods floorspace in Hereford City Centre, which by 2016 is forecast to have a turnover of circa £70.8m.

- Aldi, Ross on Wye (ref: S102675/F) – This recently renewed permission allows the development of a circa 950 sq.m. net Aldi store. The Aldi company average turnover data and comparison/convenience floorspace split have been assumed.
- Ross on Wye Retail Warehousing (refs: S12025/0, S121035/F & DS080965/F) – Planning permission has been granted for circa 3,000 sq.m. net of retail warehouse floorspace in out-of-centre locations within Ross on Wye. A benchmark turnover of £3,000 has been applied, with the exception of the smaller Alton Road Industrial Estate unit, which is to be operated by a charity.

7.34 Construction has not begun on any of the above commitments. These developments are considered in the final capacity scenario of the comparison goods quantitative assessment described further below.

Step 8 – Capacity for Additional Comparison Floorspace

7.35 As in Appendix 2 (Convenience Goods), Table 11 of Appendix 3 utilises the information from the previous Tables to assess the levels of expenditure capacity for Hereford and the market towns over the Study.

7.36 Tables 11a-11f of Appendix 3 for Hereford City and the five market towns shows the expenditure capacity position at the base date of 2012 by comparing the survey derived expenditure with the benchmark average turnovers for the centres noting the expenditure surplus or deficit that arises. Forecasts are made including expenditure growth and allowing for commitments to be implemented by 2016. The principal commitment is the Retail Quarter in Hereford City Centre, for which we have allowed an increase in Hereford City Centre's market share of expenditure from the Study Area from 45% in 2012 to 53% in 2016 (Table 10a).

7.37 The surplus expenditure is converted into a net floorspace equivalent, based on a turnover of £5,500 per sq.m. for Hereford City Centre and £3,000 per sq.m. for the market towns.

7.38 We consider the findings for each centre in the Section 9.

Outputs Sensitivity

7.39 The above forecasts are based on the most recent retail expenditure estimates provided by Experian in their Retail Planner Briefing Note 10 (September 2012). However, projections of retail expenditure growth and retailer turnover requirements over a lengthy period of time are subject to significant margins of error. This is particularly the case in the present period of economic uncertainty. The forecasts should therefore be read with caution and treated as a broad indicator of needs, and not a prescriptive schedule of floorspace requirements.

8 Leisure Needs Assessment

Leisure Market Trends

8.1 The UK leisure industry in 2011 was valued by Mintel at just over £66 billion, a considerable drop in the £70 billion recorded in 2007 just before the economic downturn. With inflation removed, the decline in the value of the leisure market is some 22% between 2006 and 2011.

8.2 The primary reason for this decline is that leisure spending is largely discretionary. The decline is not therefore unexpected given the squeeze on disposable income in the past few years.

8.3 Eating and drinking accounts for two thirds of leisure spending, followed by gambling. Whilst spending in pubs and bars has come under pressure, Mintel notes that restaurants have achieved relatively modest growth, whilst sectors which offer “occasional affordable escapism” such as cinemas and theatres have performed well.

8.4 Mintel consider that the short-term prospects for the leisure industry are “not good”, with the value of the UK leisure industry forecast to decline by a further 0.4% between 2011 and 2016. Any cause for optimism would lie in the promise of significant falls in the rate of inflation, which would ease pressure on consumers’ disposable income. However, Mintel notes that it will be crucial for operators to try to maintain footfall and loyalty levels in order for customers not to lose the habit of going out, even when finances are restricted.

8.5 Almost without exception, Mintel forecast that it is 45-64 year olds who are most likely to be planning to cut back their leisure spending (with some exceptions, in particular gambling where it is the 25-34 year olds likely to cut back). Mintel note, however, that the groups most positive about their spending during the next 12 months are the 18-24s and those in full-time education.

8.6 Based on ONS demographic data (reproduced in the 2012 GL Hearne Housing Requirements Study Update), circa 59% of Herefordshire’s population is aged 40+, and conversely only circa 10% is aged between 15 and 24. If Mintel forecasts are accurate, the level of available spend for leisure activities within Herefordshire are likely to fall as these age groups cut back on leisure spending.

Household Survey Leisure Findings

Hereford City

8.7 As with comparison goods, Hereford is the most significant centre for leisure activities within the Study Area.

8.8 The table below interprets the Household Survey participation rates for Hereford under the five leisure categories. As with comparison shopping, we have identified the Study Area as representing Hereford City's principal catchment area for leisure and related activities.

Table 8.1: Hereford City Leisure Activity Participation Rates

Hereford City	% of Study Area respondents undertaking activity	Participation rate excl. "don't do"
Cinema	21.1%	42.5%
Cultural (Museums / Art Gallery / Theatres)	24.7%	39.5%
Pubs / Cafes / Restaurants	36.3%	42.4%
Health & Fitness Facilities	17.3%	40.2%
Nightlife (Bars & Clubs)	14%	50.9%

8.9 Circa 50% of respondents in the Study Area stated they visit the cinema (up from 38% in 2007). 21% of all respondents (45% of those who visit the cinema) stated that they visited Hereford for this most often (the Odeon and Courtyard cinemas). This is marginally up from 19% in 2007. Facilities in Worcester and Gloucester continue to be popular with Herefordshire residents, attracting 16% and 12% of cinema users from the Study Area respectively.

Market Towns

8.10 The tables below interpret the household survey rates for the five market towns under the five leisure categories. The first table, Table 8.2 shows the proportion of survey respondents who answered the leisure category questions with 'Don't Do'. This is useful in indicating the level of facilities available within the market towns. However there will of course always be certain residents who do not undertake the activities regardless of the level of provision. This is particularly relevant in Herefordshire, where the demographic profile includes a higher proportion of older residents than average.

Table 8.2: Rural Areas Leisure Activity Participation Rates

Zone	% of Zone Population that do not undertake activity				
	Cinema	Cultural	Pubs / Dining	Fitness	Nightlife
2. Kington	52.9%	31.4%	14.3%	52.9%	74.3%
3. Leominster	47.1%	40.4%	14.7%	54.4%	77.2%
4. Bromyard	56.8%	40.9%	20.5%	54.5%	71.6%
5. Ledbury	40.8%	35.9%	10.7%	57.3%	68.9%
6. Ross on Wye	41.4%	40.4%	14.3%	52.2%	69.5%

8.11 Table 8.3 indicates the participation rate for each leisure activity of residents of each of the Study Area Zones within their local centre, having deducted those who do not undertake the activity.

Table 8.3: Rural Centres Market Shares for Leisure Activities

Market Town	Participation Rates of residents of Study Area zones within their local centre (excl. "don't do")				
	Cinema	Cultural	Pubs / Dining	Fitness	Nightlife
Kington	0%	8.3%	51.7%	63.6%	44.4%
Leominster	2.8%	7.4%	46.6%	83.9%	54.8%
Bromyard	13.2%	26.9%	52.9%	82.5%	56%
Ledbury	8.2%	7.6%	64.1%	84.1%	46.9%
Ross on Wye	3.4%	1.7%	57.5%	60.8%	54.8%

8.12 Centres outside the Study Area also have a significant draw on respondents for some forms of leisure trips. As identified in the previous Study, the limited cinema provision within the County causes residents to travel to nearby competing centres such as Worcester and Gloucester. Similarly, residents are willing to travel substantial distances for museums, art galleries and theatres. For instance, 10% of respondents across all Study Area zones stated that they visit London most often for such cultural activities (up from 8.2% in 2007), whilst Great Malvern attracted 4.3% of residents (although this is down from 7.3% in 2007).

Recommendations

8.13 Usage of leisure facilities in Herefordshire is in part determined by the availability of facilities locally. This is particularly evident in the market towns. The absence of cinema facilities in Kington, for example, is illustrated in Table 8.3. Provision of new / improved facilities is likely to become more challenging, certainly in the first part of the plan-period, because of the current economic circumstances which are affecting leisure spending.

8.14 Within Hereford City proposals are afoot for a new cinema in the Retail Quarter development, and there are other sites within the Eign Street Regeneration Area that are identified as being suitable for development of leisure or other town centre uses. We are not aware of any specific proposals for new leisure facilities in the five market towns that would warrant making development plan allocations. However the provision of new leisure should be welcomed in principle in locations that are accessible to residents of their catchment.

9 Centre Findings and Policy Recommendations

9.1 In this Section we draw together our findings in respect of the issues and potential that we have identified within Hereford City and the five market towns. We also consider and make recommendations on appropriate policies that might be included within the LDF / Local Plan, having regard to the advice in the NPPF.

Retail / Town Centre Planning Policies

Retail Hierarchy

9.2 Identification of a retail hierarchy within Herefordshire forms part of the retail strategy for the County set out in Strategic Policy S5 of the UDP. The County's retail hierarchy defines Hereford as a 'Sub Regional Shopping Centre', and the five market towns as 'Market Towns'. Below this there are 'Local Shopping Centres', 'Neighbourhood Shopping Centres' (within Hereford urban area only), and 'Village Shops'.

9.3 In our opinion this hierarchy of centres continues to reflect the role and function of the centres in the County. There is some difference of scale and retail offer between the market towns, for example between Leominster and Kington. However, in broad terms they are performing a similar function.

Town Centres and Primary Shopping Areas

9.4 Policy TCR1 and the Proposals Maps of the UDP define Central Shopping and Commercial Areas (CSCAs) within Hereford City and the five market towns, which are to be the primary focus for retail, leisure and commercial activity within the centres.

9.5 As noted in Section 2, the NPPF refers to the 'defining the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and setting policies that make clear which uses will be permitted in such locations'.

9.6 The existing CSCAs within Hereford City and the five market towns are more akin to 'town centres' than primary shopping areas (PSAs). The Council may wish to consider redefining the CSCAs as 'town centre' areas. At the same time it would be appropriate to consider whether any modifications should be made to their boundaries as 'town centres'.

9.7 Annex 2 of the NPPF describes primary shopping areas (PSAs) as:

“Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage)”

9.8 Absence of a defined PSA for the Herefordshire centres does raise issues in identifying ‘edge of centre’ retail sites. In the DCLG Practice Guidance Note Dec 2009 (page 33) ‘edge-of-centre’ sites are defined as being locations that are well connected to, and within easy walking distance (i.e. up to 300 metres) of the PSA. In the event that the Council are minded to include PSAs within the Local Plan, we have made comments on their possible extent within each centre.

Primary and Secondary Frontages

9.9 Policies TCR3 and TCR4 of the UDP define Primary Shopping Frontages and Secondary Shopping Frontages within Hereford City and the five market towns. Within the primary shopping frontages Class A1 retail uses should be dominant. Within the secondary shopping frontages a range of shopping area uses are acceptable, including such uses as restaurants and bars, leisure, office, and community uses.

9.10 As noted above, the NPPF refers to ‘a clear definition of primary and secondary frontages in designated centres, with policies making clear which uses will be permitted’.

9.11 Circumstances vary between the Herefordshire Centres in terms of the scale and range of retail offer and the concentrations of retail and other uses within the centres. We make comments for each centre on the appropriateness of defined primary and secondary shopping frontages and their possible extent.

Sequential Approach

9.12 Application of sequential approach and impact tests to non-central retail proposals (and other town centre uses) remains a key policy requirement of the NPPF. However, the test of ‘need’ is no longer present and this should therefore be omitted from Policy TCR9.

9.13 Policy TCR9 describes the sequential approach requirements that are to be applied to ‘Proposals for large scale retail and leisure development outside the CSCAs of Hereford City and the five market towns’. We have referred above to the DCLG Practice Guidance Note 2009 addressing ‘edge-of-centre’ sites in relation to their proximity to PSAs. If the Council is minded to include PSA and ‘town centre’ boundaries within the Local Plan, the former should be the appropriate area for assessing retail proposals in locational terms, and the latter for assessing ‘other town centre uses’ (leisure, commercial, community, etc).

Impact

9.14 The NPPF refers to the Local Plan setting a floorspace threshold below which impact assessments will not be required. In the absence of a development plan defined threshold, the default threshold is 2,500 sq.m. gross.

9.15 Having regard to the different scale of the centres of Hereford City and the five market towns, we consider that a single size threshold would be inappropriate, and that thresholds proportionate to the size of the centre would be preferable. We recommend for consideration the following floorspace thresholds for both retail and ‘other town centre uses’:

- Hereford – 1,250 sq.m. gross.
- Leominster, Ledbury & Ross on Wye – 500 sq.m. gross.
- Kington & Bromyard – 200 sq.m. gross.

9.16 When considering planning applications, the Council should seek to agree the scope of any impact assessment with an applicant in advance. Having regard to the range of market town sizes and thresholds, it is important that to ensure that impact assessments are proportionate to the proposal under consideration. The scope and level of detail required does not necessarily relate directly to the size/location of development, but excessive detail should not be sought where the scope for significant adverse impacts is likely to limited.

Leisure and Other Town Centre Uses

9.17 We have noted above in Section 8 that that there are existing UDP allocations in Hereford City providing for a new cinema in the Retail Quarter development, and other allocations in the Eign Street Regeneration Area for the development of leisure facilities and other town centre uses. There is no need to make further allocations in the LDF/Local Plan, other than possibly in the expansions areas for local facilities to serve the residents of these areas.

9.18 Within the market towns the provision of new leisure facilities in locations accessible to residents of the catchment should be encouraged. However, we are not aware of any specific needs/proposals justifying specific development plan allocations in the market towns.

Market Considerations

9.19 One of the most pertinent trends in retail in the UK at the moment is the increased importance of the internet as a means through which people conduct their shopping.

9.20 For convenience goods, Experian estimates that in 2006 only 2.8% of all expenditure was through non-store means (principally the internet), rising to 6.8% in 2012. Currently Experian estimates that non-store expenditure will rise to 15.7% by 2029. For comparison goods Experian estimate that in 2006 7.9% of all comparison goods expenditure was spent through non-store means rising to 13.2% in 2012, that by 2029 this will rise to 21.4%. Similarly, Verdict predicts that by 2026 £1 of every £7 (14.3%) spent in the UK will be online.

9.21 It is also important to consider the interrelationship between the internet and store requirements in terms of facilities and space. Shoppers no longer simply either purchase online or in store. Various options are now available to shoppers. They may purchase goods online but collect in store; purchase goods online that are sourced physically from stores and delivered to their home; research online before conducting a purchase within a store; research within a store before purchasing a product online; or use a smartphone or tablet device to research purchases or compare prices whilst in a store. This means that retail facilities need to be flexible to accommodate the increasing demands of modern shoppers for information, flexibility and convenience.

9.22 Growth of the internet has taken place alongside shoppers being more mobile and having higher aspirations in terms of the range and type of goods they are seeking. In the fields of fashion comparison goods in particular, shoppers are more and more prepared to travel to the larger centres with their wider retail offer. In the face of these trends many smaller centres have been unable to retain their market shares of catchment residents' expenditure attracted, let alone increase it.

9.23 One consequence of these economic and technological changes is that a number of retailers are seeking to consolidate their existing portfolios to a number of larger flagship or showroom type stores within regional or sub-regional centres. Pressures on both disposable incomes and credit as a result of the recession, coupled with an ever increasing proportion of shopping being undertaken on-line, means that many retailers are not seeking to expand their physical store portfolios, or at least not to the degree they were prior to the recession.

9.24 Another important trend over the past few years has been a sharp increase in the number of retailers going into administration. Woolworths was the first high profile casualty, but it has been followed recently by other major high street names, including Peacocks, TJ Hughes, Adams, Ethel Austin, Officers Club, Clinton Cards, Borders, Game, Jane Norman and Barratts. From the beginning of 2007 until the end of June 2012 208 retailers entered administration affecting over 20,000 stores and over 180,000 employees within the UK.

9.25 The increased proportion of retail expenditure being spent through the internet and the number of retail administrations has decreased the demand for existing and new retail floorspace. This has increased vacancy rates within centres and has meant that progressing the expansion and improvement of town centres is much more difficult. Retail assessments that predict significant amounts of expenditure / retail capacity (particularly for comparison goods) over a lengthy plan period need to be carefully considered against these changing market circumstances and their likely effect on the market demand for new retail floorspace, particularly in smaller town centres.

9.26 The trend of retailers concentrating their representation in larger centres presents a particular challenge for Herefordshire's market towns, as compared with the sub-regional such as Hereford or Worcester. The market towns may find it an increasing challenge to maintain the critical mass of existing retailers necessary to secure their current role and function.

Centre Findings

9.27 We set out below our findings for each centre. These are based upon – the results of the Household Interview Surveys; the quantitative analysis of expenditure capacity; on the ground surveys of the performance of centres and facilities; and an appreciation of market considerations currently affecting retailing. For each centre we set out our findings under the following headings:

- Quantitative and Qualitative Needs
- Current Commitments and Proposals
- Primary Shopping Area (PSA) and Shopping Frontages
- Potential Development Sites

9.28 The findings include estimates of the performance of the centres at the base date (2012). These are derived from a comparison of the 'actual' convenience and comparison goods turnovers of the centres, with estimated 'benchmark' turnovers. The latter are derived from the application of sales density estimates to the floorspace of the centres. 'Benchmark' turnover estimates centre contain an element of judgement as to what is reasonable for the centre in question. For example shops within a large centre generally may be expected to achieve a higher sales density than shops in smaller centres. It is important to bear in mind that the base date (2012) capacity estimates contain these somewhat subjective judgements.

Hereford City

Quantitative and Qualitative Needs

9.29 Table 9.1 below shows the floorspace capacity in net sq.m. for Hereford City (convenience goods) and Hereford City Centre (comparison goods) at 2012 and the forecast years.

9.30 The information in this table and the subsequent tables for the market towns is a summary of the outputs of Appendix 2 Tables 11a-11f (convenience goods) and Appendix 3 Tables 10a-10f (comparison goods). The range in the convenience floorspace requirement results from the allowance made for the type of retail operator (Top 4 supermarket or discount store), which achieve very different sales densities (turnovers per sq.m.). Any floorspace requirement at the base date (2012) results from the 'actual' turnover of the centre (derived from the Household Surveys) being in excess of the 'benchmark' turnover. Other than where committed floorspace comes on stream, surplus expenditure grows over the forecast period, so increasing the floorspace requirement.

Table 9.1: Hereford City and City Centre Floorspace Capacity (net sq.m.)

	2012	2016	2021	2026	2031
Convenience	-1,069 to -2,460	-2,038 to -4,687	-1,431 to -3,292	-688 to -1,583	+129 to +297
Comparison	+2,208	-2,756	-213	+3,654	+7,929

Convenience figures are for Hereford City as a whole: comparison figures are for Hereford City Centre.

9.31 **Convenience** – The quantitative forecasts show that at the present time convenience facilities in Hereford City overall are trading below 'benchmark' levels (even having allowed for a discount against UK national averages). This overall performance masks differences between stores: for example the discount stores and Tesco Abbotsmead Road are trading above average and Asda Belmont Road trading well below average.

9.32 Following implementation of the Retail Quarter including a medium sized supermarket, the forecasts show no further convenience goods floorspace requirements until the last five years of the plan-period. This quantitative position arises from the current underperformance of stores, with the assessment model assuming that new expenditure should first be steered to these stores. This may well be unrealistic, for example in the case of Asda Belmont Road due to site/locational considerations. There is clearly a qualitative planning justification for a new supermarket in the City Centre as part of the Retail Quarter development. There is also a need to provide appropriate levels of local convenience facilities to serve the needs of residents in the expansion areas through supportive planning policies / development allocations.

9.33 **Comparison** – We have noted in Section 6 that Hereford City and the City Centre appear to have lost market share for both convenience and comparison goods in the period 2007-2012, Tables 6.1 and 6.2. This indicates the importance of attracting new retail investment that can at least arrest and preferably reverse this decline, particularly for comparison goods.

9.34 As a sub-regional centre, there is a need for Hereford City Centre to upgrade its retail offer in order to compete with other sub-regional centres e.g. Worcester and Gloucester. This involves attracting new retailers to the City, particularly in the fashion clothing and footwear sectors. The proposed replacement of the former Chadds by a new department store (Debenhams) is welcome and should assist in increasing the share of comparison expenditure attracted to the City Centre (through claw-back of residents' expenditure currently lost).

9.35 The Retail Quarter development provides the opportunity for larger floorspace floorplates in line with the requirements of many multiple comparison retailers, some of whom have been actively seeking additional space in the City.

9.36 The quantitative forecasts indicate that the Retail Quarter development should provide for most comparison goods floorspace needs until 2026. Having regard to other opportunities for new retail development in the City Centre, in particular within the Eign Street Regeneration Area, there is in our view no need to make further allocations to provide for additional comparison development within the City. This advice applies to the Holmer Road area, where there is already a substantial amount of retail warehousing and where there have been pressures to expand bulky goods floorspace to open A1 use.

9.37 In the first part of the plan-period the emphasis should be on integration of the Retail Quarter Development with the existing core shopping area, focussed on High Town. The planning justification for extending the shopping area of the City Centre has been to enhance the attractiveness of the City Centre as a whole as a shopping destination. It is important that these benefits are spread throughout the shopping area.

9.38 **Leisure** – The need for improved cinema provision Hereford will be met by the provision of new facilities as part of the Retail Quarter development. We are not aware of any other needs for leisure and other town centre uses that cannot be met within other allocated locations within the City Centre, in particular the Eign Gate Regeneration Area.

Current Commitments and Proposals

9.39 There is a substantial amount of committed space for retail, leisure, and other town centre uses within the Eign Street Regeneration Area identified within the UDP.

9.40 Policies TCR20 and TCR25 of the UDP make provision for the City's future retail needs within the Eign Street Regeneration Area and Holmer Road respectively. The former is identified as the key area to include new retail development, the purpose of which is support and promote the sub-regional role and function of the city centre.

9.41 Within the Eign Street Regeneration Area, Policy TCR20 makes provision for a comprehensive scheme based on Class A1 retail uses for the Livestock Market, treating the site as a whole. This is the site, to which we have referred in Section 3, where planning permission has been granted for a mixed-use development including a maximum 25,570 sq.m. gross A1 floorspace (including a maximum 2,320 sq.m. gross food store), up to 4,000 sq.m. gross of A3 and A4 floorspace, and a new cinema.

9.42 Policy TC20 also seeks further comparison retail opportunities at Bewell Street, should opportunities arise, as well as further comparison retailing in the Berrington Street area.

9.43 Other areas identified for some retail and/or leisure uses within Eign Street Regeneration Area are at – the Canal Basin & Historic Core, Hereford United Football Club, and Civic Quarter. Outside the Eign Street Regeneration Area, but within the City Centre is Land at Commercial Road identified for mixed-use office/leisure development.

9.44 Policy TCR25 and the Proposals Map of the UDP identify land at Holmer Road as being suitable for development for large scale retail warehousing. We believe that most of this allocation has been developed as part of the new B&Q store. In any event we have indicated above that there is no justification for out-of-centre retail allocations within the LDF/Local Plan.

Shopping Frontages and Primary Shopping Area (PSA)

9.45 The UDP primary shopping frontage is identified as a swathe of streets from Eign Gate, through High Town and continuing up Commercial Street to Commercial Square. It also extends as far as the northern end of Broad Street, the majority of Church Street, St Peters Street, Widemarsh Street, and the area of Trinity Square/Maylord Shopping Centre. The primary shopping frontage is predominantly retail with some vacant outlets interspersed along the frontage.

9.46 The secondary shopping frontages, as identified by the UDP Proposals Map, are the remainder of Broad Street to the Cathedral grounds, one side of King Street and Bridge Street, the majority of St Owens Street, Union Street and Commercial Road as far as the Odeon Cinema. The secondary shopping frontages contain a much more diverse range of occupiers with service occupiers operating alongside the convenience and comparison retailers.

9.47 Beyond the primary and secondary frontages service uses become more dominant. Of particular note are streets such as King Street and Bridge Street, where estate and letting agents represent the majority of occupiers.

9.48 We consider that a defined PSA could exclude areas of the secondary frontage which do not relate well to the wider retail area. In particular this could be:

- Commercial Road – The ring road isolates this area from the primary shopping frontage, and leisure/service uses dominant along the street.

- Bridge Street – Bridge Street is dominated by service uses, as also is King Street. However, the latter benefits from a stronger relationship with the core retail area.

9.49 The Retail Quarter/Cattle Market site should also be incorporated into the PSA and will form an extension to the primary shopping frontage.

Potential Development Sites

9.50 We have indicated above that there remain opportunities for new retail development in the City Centre, in particular within the Eign Street Regeneration Area. There is therefore no need to seek additional development sites for retail or other town centre uses within the City (other than local facilities to serve the expansion areas). There may, however, be opportunities to reconsider the most appropriate use to which some City Centre sites are best put, in the light of emerging needs and market considerations, e.g. Land at Commercial Road.

Leominster

Quantitative and Qualitative Needs

9.51 The outputs of our quantitative assessments of convenience and comparison goods floorspace needs in Leominster town centre are summarised below.

Table 9.2: Leominster Town Floorspace Capacity (net sq. m)

	2012	2016	2021	2026	2031
Convenience	+1,483 to +3,412	+1,670 to +3,842	+1,938 to +4,458	+2,242 to +5,157	+2,571 to +5,912
Comparison	-637	-318	+252	+1,169	+2,183

9.52 **Convenience** – The major foodstore in Leominster is Morrisons outside the town centre at Baron's Cross Road. Both the household interview survey findings and our observations on the ground indicate that the Morrisons store is trading well.

9.53 The quantitative forecasts show expenditure / floorspace capacity now, which will grow over the plan-period. This could provide the opportunity for additional foodstore development in the town centre, which would draw more shoppers into the centre and complement the existing independent convenience shops. Existing supermarkets in the town centre are the Co-Op and Aldi.

9.54 **Comparison –** The quantitative assessment shows a modest amount of comparison goods expenditure/floorspace capacity post 2021. The priority should be to steer any new floorspace to the town centre as far as this is practical, and only to permit out-of-centre facilities if they would materially enhance the retail offer of the town and assist in retaining catchment residents' expenditure, and if there is demonstrably no town centre (or edge-of-centre) alternative site.

Current Commitments and Proposals

9.55 The adopted UDP contains no development site allocations within the CSCA and there are no extant planning permissions for significant levels of new floorspace (over circa 500 sq.m.).

Shopping Frontages and Primary Shopping Area (PSA)

9.56 The primary shopping frontage for Leominster currently extends the length of West Street and along High Street. The secondary frontages are focussed on Broad Street.

9.57 In our opinion the classification of Broad Street as a secondary frontage is open to question – although dominated by independents / specialist outlets, it might be included as a primary frontage. Conversely the western extremities of West Street (closest to the A44), currently classified as primary frontages, are more akin to secondary frontages.

9.58 Using the current CSCA boundaries as a basis, a PSA for Leominster town centre could involve:

- Removing the non-retail areas east of the A44, which includes Rainbow Street and Burgess Street; and

- Tightening the boundary at the south of the CSCA (north of Westbury Street).

Potential Development Sites

9.59 We have noted above potential for new foodstore development in Leominster. In this context we have noted a potential development site – the Broad Street Car Park at Arkwright Close.

9.60 **Broad Street Car Park -** This site is currently occupied by surface car parking, the Leominster Fire Station, and the Original Factory Shop retail unit – see photograph below. The whole site extends to circa 1.25ha and could offer the opportunity to open up access to the River Kenwater, a tributary of the River Lugg, which forms the northern boundary of the site.

9.61 The Original Factory Shop unit falls within the current CSCA, and the Fire Station site has no allocation. However, the remainder of the site is currently covered by UDP Policy HBA9. This states that "*proposals which would result in the loss of important open areas or green spaces which contribute to the distinctive spatial character, form and pattern of a settlement or neighbourhood will not be permitted*".

9.62 **Dishley Street -** There are other sites off Dishley Street adjacent to the town centre boundary currently occupied by such uses as car maintenance and repairs, nurseries, etc. Although the site is not big enough for a large foodstore, it could be suitable for more intensive forms of 'town centre' development.

Ross on Wye

Quantitative and Qualitative Needs

9.63 The outputs of our quantitative assessments of convenience and comparison goods floorspace needs in Ross on Wye town centre are summarised below.

Table 9.3: Ross on Wye Town Floorspace Capacity (net sq. m)

	2012	2016	2021	2026	2031
Convenience	-221 to -508	-473 to -1,088	-354 to -815	-211 to -485	-54 to -124
Comparison	-188	-2,387	-2,080	-1,441	-735

9.64 **Convenience** – The Household Surveys show the two principal foodstores, Morrisons and Sainsbury trading around benchmark. As a result with the assumed implementation by 2016 of the Aldi store at Brookend Street (see below), there remains no quantitative capacity throughout the plan-period. This means that additional new floorspace would be dependent on changed shopping patterns / the attraction of new trade to the town.

9.65 **Comparison –** The quantitative assessment shows no comparison goods capacity over the plan period, which post 2016 is largely due to the assumed implementation of planning permissions for retail warehousing to the west of the town centre (see below), which in quantitative terms absorb much of the expenditure arising over the plan period (in the absence of the town increasing its market share of expenditure attracted).

Current Commitments and Proposals

9.66 Other than a housing site now developed, the UDP contains no development site allocations within Ross-on-Wye town centre.

9.67 Planning permission has been recently renewed for a proposed Aldi store (1,312 sq.m. gross / 900 sq.m. sales) at the lower end of Brookend Street. However, construction of the development has not begun.

9.68 There are also a number of permitted out-of-centre retail warehouse schemes in Ross on Wye. These applications (refs: S12025/0, S121035/F & DS080965/F) total circa 3,000 sq.m. net of retail warehouse (bulky goods) floorspace.

Shopping Frontages and Primary Shopping Area (PSA)

9.69 The UDP primary shopping frontages are focused on Market Place / High Street / Broad Street / Gloucester Road, with the secondary frontages being on the extremities of these streets.

9.70 The UDP defined CSCA for Ross on Wye is quite extensive, particularly to the west of the town centre. Using a tightened CSCA as a basis for defining a PSA, we recommend the following areas for reconsideration:

- The section of B4234 south of the junction with Gloucester Road could be excluded from the PSA. This street is currently identified as primary frontage on the western side, and secondary on the east side. As noted in the audit of the town centre (Section 4), this area has a high level of vacancy, no longer forms a coherent extension to the core retail area, and is unlikely to be brought back into active primary retail use;
- The area to the east of Edde Cross Street, including Christ Church, could be removed from the PSA, as could the area near its junction with High Street where service uses begin to dominate;
- The PSA boundary east of Broad Street should reflect existing uses, and could be drawn tightly to the rear of the retail properties excluding residential areas;
- Land north of Station Street, including the new build residential development, could be excluded from the PSA. Properties facing Brookend Street should however remain in the PSA as secondary frontages.

Potential Development Sites

9.71 **Kyrle Street / Brookend Street -** There is a potential development site off Kyrle Street / Brookend Street, part of which lies outside the CSCA – see photograph below. The land lies between Brookend Street (the site of the proposed discount foodstore), the Leisure Centre and Kyrle Street. Much of the site is Council owned and managed public car parking. This area is well located for further retail development, which could enhance the vitality and viability of the northern part of the town centre.

9.72 **Town Centre Northern Fringes -** There are also other 'soft areas' (areas of underutilised land, or containing uses that might be capable of being relocated) on the northern fringes of the town centre outside the currently defined CSCA. These include a depot, which was formerly occupied by JS Carpets, prior to their relocation to new premises close to the Morrisons foodstore. We understand that there are flooding issues that would need to be addressed in the context of any proposal for built development in this part of the town centre.

Ledbury

Quantitative and Qualitative Needs

9.73 The outputs of our quantitative assessments of convenience and comparison goods floorspace needs in Ledbury town centre are summarised below.

Table 9.3: Ledbury Town Floorspace Capacity (net sq. m)

	2012	2016	2021	2026	2031
Convenience	+687 to +1,579	+748 to +1,721	+846 to +1,946	+964 to +2,218	+1,093 to +2,515
Comparison	-475	-373	-80	+523	+1,190

9.74 **Convenience** – The quantitative forecasts show expenditure/floorspace capacity now, which will grow over the plan-period. The dominant foodstore at the present time is Tesco on Orchard Lane, a little to the north of the town centre, which the Household Survey indicates is trading well. The other foodstore on the western edge of the town centre is the Co-op, which the Survey records as trading less well.

9.75 As noted in Section 4, the town centre also contains independent specialist traders (convenience and comparison) which make an important contribution to the appeal of the town for both residents and visitors.

9.76 We have also noted in Section 4 that there have been recent proposals by Tesco to replace their existing Orchard Lane store with a new larger store on the edge of the town; and by Sainsbury's (who are currently not represented in the town) for a new store. Both schemes were rejected by the Council. Any proposals for new foodstore floorspace in the town need to be considered in terms of their ability to provide support for existing town centre facilities, rather than adversely impacting on them.

9.77 **Comparison –** The quantitative assessment shows a modest requirement for new comparison goods floorspace post 2026. Because of the specialist nature of some of the shops in Ledbury attracting shoppers from a wide area, the assessment findings probably do not fully reflect the position/opportunities in Ledbury. In market terms there may be opportunity to further expand Ledbury's niche retail offer, which is to be welcomed.

Current Commitments and Proposals

9.78 The UDP contains no development site allocations within Ledbury town centre, and there are no extant planning permissions for significant levels of new floorspace (over circa 500 sq.m.).

Shopping Frontages and Primary Shopping Area (PSA)

9.79 The UDP defined primary shopping frontages are focussed on the east side of High Street and both sides of Homend. They appear to reflect current circumstances.

9.80 Generally the small size and linear nature of the centre limits the formation of concentration of uses in different areas of the centre. Public houses, cafes and restaurants are evenly spread across the centre throughout the primary/secondary frontages.

9.81 Using the CSCA as a basis, we recommend that a PSA could be tightened in the following areas:

- Removal of the area of secondary frontage / CSCA along The Southend;
- Removal of the areas of recently redeveloped land south of Bye Street / north of New Street, which includes large areas of non-commercial uses such as the community health centre; and
- Adjustment of the boundary at the northern end of The Homend to take out areas that have become primarily residential.

Potential Development Sites

9.82 **Car Park west of Lawnside Road, off Bye Street** – This site is approximately 1.16 hectares and site comprises a car park, swimming pool, youth centre, ambulance station, fire station, community hall, BT exchange building, and some commercial businesses – see photograph below.

9.83 As part of the consideration of the recent Tesco and Sainsbury's planning applications in Ledbury for out-of-centre stores, the Case Officer identified this site as a sequentially preferable 'edge of centre' site. The Officer's Report considered that this site could easily accommodate a two-storey development with short-term parking beneath (or above) a store, but acknowledged that land assembly and a comprehensive redevelopment may take time. Clearly replacement community use facilities (e.g. swimming pool, community centre, fire station) are likely to be required by the Local Planning Authority. Such replacement facilities would need to be suitable in terms of location, scale and quality. In addition, it is assumed the Local Planning Authority would not wish the existing level of car parking spaces to be reduced.

Bromyard

Quantitative and Qualitative Needs

9.84 The outputs of our quantitative assessments of convenience and comparison goods floorspace needs in Bromyard town centre are summarised below.

Table 9.4: Bromyard Town Floorspace Capacity (net sq. m)

	2012	2016	2021	2026	2031
Convenience	+130 to +298	+156 to +359	+197 to +453	+245 to +564	+298 to +685
Comparison	-224	-196	-126	+7	+154

9.85 **Convenience –** The quantitative forecasts show a small expenditure surplus / floorspace capacity now, which will grow over the plan-period. New retail convenience development within the centre should be encouraged, but this is unlikely to be of scale to warrant any development plan allocation.

9.86 **Comparison** - The potential for new retail comparison goods floorspace in Bromyard (and Kington) will be driven primarily by market considerations. Both centres retain modest amounts of available residents' comparison expenditure only, and any opportunity to increase these market shares will be dependent upon the market having the necessary confidence in the town. The role of independent traders will be important, but the current unfavourable economic climate is likely to inhibit investment in the initial part of the plan-period. As with convenience floorspace, the scale of any development is unlikely to warrant a development plan allocation.

Current Commitments and Proposals

9.87 The UDP contains no development site allocations within the CSCA of Bromyard, and there are no extant planning permissions for significant levels of new floorspace (over circa 500 sq.m.).

Shopping Frontages and Primary Shopping Area (PSA)

9.88 Paragraph 7.4.11 of the UDP noted that no primary shopping frontages were defined for Bromyard reflecting the size, form and function of the town's CSCA. It states:

"Bromyard's shopping centre is unique in character, differing from the other market towns. It is dominated by a mixture of small independent shops, service outlets and non-retail uses which are dispersed within the shopping streets which have been defined as secondary shopping frontages. New retail proposals within the central shopping and commercial area should only be resisted if they seriously affect conservation, amenity or highway considerations."

9.89 Having regard to the size of the centre, its configuration, and the distribution of uses within it, we believe that there is little planning justification for the definition of shopping frontages within the town centre. A defined PSA should suffice for the purposes of identifying the appropriate area for retail uses.

9.90 In defining a PSA, we would recommend some tightening of the existing CSCA boundary. In particular, the area north of the Post Office along the B4203 could be excluded from a PSA, as could the areas along Sherford Street.

9.91 In our opinion the PSA should not extend to include the Co-op and Countrywide Stores, because of their poor connectivity to the remainder of the shopping centre (although they could logically be within a defined 'town centre boundary).

Potential Development Sites

9.92 There are a large number of small units in Bromyard town centre. If market demand existed these units could absorb additional turnover onto existing floorspace. Although there are some limited size 'soft areas' on the edge of the centre, in our opinion there would be no advantage to be gained in identifying them for retail development that could compete with existing the shopping frontages in the centre.

Kington

Quantitative and Qualitative Needs

9.93 The outputs of our quantitative assessments of convenience and comparison goods floorspace needs in Kington town centre are summarised below.

Table 9.5: Kington Town Floorspace Capacity (net sq. m)

	2012	2016	2021	2026	2031
Convenience	+119 to +273	+131 to +302	+153 to +351	+179 to +411	+208 to +478
Comparison	+705	+713	+752	+841	+940

9.94 **Convenience –** As with Bromyard, the quantitative forecasts show a small expenditure surplus / floorspace capacity now, which will grow over the plan-period. New retail convenience development within the centre should be encouraged, but this is unlikely to be of scale to warrant a development plan allocation.

9.95 **Comparison** - The circumstances are similar to Bromyard, with the potential for new retail comparison goods floorspace being driven primarily by market considerations. The role of independent traders will be important, but the current unfavourable economic climate is likely to inhibit investment in the initial part of the plan-period. We have commented earlier that the increase in comparison goods market share of the town by +22% in the period 2007-12 (Section 6, Table 6.2) appears to be a survey distortion, as we have seen no evidence of such an improvement on the ground.

Current Commitments and Proposals

9.96 The adopted Hereford UDP contains no development site allocations within Kington CSCA and there are no extant planning permissions for significant levels of new floorspace (over circa 500 sq.m.).

Shopping Frontages and Primary Shopping Area (PSA)

9.97 As with Bromyard, we do not consider that it is necessary to define primary or secondary shopping frontages for Kington, given the lack of distinction between frontages across the centre. A defined PSA could suffice.

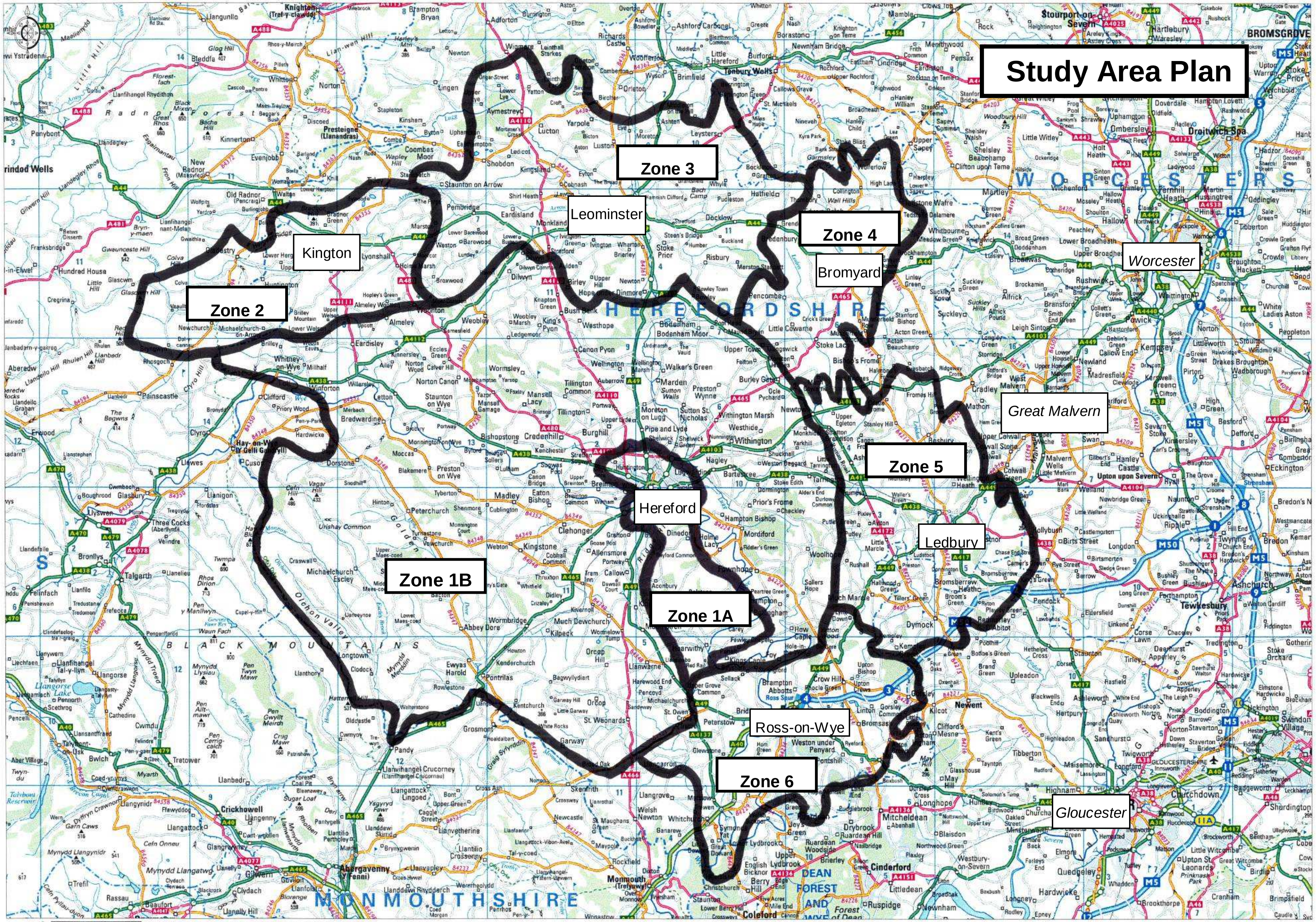
9.98 A PSA for Kington could seek to tighten the current CSCA boundary which extends north up Church Street to The Square. This part of the centre has already seen a proliferation of residential conversions and no longer functions as part of the retail area. There is further scope to tighten the boundary along Mill Street and Duke Street.

Potential Development Sites

9.99 The majority of retail provision in Kington town centre is located on the main High Street and along Bridge Street. To the south of properties along High Street is an existing car park accommodating circa 80 spaces. This lies adjacent to the Co-op store and could provide a potential area for further development, within the town centre boundary, albeit this is unlikely without impacting on the Co-op and visitor parking for the town.

9.100 As noted in respect of Bromyard, however, there are a large number of small units in the centre, which could absorb more turnover on existing floorspace. There would therefore be no benefit from replicating more small units within the centre. Any new development would need to be of a different type in terms for example of unit size, so bringing a new form of retailing to the town.

Appendix 1
Study Area Plan


Study Area Plan
Zone 1A
Zone 1B
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Hereford
Leominster
Kington
Bromyard
Ledbury
Ross-on-Wye
Worcester
Great Malvern
Gloucester

Appendix 2 – Convenience Goods Capacity Assessment

Drivers Jonas Deloitte

Appendix 2 - Convenience Goods Capacity Assessment

This spreadsheet has been prepared for Herefordshire Council.

Job title:

Herefordshire Retail Study Update 2012

Client:

Herefordshire Council

Date:

December 2012

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 1 - Overall Study Area Population Projections

Zone	2011	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	62,605	63,040	64,780	66,955	69,130	71,305
Zone 1B - Hereford (Rural)	40,982	41,077	41,458	41,934	42,411	42,887
Zone 2 - Kington	4,896	4,917	5,001	5,105	5,210	5,315
Zone 3 - Leominster	20,731	21,026	22,207	23,683	25,160	26,636
Zone 4 - Bromyard	7,504	7,561	7,789	8,075	8,360	8,645
Zone 5 - Ledbury	15,678	15,774	16,156	16,635	17,113	17,591
Zone 6 - Ross-on-Wye	20,397	20,518	21,001	21,606	22,210	22,814
Total Overall Study Area	**172,793**	**173,913**	**178,393**	**183,993**	**189,593**	**195,193**

Notes

1. 2011 base population taken from Experian Micromarketer during November 2012
2. Population growth for Market Towns 2011-2031 added per annum to Zones 1A & 2-6 based on population forecasts identified in Herefordshire Council Update to Local Housing Requirement Study 2012 by GL Hearn.
3. Population growth for 'rural areas' identified in GL Hearn Study has been apportioned to Zones 1B-6 based on 2011 proportions of population.

Table 2 - Overall Study Area Convenience Goods Expenditure Per Head Projections

Zone	2011	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£1,880	£1,882	£1,903	£1,968	£2,048	£2,131
Zone 1B - Hereford (Rural)	£2,096	£2,098	£2,121	£2,194	£2,284	£2,376
Zone 2 - Kington	£2,073	£2,075	£2,098	£2,170	£2,259	£2,350
Zone 3 - Leominster	£2,039	£2,041	£2,064	£2,135	£2,221	£2,312
Zone 4 - Bromyard	£1,928	£1,930	£1,951	£2,018	£2,100	£2,186
Zone 5 - Ledbury	£2,057	£2,059	£2,082	£2,153	£2,241	£2,332
Zone 6 - Ross-on-Wye	£2,129	£2,131	£2,155	£2,229	£2,319	£2,414
Average Overall Study Area	**£2,029**	**£2,031**	**£2,053**	**£2,124**	**£2,210**	**£2,300**

Notes

1. 2011 prices
2. 2011 base expenditure per head taken from Experian Micromarketer during November 2012
3. 2011 base expenditure per head projected forwards utilising Experian Retail Planner Briefing Note 10 convenience goods forecast growth rates (See Table C1)

Table 3 - Overall Study Area Convenience Goods Expenditure Per Head Projections - With NSRT Deduction

Zone	2011	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£1,846	£1,843	£1,847	£1,891	£1,957	£2,031
Zone 1B - Hereford (Rural)	£2,058	£2,055	£2,059	£2,109	£2,182	£2,264
Zone 2 - Kington	£2,035	£2,033	£2,037	£2,086	£2,158	£2,240
Zone 3 - Leominster	£2,002	£1,999	£2,003	£2,051	£2,123	£2,203
Zone 4 - Bromyard	£1,893	£1,890	£1,894	£1,940	£2,007	£2,083
Zone 5 - Ledbury	£2,019	£2,017	£2,021	£2,070	£2,142	£2,222
Zone 6 - Ross-on-Wye	£2,090	£2,088	£2,092	£2,142	£2,216	£2,300
Average Overall Study Area	**£1,992**	**£1,989**	**£1,994**	**£2,041**	**£2,112**	**£2,192**

Notes

1. 2011 prices
2. Base expenditure per head taken from Table 2
3. NSRT deductions for each year taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 10, September 2012 (See Table C1)

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 4a - Total Available Convenience Goods Expenditure

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£116.21	£119.67	£126.64	£135.30	£144.82
Zone 1B - Hereford (Rural)	£84.43	£85.38	£88.43	£92.55	£97.11
Zone 2 - Kington	£10.00	£10.19	£10.65	£11.25	£11.90
Zone 3 - Leominster	£42.04	£44.49	£48.58	£53.41	£58.67
Zone 4 - Bromyard	£14.29	£14.76	£15.66	£16.78	£18.01
Zone 5 - Ledbury	£31.82	£32.65	£34.43	£36.65	£39.09
Zone 6 - Ross-on-Wye	£42.83	£43.93	£46.28	£49.23	£52.47
Total Overall Study Area	**£341.62**	**£351.07**	**£370.67**	**£395.16**	**£422.09**

Notes
1. 2011 prices
2. Total available convenience goods expenditure calculated by multiplying population from Table 1 by expenditure per head with NSRT deduction from Table 3

Table 4b - Total Available Main Food Shopping Expenditure

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£81.35	£83.77	£88.65	£94.71	£101.38
Zone 1B - Hereford (Rural)	£59.10	£59.77	£61.90	£64.78	£67.98
Zone 2 - Kington	£7.00	£7.13	£7.45	£7.87	£8.33
Zone 3 - Leominster	£29.43	£31.14	£34.01	£37.39	£41.07
Zone 4 - Bromyard	£10.01	£10.33	£10.96	£11.75	£12.60
Zone 5 - Ledbury	£22.27	£22.86	£24.10	£25.65	£27.36
Zone 6 - Ross-on-Wye	£29.98	£30.75	£32.39	£34.46	£36.73
Total Overall Study Area	**£239.13**	**£245.75**	**£259.47**	**£276.61**	**£295.46**

Notes
1. 2011 prices
2. Main food shopping assumed to account for 70% of total expenditure

Table 4c - Total Available Top Up Shopping Convenience Goods Expenditure

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£34.86	£35.90	£37.99	£40.59	£43.45
Zone 1B - Hereford (Rural)	£25.33	£25.61	£26.53	£27.76	£29.13
Zone 2 - Kington	£3.00	£3.06	£3.19	£3.37	£3.57
Zone 3 - Leominster	£12.61	£13.35	£14.58	£16.02	£17.60
Zone 4 - Bromyard	£4.29	£4.43	£4.70	£5.03	£5.40
Zone 5 - Ledbury	£9.54	£9.80	£10.33	£10.99	£11.73
Zone 6 - Ross-on-Wye	£12.85	£13.18	£13.88	£14.77	£15.74
Total Overall Study Area	**£102.49**	**£105.32**	**£111.20**	**£118.55**	**£126.63**

Notes
1. 2011 prices
2. Top up convenience goods shopping assumed to account for 30% of total expenditure

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 5a - Main Food Shopping Market Share and Flows of Expenditure 2012 (First Choice)

Zone	Facility	Zone 1A - Hereford (City) Market Share (%)	Zone 1A - Hereford (City) Flow of Expenditure (£m)	Zone 1B - Hereford (Rural) Market Share (%)	Zone 1B - Hereford (Rural) Flow of Expenditure (£m)	Zone 2 - Kington Market Share (%)	Zone 2 - Kington Flow of Expenditure (£m)	Zone 3 - Leominster Market Share (%)	Zone 3 - Leominster Flow of Expenditure (£m)	Zone 4 - Bromyard Market Share (%)	Zone 4 - Bromyard Flow of Expenditure (£m)	Zone 5 - Ledbury Market Share (%)	Zone 5 - Ledbury Flow of Expenditure (£m)	Zone 6 - Ross-on-Wye Market Share (%)	Zone 6 - Ross-on-Wye Flow of Expenditure (£m)	Total Flow of Expenditure From Catchment (£m)
Zone 1A - Hereford (City)	Aldi, Eign Street, Hereford	3.5%	£1.99	0.8%	£0.34	1.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£2.40**
	ASDA, Belmont Road, Hereford	11.0%	£6.29	5.4%	£2.23	3.0%	£0.15	2.2%	£0.46	3.4%	£0.24	1.0%	£0.15	2.6%	£0.54	**£10.07**
	Booker, Centurion Way, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brampton Stores, Brampton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Butter Market, High Town	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Co-op, College Road, Hereford	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Co-op, Grandstand Road, Hereford	1.2%	£0.66	1.7%	£0.69	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.15	0.0%	£0.00	**£1.50**
	Co-op, Ledbury Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Whitecross Road, Hereford	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Coterell Street Stores, Coterell Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Farmers Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Farmfoods, Belmont Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fodder, Church Street, Hereford	0.3%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Heggies, Yazor Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Iceland, Eign Gate, Hereford	0.6%	£0.33	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.33**
	Lidl, Brook Retail Park, Hereford	1.7%	£0.99	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.08	0.0%	£0.00	0.0%	£0.00	**£1.07**
	Local stores, Burley Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, College Green, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Hereford	0.6%	£0.33	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.33**
	Local stores, Old Eign Hill, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Tupsley, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Marks & Spencer (Food Hall), High Town, Hereford	3.5%	£1.99	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.11	**£2.27**
	McColls, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Commercial Road, Hereford	23.3%	£13.24	17.8%	£7.38	1.5%	£0.07	0.7%	£0.15	11.5%	£0.81	2.0%	£0.31	0.5%	£0.11	**£22.07**
	Julian Graves, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newton Farm, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsburys, Barton Yard, Hereford	24.7%	£14.07	20.7%	£8.58	3.0%	£0.15	1.5%	£0.31	1.1%	£0.08	2.9%	£0.46	0.0%	£0.00	**£23.65**
	Stokes Stores, Hoarwithy Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco Express, Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco Metro, Bewell Street, Hereford	8.7%	£4.97	5.0%	£2.06	0.0%	£0.00	0.0%	£0.00	2.3%	£0.16	0.0%	£0.00	0.0%	£0.00	**£7.19**
	Tesco, Abbotsmead Road, Hereford	18.6%	£10.59	22.4%	£9.27	4.5%	£0.22	1.5%	£0.31	3.4%	£0.24	0.0%	£0.00	1.0%	£0.22	**£20.85**
	Tesco, Ledbury Road, Hereford	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Tesco, Holme Lacy Road, Hereford	0.3%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Welcome, Holme Lacy Road, Hereford	0.3%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Total Zone 1A	**98.3%**	**£55.95**	**75.9%**	**£31.41**	**13.6%**	**£0.67**	**5.9%**	**£1.22**	**23.0%**	**£1.61**	**6.9%**	**£1.07**	**4.7%**	**£0.98**	**£92.91**
Zone 1B - Hereford (Rural)	Canon Pyon Store, Canon Pyon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Central Stores, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, High Street, Hinton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Costcutter, Portland Street, Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Farm Shop, Oakchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Allensmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Bartestree	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Canon Pyon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Credenhill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Eardisley	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Local stores, Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Fownhope	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Hoarwithy	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Longtown, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Lower Bullingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Marden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Moreton on Lugg	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Much Birch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Peterchurch	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Local stores, Pontrilas	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Staunton-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Wellington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Withington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Locks Garage, Allensmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Londis, Brampton Road, Madley	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	One Stop, Meadow Drive, Credenhill, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Premier, Hoarwithy Road, Hereford	0.3%	£0.17	0.0%	£0.00	1.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.24**
	West End Stores, Nover Wood Drive, Fownhope	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1B	**0.3%**	**£0.17**	**1.2%**	**£0.51**	**1.5%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.75**
Zone 2 - Kington	Ashby's, Kington	0.0%	£0.00	0.0%	£0.00	3.0%	£0.15	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.15**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	2.1%	£0.86	37.9%	£1.86	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£2.71**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kington Centre	0.0%	£0.00	0.0%	£0.00	1.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Local stores, Kington	0.0%	£0.00	0.0%	£0.00	4.5%	£0.22	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.22**
	Lomas, Headbrook, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	10.6%	£0.52	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.52**
	Spar, Church Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 2	**0.0%**	**£0.00**	**2.1%**	**£0.86**	**57.6%**	**£2.82**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£3.68**
Zone 3 - Leominster	Aldi, Dishley Road, Leominster	0.0%	£0.00	0.4%	£0.17	3.0%	£0.15	15.6%	£3.20	1.1%	£0.08	0.0%	£0.00	0.0%	£0.00	**£3.60**
	Brights, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Central Bakery, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.0%	£0.61	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.61**
	Local stores, Pembridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Shobdon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Wigmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Yarpole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	McColls, South Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Leominster	0.3%	£0.17	7.9%	£3.26	21.2%	£1.04	66.7%	£13.73	9.2%	£0.64	0.0%	£0.00	1.0%	£0.22	**£19.06**
	Organic & Wholefoods, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parrys, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerfield, Dishley Road, Leominster	0.0%	£0.00	0.8%	£0.34	0.0%	£0.00	6.7%	£1.37	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£1.72**
	Spar, Bargates, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Survival Wholefoods, Prince of Wales Business Park, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wynnstay, Southern Avenue, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 3	**0.3%**	**£0.17**	**9.1%**	**£3.78**	**24.2%**	**£1.19**	**91.9%**	**£18.92**	**10.3%**	**£0.72**	**0.0%**	**£0.00**	**1.0%**	**£0.22**	**£24.99**
Zone 4 - Bromyard	Bromyard Centre	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.3%	£0.16	0.0%	£0.00	0.0%	£0.00	**£0.16**
	C&C Laming, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.15	43.7%	£3.06	0.0%	£0.00	0.0%	£0.00	**£3.21**
	Legges, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.08	0.0%	£0.00	0.0%	£0.00	**£0.08**
	Local stores, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	McColls, Hatton Park, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stars, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Welcome (Co-op), Bromyard	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	6.9%	£0.48	0.0%	£0.00	0.0%	£0.00	**£0.65**
	Total Zone 4	**0.0%**	**£0.00**	**0.4%**	**£0.17**	**0.0%**	**£0.00**	**0.7%**	**£0.15**	**54.0%**	**£3.78**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£4.11**
Zone 5 - Ledbury	Local stores, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.15	0.0%	£0.00	**£0.15**
	Abbey Bakery, Bye Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.8%	£0.34	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	16.7%	£2.60	0.0%	£0.00	**£2.94**
	Farmers Market, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gladwins, New Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Greggs, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Handley Organics, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.15	0.0%	£0.00	**£0.15**
	Jenkins, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LDA Meats, Lynden Business Park, New Mills, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Much Marcle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	One Stop, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Spar, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Orchard Lane, Ledbury	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	2.3%	£0.16	56.9%	£8.86	0.5%	£0.11	**£9.31**
	Total Zone 5	**0.0%**	**£0.00**	**1.2%**	**£0.51**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**2.3%**	**£0.16**	**75.5%**	**£11.77**	**0.5%**	**£0.11**	**£12.55**
	Brampton Stores, Springfield Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Colwell, High Street, Ross-on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Food Market, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jollys, Goodrich, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Bishopswood	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Gorsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Pengethly	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Ross-on-Wye	0.0%	£0.00	0.4%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Londis, Wormelow	0.3%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.17**
	Morrisons, Ross-on-Wye	0.6%	£0.33	1.7%	£0.69	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.15	61.7%	£12.94	**£14.11**
	One Stop, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Organic Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.3%	£0.17	1.2%	£0.51	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	13.5%	£2.83	**£3.51**
	Spar, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.11	**£0.11**
	Spar, High Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.11	**£0.11**
	Total Zone 6	**1.2%**	**£0.66**	**3.3%**	**£1.37**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**1.0%**	**£0.15**	**76.2%**	**£15.99**	**£18.17**
Outside Catchment Area	***Total Outside Overall Study Area***	***0.0%***	***£0.00***	***6.6%***	***£2.75***	***3.0%***	***£0.15***	***1.5%***	***£0.31***	***10.3%***	***£0.72***	***16.7%***	***£2.60***	***17.6%***	***£3.70***	***£10.22***
Total		**100%**	**£56.94**	**100%**	**£41.37**	**100%**	**£4.90**	**100%**	**£20.60**	**100%**	**£7.00**	**100%**	**£15.59**	**100%**	**£20.99**	**£167.39**

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for main food shopping category calculated by multiplying population from Table 1 by Table 4B
4. Assumes 70% of main food shopping expenditure is spent at first choice location

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 5b - Main Food Shopping Market Share and Flows of Expenditure 2012 (Second Choice)

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 1A - Hereford (City)	Aldi, Eign Street, Hereford	8.6%	£2.09	5.1%	£0.90	0.0%	£0.00	2.1%	£0.19	3.4%	£0.10	0.0%	£0.00	0.0%	£0.00	**£3.27**
	ASDA, Belmont Road, Hereford	13.6%	£3.32	8.4%	£1.49	8.8%	£0.18	4.2%	£0.37	3.4%	£0.10	0.0%	£0.00	10.1%	£0.91	**£6.39**
	Booker, Centurion Way, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.05	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Brampton Stores, Brampton Road, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.09**
	Butter Market, High Town	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, College Road, Hereford	0.4%	£0.09	0.6%	£0.10	0.0%	£0.00	1.1%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.29**
	Co-op, Grandstand Road, Hereford	2.3%	£0.57	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.77**
	Co-op, Ledbury Road, Hereford	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Co-op, Whitecross Road, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.09**
	Coterell Street Stores, Coterell Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Farmers Market, Hereford	1.2%	£0.28	0.6%	£0.10	0.0%	£0.00	1.1%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.48**
	Farmfoods, Belmont Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fodder, Church Street, Hereford	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Heggies, Yazor Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Iceland, Eign Gate, Hereford	2.7%	£0.66	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.96**
	Lidl, Brook Retail Park, Hereford	4.7%	£1.14	3.4%	£0.60	0.0%	£0.00	0.0%	£0.00	5.1%	£0.15	1.4%	£0.09	0.7%	£0.07	**£2.05**
	Local stores, Burley Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, College Green, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.09**
	Local stores, Hereford	0.0%	£0.00	1.7%	£0.30	1.8%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.34**
	Local stores, Old Eign Hill, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Tupsley, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Marks & Spencer (Food Hall), High Town, Hereford	11.3%	£2.75	9.0%	£1.59	3.5%	£0.07	1.1%	£0.09	0.0%	£0.00	2.7%	£0.18	1.4%	£0.13	**£4.83**
	McColls, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Commercial Road, Hereford	10.5%	£2.56	10.7%	£1.89	0.0%	£0.00	0.0%	£0.00	11.9%	£0.36	2.7%	£0.18	1.4%	£0.13	**£5.13**
	Julian Graves, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newton Farm, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsburys, Barton Yard, Hereford	14.4%	£3.51	12.4%	£2.19	7.0%	£0.15	6.3%	£0.56	1.7%	£0.05	5.5%	£0.37	2.2%	£0.20	**£7.02**
	Stokes Stores, Hoarwithy Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco Express, Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco Metro, Bewell Street, Hereford	14.4%	£3.51	5.6%	£1.00	1.8%	£0.04	1.1%	£0.09	1.7%	£0.05	0.0%	£0.00	0.0%	£0.00	**£4.69**
	Tesco, Abbotsmead Road, Hereford	8.6%	£2.09	12.9%	£2.29	0.0%	£0.00	4.2%	£0.37	1.7%	£0.05	0.0%	£0.00	2.2%	£0.20	**£5.00**
	Tesco, Ledbury Road, Hereford	0.8%	£0.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.19**
	Tesco, Holme Lacy Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Welcome, Holme Lacy Road, Hereford	1.6%	£0.38	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.38**
	Total Zone 1A	**96.1%**	**£23.46**	**74.2%**	**£13.15**	**22.8%**	**£0.48**	**21.1%**	**£1.86**	**30.5%**	**£0.92**	**12.3%**	**£0.82**	**18.1%**	**£1.63**	**£42.31**
Zone 1B - Hereford (Rural)	Canon Pyon Store, Canon Pyon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Central Stores, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, High Street, Hinton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Costcutter, Portland Street, Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Farm Shop, Oakchurch	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Allensmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Bartestree	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Canon Pyon	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Credenhill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Eardisley	0.0%	£0.00	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.20**
	Local stores, Ewyas Harold	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Fownhope Village	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Hoarwithy	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Longtown, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Lower Bullingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Marden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Moreton on Lugg	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Much Birch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Peterchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Pontrilas	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Staunton-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Wellington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Weobley	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Withington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Wormelow	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Locks Garage, Allensmore	0.4%	£0.09	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.19**
	Londis, Brampton Road, Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	One Stop, Meadow Drive, Credenhill, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Premier, Hoarwithy Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	West End Stores, Nover Wood Drive, Fownhope	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1B	**0.4%**	**£0.09**	**5.1%**	**£0.90**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.99**
Zone 2 - Kington	Ashby's, Kington	0.0%	£0.00	0.0%	£0.00	3.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	1.1%	£0.20	24.6%	£0.52	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.71**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kington Centre	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Kington	0.0%	£0.00	1.1%	£0.20	10.5%	£0.22	1.1%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.51**
	Lomas, Headbrook, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	15.8%	£0.33	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.33**
	Spar, Church Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 2	**0.0%**	**£0.00**	**2.8%**	**£0.50**	**54.4%**	**£1.14**	**1.1%**	**£0.09**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£1.73**
Zone 3 - Leominster	Aldi, Dishley Road, Leominster	0.0%	£0.00	3.4%	£0.60	5.3%	£0.11	27.4%	£2.42	1.7%	£0.05	0.0%	£0.00	0.0%	£0.00	**£3.18**
	Brights, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Central Bakery, West Street, Leominister	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Pembridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Shobdon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Wigmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Yarpole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.09**
	Market, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	McColls, South Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Leominster	0.4%	£0.09	3.9%	£0.70	17.5%	£0.37	25.3%	£2.23	8.5%	£0.25	0.0%	£0.00	0.0%	£0.00	**£3.65**
	Organic & Wholefoods, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parrys, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.09**
	Somerfield, Dishley Road, Leominster	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	15.8%	£1.39	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£1.49**
	Spar, Bargates, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Survival Wholefoods, Prince of Wales Business Park, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.05	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Wynnstay, Southern Avenue, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 3	**0.4%**	**£0.09**	**7.9%**	**£1.39**	**22.8%**	**£0.48**	**70.5%**	**£6.23**	**11.9%**	**£0.36**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£8.55**
Zone 4 - Bromyard	Bromyard Centre	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	C&C Laming, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	27.1%	£0.81	0.0%	£0.00	0.0%	£0.00	**£0.81**
	Legges, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Bromyard	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	6.8%	£0.20	0.0%	£0.00	0.0%	£0.00	**£0.30**
	McColls, Hatton Park, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stars, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Welcome (Co-op), Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.4%	£0.10	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Total Zone 4	**0.0%**	**£0.00**	**0.6%**	**£0.10**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**37.3%**	**£1.12**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£1.22**
Zone 5 - Ledbury	Local stores, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	8.2%	£0.55	0.0%	£0.00	**£0.55**
	Abbey Bakery, Bye Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	26.0%	£1.74	0.7%	£0.07	**£1.80**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Farmers Market, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gladwins, New Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Greggs, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Handley Organics, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jenkins, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LDA Meats, Lynden Business Park, New Mills, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.09	0.0%	£0.00	**£0.09**
	Local stores, Much Marcle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	One Stop, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Spar, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.09	0.7%	£0.07	**£0.16**
	Tesco, Orchard Lane, Ledbury	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	1.1%	£0.09	3.4%	£0.10	17.8%	£1.19	0.0%	£0.00	**£1.48**
	Total Zone 5	**0.4%**	**£0.09**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**1.1%**	**£0.09**	**3.4%**	**£0.10**	**54.8%**	**£3.66**	**1.4%**	**£0.13**	**£4.08**
	Brampton Stores, Springfield Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Colwell, High Street, Ross-on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.07	**£0.07**
	Food Market, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.07	**£0.07**
	Jollys, Goodrich, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Bishopswood	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Gorsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Local stores, Pengethly	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Local stores, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.07	**£0.07**
	Londis, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.4%	£0.09	3.4%	£0.60	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.7%	£0.18	18.1%	£1.63	**£2.51**
	One Stop, Gloucester Road, Ross-on-Wye	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.07	**£0.16**
	Organic Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.09	26.1%	£2.35	**£2.44**
	Spar, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Spar, High Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 6	**0.8%**	**£0.19**	**3.9%**	**£0.70**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**4.1%**	**£0.27**	**47.1%**	**£4.24**	**£5.40**
Outside Catchment Area	**Total Outside Overall Study Area**	**1.9%**	**£0.47**	**5.6%**	**£1.00**	**0.0%**	**£0.00**	**6.3%**	**£0.56**	**16.9%**	**£0.51**	**28.8%**	**£1.92**	**33.3%**	**£3.00**	**£7.46**
Total		**100%**	**£24.40**	**100%**	**£17.73**	**100%**	**£2.10**	**100%**	**£8.83**	**100%**	**£3.00**	**100%**	**£6.68**	**100%**	**£9.00**	**£71.74**

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for main food shopping category calculated by multiplying population from Table 1 by Table 4B
4. Assumes 30% of main food shopping expenditure is spent at second choice location

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 5c - Top-up Food Shopping Market Share and Flows of Expenditure 2012 (First Choice)

Zone	Facility	Zone 1A - Hereford (City) Market Share (%)	Zone 1A - Hereford (City) Flow of Expenditure (£m)	Zone 1B - Hereford (Rural) Market Share (%)	Zone 1B - Hereford (Rural) Flow of Expenditure (£m)	Zone 2 - Kington Market Share (%)	Zone 2 - Kington Flow of Expenditure (£m)	Zone 3 - Leominster Market Share (%)	Zone 3 - Leominster Flow of Expenditure (£m)	Zone 4 - Bromyard Market Share (%)	Zone 4 - Bromyard Flow of Expenditure (£m)	Zone 5 - Ledbury Market Share (%)	Zone 5 - Ledbury Flow of Expenditure (£m)	Zone 6 - Ross-on-Wye Market Share (%)	Zone 6 - Ross-on-Wye Flow of Expenditure (£m)	Total Flow of Expenditure From Catchment (£m)
Zone 1A - Hereford (City)	Aldi, Eign Street, Hereford	3.6%	£0.88	1.1%	£0.20	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.16
	ASDA, Belmont Road, Hereford	7.6%	£1.84	2.2%	£0.40	0.0%	£0.00	0.0%	£0.00	1.6%	£0.05	0.0%	£0.00	0.0%	£0.00	£2.29
	Booker, Centurion Way, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.6%	£0.05	0.0%	£0.00	0.0%	£0.00	£0.05
	Brampton Stores, Brampton Road, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Butter Market, High Town	0.4%	£0.09	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
	Co-op, College Road, Hereford	3.2%	£0.79	0.6%	£0.10	1.6%	£0.03	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.92
	Co-op, Grandstand Road, Hereford	7.6%	£1.84	2.8%	£0.50	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	1.1%	£0.08	0.0%	£0.00	£2.50
	Co-op, Ledbury Road, Hereford	2.2%	£0.53	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.53
	Co-op, Whitecross Road, Hereford	3.6%	£0.88	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.08
	Coterell Street Stores, Coterell Street, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Farmers Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Farmfoods, Belmont Road, Hereford	1.8%	£0.44	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.44
	Fodder, Church Street, Hereford	0.7%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Heggies, Yazor Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Iceland, Eign Gate, Hereford	2.5%	£0.61	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.61
	Lidl, Brook Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Burley Gate, Hereford	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, College Green, Hereford	0.7%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Local stores, Hereford	10.1%	£2.46	6.7%	£1.19	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.13	£3.78
	Local stores, Old Eign Hill, Hereford	2.2%	£0.53	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.53
	Local stores, Tupsley, Hereford	0.7%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Marks & Spencer (Food Hall), High Town, Hereford	4.3%	£1.05	2.2%	£0.40	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	2.3%	£0.15	0.0%	£0.00	£1.69
	McColls, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Commercial Road, Hereford	8.6%	£2.11	6.1%	£1.09	1.6%	£0.03	0.0%	£0.00	1.6%	£0.05	0.0%	£0.00	0.0%	£0.00	£3.28
	Julian Graves, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Newton Farm, The Oval, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£0.15
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sainsburys, Barton Yard, Hereford	6.5%	£1.58	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£1.94
	Stokes Stores, Hoarwithy Road, Hereford	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Tesco Express, Tupsley	4.0%	£0.97	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.26
	Tesco Metro, Bewell Street, Hereford	7.6%	£1.84	2.8%	£0.50	1.6%	£0.03	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£2.44
	Tesco, Abbotsmead Road, Hereford	9.7%	£2.37	8.4%	£1.49	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£3.86
	Tesco, Ledbury Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Holme Lacy Road, Hereford	1.1%	£0.26	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.26
	Welcome, Holme Lacy Road, Hereford	4.0%	£0.97	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.97
	Total Zone 1A	**93.9%**	**£22.91**	**38.5%**	**£6.83**	**4.9%**	**£0.10**	**3.0%**	**£0.26**	**4.8%**	**£0.15**	**3.4%**	**£0.23**	**3.6%**	**£0.32**	**£30.81**
Zone 1B - Hereford (Rural)	Canon Pyon Store, Canon Pyon	0.0%	£0.00	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.20
	Central Stores, Church Street, Hereford	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Co-op, High Street, Hinton	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Costcutter, Portland Street, Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Farm Shop, Oakchurch	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.30
	Local stores, Allensmore	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.30
	Local stores, Bartestree	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Canon Pyon	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Clehonger	0.0%	£0.00	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.20
	Local stores, Credenhill	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Eardisley	0.0%	£0.00	2.8%	£0.50	0.0%	£0.00	0.0%	£0.00	1.6%	£0.05	0.0%	£0.00	0.0%	£0.00	£0.54
	Local stores, Ewyas Harold	0.0%	£0.00	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.20
	Local stores, Fownhope	0.0%	£0.00	3.4%	£0.59	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.59
	Local stores, Hoarwithy	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Longtown, Hereford	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Lower Bullingham	0.4%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Marden	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.30
	Local stores, Moreton on Lugg	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Much Birch	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Orcop	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Peterchurch	0.0%	£0.00	2.8%	£0.50	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£0.56
	Local stores, Pontrilas	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Staunton-on-Wye	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Wellington	0.0%	£0.00	2.8%	£0.50	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.50
	Local stores, Weobley	0.0%	£0.00	2.8%	£0.50	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.50
	Local stores, Whitney-on-Wye	0.0%	£0.00	1.1%	£0.20	1.6%	£0.03	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£0.30
	Local stores, Withington	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.30
	Local stores, Wormelow	0.0%	£0.00	2.2%	£0.40	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.40
	Locks Garage, Allensmore	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.30
	Londis, Brampton Road, Madley	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£0.36
	One Stop, Meadow Drive, Credenhill, Hereford	0.0%	£0.00	2.8%	£0.50	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.50
	Premier, Hoarwithy Road, Hereford	0.7%	£0.18	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.27
	West End Stores, Nover Wood Drive, Fownhope	0.0%	£0.00	1.7%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.30
	Total Zone 1B	**1.4%**	**£0.35**	**41.9%**	**£7.43**	**1.6%**	**£0.03**	**0.0%**	**£0.00**	**1.6%**	**£0.05**	**0.0%**	**£0.00**	**2.1%**	**£0.19**	**£8.06**
Zone 2 - Kington	Ashby's, Kington	0.0%	£0.00	0.0%	£0.00	3.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Co-op, Crabtree Road, Kington	0.0%	£0.00	1.1%	£0.20	50.8%	£1.07	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.35
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jones, High Street, Kington	0.0%	£0.00	0.0%	£0.00	1.6%	£0.03	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.03
	Kington Centre	0.0%	£0.00	0.0%	£0.00	3.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Local stores, Kington	0.0%	£0.00	1.7%	£0.30	11.5%	£0.24	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.63
	Lomas, Headbrook, Kington	0.0%	£0.00	0.0%	£0.00	3.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	9.8%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.21
	Spar, Church Street, Kington	0.0%	£0.00	0.0%	£0.00	1.6%	£0.03	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.03
	Total Zone 2	**0.0%**	**£0.00**	**2.8%**	**£0.50**	**85.2%**	**£1.79**	**2.0%**	**£0.18**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£2.46**
Zone 3 - Leominster	Aldi, Dishley Road, Leominster	0.7%	£0.18	0.0%	£0.00	1.6%	£0.03	16.0%	£1.41	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.62
	Brights, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Central Bakery, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Leominster	0.0%	£0.00	2.2%	£0.40	0.0%	£0.00	19.0%	£1.68	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£2.07
	Local stores, Pembridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Shobdon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.0%	£0.35	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.35
	Local stores, Wigmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.0%	£0.26	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.26
	Local stores, Yarpole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.0%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Market, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	McColls, South Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.6%	£0.05	0.0%	£0.00	0.0%	£0.00	£0.05
	Morrisons, Leominster	0.0%	£0.00	1.7%	£0.30	4.9%	£0.10	21.0%	£1.85	3.2%	£0.10	0.0%	£0.00	0.0%	£0.00	£2.35
	Organic & Wholefoods, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Parrys, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Somerfield, Dishley Road, Leominster	0.4%	£0.09	0.6%	£0.10	0.0%	£0.00	16.0%	£1.41	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.60
	Spar, Bargates, Leominster	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	4.0%	£0.35	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.45
	Survival Wholefoods, Prince of Wales Business Park, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Wynnstay, Southern Avenue, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 3	**1.1%**	**£0.26**	**5.0%**	**£0.89**	**6.6%**	**£0.14**	**90.0%**	**£7.95**	**4.8%**	**£0.15**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£9.38**
Zone 4 - Bromyard	Bromyard Centre	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	8.1%	£0.24	0.0%	£0.00	0.0%	£0.00	£0.24
	C&C Laming, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.8%	£0.15	0.0%	£0.00	0.0%	£0.00	£0.15
	Co-op, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.8%	£0.15	0.0%	£0.00	0.0%	£0.00	£0.15
	Co-op, Tenbury Road, Bromyard	0.7%	£0.18	0.0%	£0.00	0.0%	£0.00	1.0%	£0.09	51.6%	£1.55	0.0%	£0.00	0.0%	£0.00	£1.81
	Legges, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	16.1%	£0.48	0.0%	£0.00	0.0%	£0.00	£0.48
	McColls, Hatton Park, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Stars, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Welcome (Co-op), Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.6%	£0.05	0.0%	£0.00	0.0%	£0.00	£0.05
	Total Zone 4	**0.7%**	**£0.18**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**1.0%**	**£0.09**	**87.1%**	**£2.61**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£2.88**
Zone 5 - Ledbury	Local stores, Ledbury	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	22.7%	£1.52	0.0%	£0.00	£1.62
	Abbey Bakery, Bye Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, Ledbury	0.4%	£0.09	1.1%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	18.2%	£1.21	0.0%	£0.00	£1.50
	Farmers Market, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Gladwins, New Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.3%	£0.15	0.0%	£0.00	£0.15
	Greggs, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Handley Organics, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jenkins, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.08	0.0%	£0.00	£0.08
	LDA Meats, Lynden Business Park, New Mills, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Much Marcle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.3%	£0.15	0.0%	£0.00	£0.15
	One Stop, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.5%	£0.30	0.0%	£0.00	£0.30
	Spar, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.5%	£0.30	0.0%	£0.00	£0.30
	Tesco, Orchard Lane, Ledbury	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	37.5%	£2.51	0.0%	£0.00	£2.60
	Total Zone 5	**0.4%**	**£0.09**	**2.2%**	**£0.40**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**93.2%**	**£6.23**	**0.0%**	**£0.00**	**£6.71**
	Brampton Stores, Springfield Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£0.06
	Colwell, High Street, Ross-on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Food Market, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jollys, Goodrich, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Bishopswood	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.13	£0.13
	Local stores, Gorsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.06	£0.06
	Local stores, Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£0.26	£0.26
	Local stores, Pengethly	0.0%	£0.00	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Local stores, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	10.0%	£0.90	£0.90
	Londis, Wormelow	0.0%	£0.00	2.2%	£0.40	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.40
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	One Stop, Gloucester Road, Ross-on-Wye	0.7%	£0.18	0.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	47.9%	£4.30	£4.58
	Organic Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£0.26	£0.26
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Spar, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	10.0%	£0.90	£0.90
	Spar, High Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 6	**0.7%**	**£0.18**	**3.4%**	**£0.59**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**76.4%**	**£6.87**	**£7.64**
Outside Catchment	**Total Outside Overall Study Area**	**1.8%**	**£0.44**	**6.1%**	**£1.09**	**1.6%**	**£0.03**	**4.0%**	**£0.35**	**1.6%**	**£0.05**	**3.4%**	**£0.23**	**17.9%**	**£1.61**	**£3.80**
	Total	**100%**	**£24.40**	**100%**	**£17.73**	**100%**	**£2.10**	**100%**	**£8.83**	**100%**	**£3.00**	**100%**	**£6.68**	**100%**	**£9.00**	**£71.74**

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for top-up food shopping category calculated by multiplying population from Table 1 by Table 4C
4. Assumes 70% of top-up food shopping expenditure is spent at first choice location

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 5d - Top-up Food Shopping Market Share and Flows of Expenditure 2012 (Second Choice)

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 1A - Hereford (City)	Aldi, Eign Street, Hereford	3.8%	£0.40	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.58
	ASDA, Belmont Road, Hereford	8.4%	£0.88	3.5%	£0.27	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.5%	£0.14	£1.28
	Booker, Centurion Way, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brampton Stores, Brampton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Butter Market, High Town	2.3%	£0.24	1.2%	£0.09	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.40
	Co-op, College Road, Hereford	4.6%	£0.48	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.57
	Co-op, Grandstand Road, Hereford	2.3%	£0.24	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.42
	Co-op, Ledbury Road, Hereford	0.0%	£0.00	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Co-op, Whitecross Road, Hereford	2.3%	£0.24	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	£0.46
	Coterell Street Stores, Coterell Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Farmers Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Farmfoods, Belmont Road, Hereford	2.3%	£0.24	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.42
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Heggies, Yazor Road, Hereford	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Iceland, Eign Gate, Hereford	0.8%	£0.08	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.17
	Lidl, Brook Retail Park, Hereford	6.1%	£0.64	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.09	£0.91
	Local stores, Burley Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, College Green, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Hereford	6.9%	£0.72	4.7%	£0.35	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.07	0.0%	£0.00	£1.14
	Local stores, Old Eign Hill, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Tupsley, Hereford	2.3%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.24
	Market, Hereford	2.3%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.24
	Marks & Spencer (Food Hall), High Town, Hereford	8.4%	£0.88	3.5%	£0.27	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.07	1.2%	£0.05	£1.26
	McColls, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.6%	£0.07	0.0%	£0.00	0.0%	£0.00	£0.07
	Morrisons, Commercial Road, Hereford	7.6%	£0.80	4.7%	£0.35	0.0%	£0.00	0.0%	£0.00	5.6%	£0.07	0.0%	£0.00	0.0%	£0.00	£1.22
	Julian Graves, Maylord Orchards, Hereford	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Newton Farm, The Oval, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Poundstretcher, Eign Gate, Hereford	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Sainsburys, Barton Yard, Hereford	7.6%	£0.80	5.8%	£0.44	0.0%	£0.00	1.9%	£0.07	11.1%	£0.14	0.0%	£0.00	0.0%	£0.00	£1.45
	Stokes Stores, Hoarwithy Road, Hereford	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Tesco Express, Tupsley	3.8%	£0.40	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.49
	Tesco Metro, Bewell Street, Hereford	8.4%	£0.88	4.7%	£0.35	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.23
	Tesco, Abbotsmead Road, Hereford	5.3%	£0.56	8.1%	£0.62	2.3%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.20
	Tesco, Ledbury Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Holme Lacy Road, Hereford	2.3%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.24
	Welcome, Holme Lacy Road, Hereford	4.6%	£0.48	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.57
	Total Zone 1A	**94.7%**	**£9.90**	**55.8%**	**£4.24**	**2.3%**	**£0.02**	**3.7%**	**£0.14**	**22.2%**	**£0.29**	**5.0%**	**£0.14**	**8.2%**	**£0.32**	**£15.05**
Zone 1B - Hereford (Rural)	Canon Pyon Store, Canon Pyon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Central Stores, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, High Street, Hinton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Costcutter, Portland Street, Weobley	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Farm Shop, Oakchurch	0.0%	£0.00	0.0%	£0.00	9.1%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Local stores, Allensmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Bartestree	0.0%	£0.00	2.3%	£0.18	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.25
	Local stores, Canon Pyon	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Credenhill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Eardisley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Fownhope	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Hoarwithy	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Longtown, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Lower Bullingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Marden	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Moreton on Lugg	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Much Birch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Peterchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Pontrilas	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Staunton-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Wellington	0.0%	£0.00	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	£0.22
	Local stores, Weobley	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Local stores, Whitney-on-Wye	0.0%	£0.00	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Local stores, Withington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Locks Garage, Allensmore	0.0%	£0.00	3.5%	£0.27	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.27
	Londis, Brampton Road, Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	One Stop, Meadow Drive, Credenhill, Hereford	0.0%	£0.00	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Premier, Hoarwithy Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	West End Stores, Nover Wood Drive, Fownhope	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 1B	**0.0%**	**£0.00**	**19.8%**	**£1.50**	**9.1%**	**£0.08**	**1.9%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**1.2%**	**£0.05**	**£1.70**
Zone 2 - Kington	Ashby's, Kington	0.0%	£0.00	1.2%	£0.09	4.5%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.13
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	15.9%	£0.14	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.14
	Grapevine, Kington	0.8%	£0.08	0.0%	£0.00	4.5%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.12
	Jones, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Kington Centre	0.0%	£0.00	2.3%	£0.18	4.5%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.22
	Local stores, Kington	0.0%	£0.00	1.2%	£0.09	13.6%	£0.12	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.28
	Lomas, Headbrook, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	22.7%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.20
	Spar, Church Street, Kington	0.0%	£0.00	0.0%	£0.00	4.5%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.04
	Total Zone 2	**0.8%**	**£0.08**	**4.7%**	**£0.35**	**70.5%**	**£0.63**	**1.9%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£1.14**
Zone 3 - Leominster	Aldi, Dishley Road, Leominster	0.0%	£0.00	1.2%	£0.09	2.3%	£0.02	22.2%	£0.84	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.95
	Brights, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Central Bakery, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Local stores, Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.7%	£0.14	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.14
	Local stores, Leominster	0.0%	£0.00	1.2%	£0.09	2.3%	£0.02	13.0%	£0.49	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.60
	Local stores, Pembridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Shobdon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Local stores, Wigmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Yarpole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Market, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	McColls, South Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Leominster	0.8%	£0.08	1.2%	£0.09	6.8%	£0.06	14.8%	£0.56	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.79
	Organic & Wholefoods, West Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Parrys, High Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Somerfield, Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	16.7%	£0.63	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.63
	Spar, Bargates, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Survival Wholefoods, Prince of Wales Business Park, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wynnstay, Southern Avenue, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.07
	Total Zone 3	**0.8%**	**£0.08**	**3.5%**	**£0.27**	**11.4%**	**£0.10**	**83.3%**	**£3.15**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£3.60**
Zone 4 - Bromyard	Bromyard Centre	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	5.6%	£0.07	0.0%	£0.00	0.0%	£0.00	£0.16
	C&C Laming, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	22.2%	£0.29	0.0%	£0.00	0.0%	£0.00	£0.29
	Legges, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.6%	£0.07	0.0%	£0.00	0.0%	£0.00	£0.07
	Local stores, Bromyard	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	1.9%	£0.07	33.3%	£0.43	0.0%	£0.00	0.0%	£0.00	£0.59
	McColls, Hatton Park, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.6%	£0.07	0.0%	£0.00	0.0%	£0.00	£0.07
	Stars, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.6%	£0.07	0.0%	£0.00	0.0%	£0.00	£0.07
	Welcome (Co-op), Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 4	**0.0%**	**£0.00**	**2.3%**	**£0.18**	**0.0%**	**£0.00**	**1.9%**	**£0.07**	**77.8%**	**£1.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£1.25**
Zone 5 - Ledbury	Local stores, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Abbey Bakery, Bye Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.07	0.0%	£0.00	£0.07
	Co-op, Ledbury	0.8%	£0.08	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	22.5%	£0.64	1.2%	£0.05	£0.86
	Farmers Market, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.07	0.0%	£0.00	£0.07
	Gladwins, New Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Greggs, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.0%	£0.14	0.0%	£0.00	£0.14
	Handley Organics, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jenkins, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.07	0.0%	£0.00	£0.07
	LDA Meats, Lynden Business Park, New Mills, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Much Marcle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	One Stop, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.07	0.0%	£0.00	£0.07
	Spar, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	12.5%	£0.36	0.0%	£0.00	£0.36
	Tesco, Orchard Lane, Ledbury	0.8%	£0.08	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	27.5%	£0.79	0.0%	£0.00	£0.96
	Total Zone 5	**1.5%**	**£0.16**	**2.3%**	**£0.18**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**77.5%**	**£2.22**	**1.2%**	**£0.05**	**£2.60**
	Brampton Stores, Springfield Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Colwell, High Street, Ross-on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Food Market, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jollys, Goodrich, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	£0.05
	Local stores, Bishopswood	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Gorsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Pengethly	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Local stores, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.9%	£0.07	0.0%	£0.00	0.0%	£0.00	10.6%	£0.41	£0.48
	Londis, Wormelow	0.0%	£0.00	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	10.6%	£0.41	£0.41
	One Stop, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	10.6%	£0.41	£0.41
	Organic Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	£0.05
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	2.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	34.1%	£1.32	£1.49
	Spar, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Spar, High Street, Ross-on-Wye	1.5%	£0.16	1.2%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.09	£0.34
	Total Zone 6	**1.5%**	**£0.16**	**4.7%**	**£0.35**	**0.0%**	**£0.00**	**1.9%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**70.6%**	**£2.72**	**£3.30**
Outside Catchment Area	**Total Outside Overall Study Area**	**0.8%**	**£0.08**	**7.0%**	**£0.53**	**6.8%**	**£0.06**	**5.6%**	**£0.21**	**0.0%**	**£0.00**	**17.5%**	**£0.50**	**18.8%**	**£0.73**	**£2.11**
	Total	**100%**	**£10.46**	**100%**	**£7.60**	**100%**	**£0.90**	**100%**	**£3.78**	**100%**	**£1.29**	**100%**	**£2.86**	**100%**	**£3.86**	**£30.75**

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for top-up food shopping category calculated by multiplying population from Table 1 by Table 4C
4. Assumes 30% of top-up food shopping expenditure is spent at second choice location

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 6 -Total Convenience Goods Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City) Flow of Expenditure (£m)	Zone 1B - Hereford (Rural) Flow of Expenditure (£m)	Zone 2 - Kington Flow of Expenditure (£m)	Zone 3 - Leominster Flow of Expenditure (£m)	Zone 4 - Bromyard Flow of Expenditure (£m)	Zone 5 - Ledbury Flow of Expenditure (£m)	Zone 6 - Ross-on-Wye Flow of Expenditure (£m)	Total Flow of Expenditure From Catchment (£m)	Inflow from Beyond Catchment	Total Flow of Expenditure inc. Inflow (£m)
Zone 1A - Hereford (City)	Sainsburys, Barton Yard, Hereford	£19.96	£11.51	£0.30	£0.93	£0.27	£0.82	£0.26	**£34.06**	£3.41	**£37.47**
	Morrisons, Commercial Road, Hereford	£18.71	£10.72	£0.11	£0.15	£1.28	£0.49	£0.24	**£31.70**	£3.17	**£34.87**
	Tesco, Abbotsmead Road, Hereford	£15.61	£13.66	£0.24	£0.68	£0.29	£0.00	£0.41	**£30.90**	£1.55	**£32.45**
	ASDA, Belmont Road, Hereford	£12.34	£4.39	£0.33	£0.83	£0.39	£0.15	£1.59	**£20.02**	£1.00	**£21.02**
	Tesco Metro, Bewell Street, Hereford	£11.20	£3.90	£0.07	£0.09	£0.21	£0.00	£0.06	**£15.55**	£1.55	**£17.10**
	Marks & Spencer (Food Hall), High Town, Hereford	£6.67	£2.43	£0.07	£0.18	£0.00	£0.41	£0.28	**£10.04**	£1.00	**£11.05**
	Aldi, Eign Street, Hereford	£5.35	£1.61	£0.07	£0.27	£0.10	£0.00	£0.00	**£7.42**	£0.37	**£7.79**
	Local stores, Hereford	£3.51	£1.84	£0.04	£0.00	£0.00	£0.07	£0.13	**£5.59**	£0.00	**£5.59**
	Lidl, Brook Retail Park, Hereford	£2.77	£0.77	£0.00	£0.00	£0.23	£0.09	£0.16	**£4.03**	£0.20	**£4.23**
	Co-op, Grandstand Road, Hereford	£3.31	£1.56	£0.00	£0.09	£0.00	£0.23	£0.00	**£5.19**	£0.00	**£5.19**
	Tesco Express, Ledbury Road, Tupsley	£2.22	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	**£2.78**	£0.00	**£2.78**
	Welcome, Holme Lacy Road, Hereford	£1.99	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	**£2.08**	£0.00	**£2.08**
	Iceland, Eign Gate, Hereford	£1.69	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	**£2.08**	£0.21	**£2.29**
	Co-op, College Road, Hereford	£1.36	£0.46	£0.03	£0.09	£0.00	£0.00	£0.00	**£1.95**	£0.00	**£1.95**
	Co-op, Whitecross Road, Hereford	£1.21	£0.55	£0.00	£0.00	£0.00	£0.00	£0.05	**£1.80**	£0.00	**£1.80**
	Co-op, Ledbury Road, Hereford	£0.53	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.80**	£0.00	**£0.80**
	Farmfoods, Belmont Road, Hereford	£0.68	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.86**	£0.04	**£0.90**
	Butter Market, High Town	£0.33	£0.36	£0.00	£0.07	£0.00	£0.00	£0.00	**£0.76**	£0.08	**£0.83**
	Farmers Market, Hereford	£0.28	£0.10	£0.00	£0.09	£0.00	£0.00	£0.00	**£0.48**	£0.05	**£0.53**
	Fodder, Church Street, Hereford	£0.34	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.44**	£0.04	**£0.48**
	Market, Hereford	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.24**	£0.02	**£0.26**
	Brampton Stores, Brampton Road, Hereford	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.18**	£0.00	**£0.18**
	Stokes Stores, Hoarwithy Road, Hereford	£0.09	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.18**	£0.00	**£0.18**
	Newton Farm, The Oval, Hereford	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	**£0.15**	£0.00	**£0.15**
	Booker, Centurion Way, Hereford	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	**£0.10**	£0.00	**£0.10**
	Coterell Street Stores, Coterell Street, Hereford	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.09**	£0.00	**£0.09**
	Heggies, Yazor Road, Hereford	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.08**	£0.00	**£0.08**
	Poundstretcher, Eign Gate, Hereford	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.08**	£0.01	**£0.09**
	McColls, The Oval, Hereford	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	Julian Graves, Maylord Orchards, Hereford	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.08**	£0.01	**£0.09**
	Within Hereford City	**£111.01**	**£55.54**	**£1.27**	**£3.48**	**£2.96**	**£2.26**	**£3.25**	**£179.77**	£12.71	**£192.48**
	Outside Hereford	**£1.21**	**£0.40**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£1.61**		**£1.61**
	Local stores, Burley Gate, Hereford	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.10**	£0.00	**£0.10**
	Local stores, Old Eign Hill, Hereford	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.53**	£0.00	**£0.53**
	Local stores, Tupsley, Hereford	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.42**	£0.00	**£0.42**
	Local stores, Marden, Hereford	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.30**	£0.00	**£0.30**
	Local stores, College Green, Hereford	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.27**	£0.00	**£0.27**
	Total Zone 1A	**£112.22**	**£55.93**	**£1.27**	**£3.48**	**£2.96**	**£2.26**	**£3.25**	**£181.38**	£0.00	**£194.09**
Zone 1B - Hereford (Rural)	Local stores, Eardisley	£0.00	£0.87	£0.00	£0.00	£0.05	£0.00	£0.00	**£0.91**	£0.00	**£0.91**
	Local stores, Fownhope	£0.00	£0.78	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.78**	£0.00	**£0.78**
	Locks Garage, Allensmore	£0.09	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.76**	£0.00	**£0.76**
	Local stores, Peterchurch	£0.00	£0.67	£0.00	£0.00	£0.00	£0.00	£0.06	**£0.73**	£0.00	**£0.73**
	Local stores, Wellington	£0.00	£0.67	£0.00	£0.00	£0.00	£0.00	£0.05	**£0.72**	£0.00	**£0.72**
	Local stores, Weobley	£0.00	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.68**	£0.00	**£0.68**
	One Stop, Meadow Drive, Credenhill, Hereford	£0.00	£0.67	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.67**	£0.00	**£0.67**
	Premier, Hoarwithy Road, Hereford	£0.34	£0.10	£0.07	£0.00	£0.00	£0.00	£0.00	**£0.51**	£0.00	**£0.51**
	Londis, Brampton Road, Madley	£0.00	£0.47	£0.00	£0.00	£0.00	£0.00	£0.06	**£0.53**	£0.00	**£0.53**
	Other	£0.18	£4.38	£0.12	£0.07	£0.00	£0.00	£0.06	**£4.81**	£0.00	**£4.81**
	Total Zone 1B	**£0.61**	**£9.96**	**£0.19**	**£0.07**	**£0.05**	**£0.00**	**£0.24**	**£11.12**	£0.00	**£11.12**
Zone 2 - Kington	Co-op, Crabtree Road, Kington	£0.00	£1.26	£3.58	£0.09	£0.00	£0.00	£0.00	**£4.92**	£0.74	**£5.66**
	Local stores, Kington	£0.00	£0.58	£0.81	£0.25	£0.00	£0.00	£0.00	**£1.64**	£0.00	**£1.64**
	Nisa, High Street, Kington	£0.00	£0.00	£1.26	£0.00	£0.00	£0.00	£0.00	**£1.26**	£0.00	**£1.26**
	Kington Centre	£0.00	£0.28	£0.18	£0.00	£0.00	£0.00	£0.00	**£0.46**	£0.00	**£0.46**
	Ashby's, Kington	£0.00	£0.09	£0.33	£0.00	£0.00	£0.00	£0.00	**£0.42**	£0.00	**£0.42**
	Grapevine, Kington	£0.08	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	**£0.12**	£0.00	**£0.12**
	Spar, Church Street, Kington	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	**£0.08**	£0.00	**£0.08**
	Lomas, Headbrook, Kington	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	Jones, High Street, Kington	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	**£0.03**	£0.00	**£0.03**
	Within Kington	**£0.08**	**£2.20**	**£6.38**	**£0.34**	**£0.00**	**£0.00**	**£0.00**	**£9.01**	£0.74	**£9.75**
	Total Zone 2	**£0.08**	**£2.20**	**£6.38**	**£0.34**	**£0.00**	**£0.00**	**£0.00**	**£9.01**	£0.00	**£9.75**
Zone 3 - Leominster	Morrisons, Leominster	£0.34	£4.34	£1.57	£18.38	£1.00	£0.00	£0.22	**£25.85**	£3.88	**£29.72**
	Aldi, Dishley Road, Leominster	£0.18	£0.86	£0.31	£7.87	£0.13	£0.00	£0.00	**£9.35**	£0.94	**£10.29**
	Co-op Dishley Road, Leominster	£0.09	£0.54	£0.00	£4.81	£0.00	£0.00	£0.00	**£5.44**	£0.00	**£5.44**
	Local stores, Leominster	£0.00	£0.48	£0.02	£2.78	£0.00	£0.00	£0.00	**£3.28**	£0.00	**£3.28**
	Spar, Bargates, Leominster	£0.00	£0.10	£0.00	£0.42	£0.00	£0.00	£0.00	**£0.52**	£0.00	**£0.52**
	Parrys, High Street, Leominster	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	**£0.16**	£0.00	**£0.16**
	Brights, High Street, Leominster	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	**£0.16**	£0.00	**£0.16**
	Market, Corn Square, Leominster	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	**£0.09**	£0.00	**£0.09**
	Survival Wholefoods, Prince of Wales Business Park, Leominster	£0.00	£0.00	£0.00	£0.09	£0.05	£0.00	£0.00	**£0.14**	£0.00	**£0.14**
	Central Bakery, West Street, Leominister	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	Organic & Wholefoods, West Street, Leominster	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	Wynnstay, Southern Avenue, Leominster	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	McColls, South Street, Leominster	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	**£0.05**	£0.00	**£0.05**
	Within Leominster	**£0.60**	**£6.33**	**£1.91**	**£34.97**	**£1.23**	**£0.00**	**£0.22**	**£45.25**	£4.81	**£50.06**
	Outside Leominster	**£0.00**	**£0.00**	**£0.00**	**£1.27**	**£0.00**	**£0.00**	**£0.00**	**£1.27**		**£1.27**
	Local stores, Shobdon	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	**£0.42**	£0.00	**£0.42**
	Local stores, Yarpole	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	**£0.27**	£0.00	**£0.27**
	Local stores, Wigmore	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	**£0.26**	£0.00	**£0.26**
	Local stores, Kingsland	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	**£0.23**	£0.00	**£0.23**
	Local stores, Pembridge	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	**£0.09**	£0.00	**£0.09**
	Total Zone 3	**£0.60**	**£6.33**	**£1.91**	**£36.25**	**£1.23**	**£0.00**	**£0.22**	**£46.53**		**£51.34**
Zone 4 - Bromyard	Welcome (Co-op), Bromyard	£0.18	£0.17	£0.00	£0.24	£6.34	£0.00	£0.00	**£6.93**	£1.39	**£8.32**
	Bromyard Centre	£0.00	£0.28	£0.00	£0.07	£1.59	£0.00	£0.00	**£1.94**	£0.00	**£1.94**
	Legges, High Street, Bromyard	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	**£0.15**	£0.00	**£0.15**
	C&C Laming, High Street, Bromyard	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	**£0.15**	£0.00	**£0.15**
	Co-op, High Street, Bromyard	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	**£0.15**	£0.00	**£0.15**
	McColls, Hatton Park, Bromyard	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	Stars, High Street, Bromyard	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	**£0.07**	£0.00	**£0.07**
	Within Bromyard	**£0.18**	**£0.45**	**£0.00**	**£0.31**	**£8.52**	**£0.00**	**£0.00**	**£9.45**	£0.00	**£9.45**
	Total Zone 4	**£0.18**	**£0.45**	**£0.00**	**£0.31**	**£8.52**	**£0.00**	**£0.00**	**£9.45**		**£9.45**
Zone 5 - Ledbury	Tesco, Orchard Lane, Ledbury	£0.17	£0.36	£0.00	£0.09	£0.26	£13.35	£0.11	**£14.35**	£2.15	**£16.50**
	Co-op, Ledbury	£0.17	£0.63	£0.00	£0.00	£0.00	£4.46	£0.05	**£5.30**	£0.53	**£5.83**
	Local stores, Ledbury	£0.00	£0.10	£0.00	£0.00	£0.00	£2.22	£0.00	**£2.32**	£0.35	**£2.67**
	Abbey Bakery, Bye Street, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£1.81	£0.07	**£1.88**	£0.00	**£1.88**
	Spar, High Street, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£0.07	**£0.82**	£0.00	**£0.82**
	One Stop, The Homend, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	**£0.38**	£0.00	**£0.38**
	Handley Organics, The Homend, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	**£0.15**	£0.00	**£0.15**
	Gladwins, New Street, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	**£0.15**	£0.00	**£0.15**
	Jenkins, The Homend, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	**£0.15**	£0.00	**£0.15**
	Greggs, High Street, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	**£0.14**	£0.00	**£0.14**
	LDA Meats, Lynden Business Park, New Mills, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	**£0.09**	£0.00	**£0.09**
	Farmers Market, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	**£0.07**	£0.00	**£0.07**
	Within Ledbury	**£0.34**	**£1.09**	**£0.00**	**£0.09**	**£0.26**	**£23.72**	**£0.28**	**£25.79**	£3.03	**£28.82**
	Outside Ledbury	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.15**	**£0.00**	**£0.15**		**£0.15**
	Local stores, Much Marcle	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	**£0.15**	£0.00	**£0.15**
	Total Zone 5	**£0.34**	**£1.09**	**£0.00**	**£0.09**	**£0.26**	**£23.88**	**£0.28**	**£25.95**		**£28.98**
Zone 6 - Ross-on-Wye	Morrisons, Ross-on-Wye	£0.43	£1.28	£0.00	£0.00	£0.00	£0.34	£14.98	**£17.03**	£2.55	**£19.58**
	Sainsbury's, The Maltings, Ross-on-Wye	£0.17	£0.69	£0.00	£0.00	£0.00	£0.09	£6.49	**£7.44**	£0.74	**£8.18**
	One Stop, Gloucester Road, Ross-on-Wye	£0.27	£0.10	£0.00	£0.00	£0.00	£0.00	£4.78	**£5.15**	£0.00	**£5.15**
	Local stores, Ross-on-Wye	£0.00	£0.17	£0.00	£0.07	£0.00	£0.00	£1.37	**£1.61**	£0.00	**£1.61**
	Spar, Broad Street, Ross-on-Wye	£0.16	£0.09	£0.00	£0.00	£0.00	£0.00	£1.21	**£1.46**	£0.00	**£1.46**
	Organic Shop, Broad Street, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	**£0.30**	£0.00	**£0.30**
	Colwell, High Street, Ross-on Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	**£0.07**	£0.00	**£0.07**
	Food Market, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	**£0.07**	£0.00	**£0.07**
	Brampton Stores, Springfield Road, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	**£0.06**	£0.00	**£0.06**
	Within Ross on Wye	**£1.02**	**£2.33**	**£0.00**	**£0.07**	**£0.00**	**£0.43**	**£29.32**	**£33.18**	£3.30	**£36.48**
	Outside Ross on Wye	**£0.17**	**£0.68**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.50**	**£1.34**		**£1.34**
	Londis, Wormelow	£0.17	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.65**	£0.00	**£0.65**
	Local stores, Bishopswood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	**£0.13**	£0.00	**£0.13**
	Local stores, Lea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	**£0.26**	£0.00	**£0.26**
	Local stores, Pengethly	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	**£0.20**	£0.00	**£0.20**
	Local stores, Gorsley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	**£0.06**	£0.00	**£0.06**
	Jollys, Goodrich, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	**£0.05**	£0.00	**£0.05**
	Total Zone 6	**£1.19**	**£3.02**	**£0.00**	**£0.07**	**£0.00**	**£0.43**	**£29.82**	**£34.52**		**£37.82**
Outside Catchment Area	Waitrose, Monmouth	£0.19	£0.54	£0.00	£0.00	£0.00	£0.00	£2.78	**£3.51**	£0.00	**£3.51**
	Waitrose, Great Malvern	£0.18	£0.20	£0.00	£0.00	£0.21	£1.72	£0.00	**£2.31**	£0.00	**£2.31**
	Morrisons, Malvern Retail Park, Roman Way, Malvern	£0.00	£0.10	£0.00	£0.07	£0.55	£1.46	£0.05	**£2.22**	£0.00	**£2.22**
	Co-op, Old Station Yard/Newport St, Hay-on-Wye	£0.00	£1.56	£0.18	£0.00	£0.00	£0.00	£0.00	**£1.74**	£0.00	**£1.74**
	Tesco, Gloucester	£0.00	£0.17	£0.00	£0.00	£0.00	£0.22	£0.72	**£1.12**	£0.00	**£1.12**
	Other	£0.62	£2.79	£0.06	£1.36	£0.52	£1.85	£5.48	**£12.69**	£0.00	**£12.69**
	Total Outside Overall Study Area	**£0.99**	**£5.36**	**£0.24**	**£1.43**	**£1.28**	**£5.25**	**£9.03**	**£23.58**	£0.00	**£23.58**
Total		**£116.21**	**£84.34**	**£10.00**	**£42.04**	**£14.29**	**£31.82**	**£42.83**	**£341.53**		**£366.12**

Notes
1. 2011 prices
2. Total available expenditure for goods category calculated by multiplying population from Table 1 by Table 4A
3. Inflow updated from 2007 Study based on Drivers Jonas Deloitte estimates

Table 7 - Convenience Goods Market Share of Centres

Zone	Total Available Expenditure 2012 (£m)	Expenditure Within the Centre by Residents of that Zone (£m)	Market Share of the Centre Within Home Zone (%)	Expenditure Within the Centre by Residents of Study Area (£m)	Market Share of the Centre From Study Area (%)
HEREFORD (Combined City/Rural)	£200.64	£166.54	**83.0%**	£179.77	**52.6%**
Kington	£10.00	£6.38	**63.9%**	£9.01	**2.6%**
Leominster	£42.04	£34.97	**83.2%**	£45.25	**13.2%**
Bromyard	£14.29	£8.52	**59.6%**	£9.45	**2.8%**
Ledbury	£31.82	£23.72	**74.6%**	£25.79	**7.6%**
Ross on Wye	£42.83	£29.32	**68.5%**	£33.18	**9.7%**
Total Overall Study Area	***£341.62***	***£269.47***	***78.9%***	***£302.45***	***88.5%***

Notes

1. 2011 prices
2. Total Available Expenditure figures taken from Table 4a
3. Turnover of facilities within each zone taken from Table 6

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 8 -Benchmark Convenience Goods Turnover 2012

Facility		Net Sales Floorspace (sq. m)	Proportion of Convenience Goods Floorspace (%)	Net Convenience Goods Floorspace (sq. m)	Turnover per sq. m 2012 (£)	Turnover 2012 (£m)	Turnover 2016 (£m)	Turnover 2021 (£m)	Turnover 2026 (£m)	Turnover 2031 (£m)
Hereford City	Aldi, Eign Street, Hereford	650	73.6%	478	£6,465	£3.09	£3.08	£3.10	£3.13	£3.16
	ASDA, Belmont Road, Hereford	4,177	56.7%	2,370	£12,915	£30.60	£30.48	£30.69	£31.00	£31.31
	Booker, Centurion Way, Hereford	4,908	80.0%	3,926	£2,000	£7.85	£7.82	£7.88	£7.95	£8.03
	Brampton Stores, Brampton Road, Hereford	116	90.0%	105	£2,000	£0.21	£0.21	£0.21	£0.21	£0.21
	Butter Market, High Town	815	10.0%	82	£2,000	£0.16	£0.16	£0.16	£0.17	£0.17
	Co-op, College Road, Hereford	121	81.4%	99	£6,917	£0.68	£0.68	£0.69	£0.69	£0.70
	Co-op, Grandstand Road, Hereford	1,332	81.4%	1,085	£6,917	£7.50	£7.47	£7.53	£7.60	£7.68
	Co-op, Ledbury Road, Hereford	98	81.4%	80	£6,917	£0.55	£0.55	£0.55	£0.56	£0.56
	Co-op, Whitecross Road, Hereford	175	81.4%	143	£6,917	£0.99	£0.98	£0.99	£1.00	£1.01
	Coterell Street Stores, Coterell Street, Hereford	25	100.0%	25	£2,000	£0.05	£0.05	£0.05	£0.05	£0.05
	Farm Foods, White Cross	400	97.0%	388	£5,416	£2.10	£2.09	£2.11	£2.13	£2.15
	Farmfoods, Belmont Road, Hereford	400	82.4%	329	£5,416	£1.78	£1.78	£1.79	£1.81	£1.83
	Fodder, Church Street, Hereford	96	100.0%	96	£3,000	£0.29	£0.29	£0.29	£0.29	£0.29
	Heggies, Yazor Road, Hereford	40	100.0%	40	£2,002	£0.08	£0.08	£0.08	£0.08	£0.08
	Iceland, Eign Gate, Hereford	394	97.0%	383	£5,743	£2.20	£2.19	£2.20	£2.23	£2.25
	Lidl, Brook Retail Park, Hereford	929	82.4%	765	£3,065	£2.34	£2.34	£2.35	£2.38	£2.40
	Marks & Spencer (Food Hall), High Town, Hereford	2,416	94.4%	2,281	£9,560	£21.81	£21.72	£21.88	£22.10	£22.32
	McColls, The Oval, Hereford	222	90.0%	200	£3,003	£0.60	£0.60	£0.60	£0.61	£0.61
	Morrisons, Commercial Road, Hereford	2,977	76.4%	2,273	£11,143	£25.33	£25.23	£25.40	£25.66	£25.92
	Newton Farm, The Oval, Hereford	30	100.0%	30	£2,000	£0.06	£0.06	£0.06	£0.06	£0.06
	Poundstretcher, Eign Gate, Hereford	320	20.0%	64	£3,000	£0.19	£0.19	£0.19	£0.19	£0.20
	Sainsburys, Barton Yard, Hereford	4,884	71.2%	3,477	£11,314	£39.34	£39.18	£39.45	£39.85	£40.25
	Stokes Stores, Hoarwithy Road, Hereford	50	100.0%	50	£3,000	£0.15	£0.15	£0.15	£0.15	£0.15
	Tesco Express, Tupsley	124	63.7%	79	£13,985	£1.10	£1.10	£1.11	£1.12	£1.13
	Tesco Metro, Bewell Street, Hereford	2,523	63.7%	1,607	£11,467	£18.42	£18.35	£18.48	£18.67	£18.85
	Tesco, Abbotsmead Road, Hereford	2,934	63.7%	1,868	£11,467	£21.42	£21.34	£21.49	£21.70	£21.92
	Tesco, Ledbury Road, Hereford	124	63.7%	79	£13,985	£1.10	£1.10	£1.11	£1.12	£1.13
	Welcome, Holme Lacy Road, Hereford	2,658	81.4%	2,164	£6,917	£14.97	£14.91	£15.02	£15.17	£15.32
	Total Hereford					**£205.00**	**£204.18**	**£205.61**	**£207.67**	**£209.76**
Kington	Co-op, Crabtree Road, Kington	461	81.4%	375	£6,917	£2.59	£2.58	£2.60	£2.63	£2.65
	Nisa, High Street, Kington	320	81.4%	261	£10,089	£2.63	£2.62	£2.64	£2.66	£2.69
	Spar, Church Street, Kington	350	81.4%	285	£6,792	£1.94	£1.93	£1.94	£1.96	£1.98
	Other Stores	400	100.0%	400	£3,000	£1.20	£1.20	£1.20	£1.22	£1.23
	Total Kington			**0**		**£8.36**	**£8.33**	**£8.38**	**£8.47**	**£8.55**
Leominster	Aldi, Dishley Road, Leominster	1,099	73.6%	809	£6,465	£5.23	£5.21	£5.24	£5.30	£5.35
	Morrisons, Leominster	2,462	76.4%	1,880	£11,143	£20.95	£20.87	£21.01	£21.23	£21.44
	Co-op Dishley Road, Leominster	756	81.4%	616	£6,917	£4.26	£4.24	£4.27	£4.32	£4.36
	Spar, Bargates, Leominster	189	81.4%	154	£6,792	£1.05	£1.04	£1.05	£1.06	£1.07
	Other Stores Leominster	575	70.0%	403	£3,000	£1.21	£1.20	£1.21	£1.22	£1.24
	Total Leominster			0		**£32.69**	**£32.56**	**£32.79**	**£33.12**	**£33.45**
Bromyard	Co-op, Tenbury Road, Bromyard	1,024	81.4%	834	£6,917	£5.77	£5.74	£5.79	£5.84	£5.90
	Co-op, High Street, Bromyard	278	81.4%	226	£6,917	£1.57	£1.56	£1.57	£1.59	£1.60
	Bromyard Centre	200	100.0%	200	£3,000	£0.60	£0.60	£0.60	£0.61	£0.61
	Total Bromyard			0		**£7.93**	**£7.90**	**£7.96**	**£8.04**	**£8.12**
Ledbury	Co-op, Ledbury	945	81.4%	769	£6,917	£5.32	£5.30	£5.34	£5.39	£5.44
	One Stop, The Homend, Ledbury	212	90.0%	191	£6,948	£1.33	£1.32	£1.33	£1.34	£1.36
	Spar, High Street, Ledbury	210	81.4%	171	£6,792	£1.16	£1.16	£1.16	£1.18	£1.19
	Tesco, Orchard Lane, Ledbury	1,175	63.7%	903	£11,467	£10.35	£10.31	£10.39	£10.49	£10.59
	Other Stores, Ledbury	1,248	70.0%	874	£3,000	£2.62	£2.61	£2.63	£2.66	£2.68
	Total Ledbury			0		**£20.78**	**£20.70**	**£20.85**	**£21.06**	**£21.27**
Ross on Wye	Morrisons, Ross-on-Wye	2,313	76.4%	1,766	£11,143	£19.68	£19.60	£19.74	£19.94	£20.14
	One Stop, Gloucester Road, Ross-on-Wye	139	90.0%	125	£6,948	£0.87	£0.87	£0.87	£0.88	£0.89
	Sainsbury's, The Maltings, Ross-on-Wye	1,005	71.2%	715	£11,314	£8.09	£8.06	£8.12	£8.20	£8.28
	Spar, High Street, Ross-on-Wye	231	81.4%	188	£6,792	£1.28	£1.27	£1.28	£1.29	£1.31
	Local stores, Ross-on-Wye	4,757	70.0%	3,330	£3,000	£9.99	£9.95	£10.02	£10.12	£10.22
	Total Ross on Wye					**£39.91**	**£39.75**	**£40.03**	**£40.43**	**£40.84**
Total						**£314.68**	**£313.42**	**£315.62**	**£318.79**	**£321.99**

Notes

1. 2011 prices
2. Floorspaces from IGD Foodstores (2011), Promap (2012), information obtained from Herefordshire Council and Drivers Jonas Deloitte site visit estimates
3. Gross:net ratios are derived from IGD (2011), Herefordshire Council data and Drivers Jonas Deloitte Deloitte estimates.
4. Convenience / Comparison split for named retailers derived from Retail Rankings (2012) and adjusted where store specific arrangement is known.
4. Sales density of named retailers derived from Retail Rankings (2012)
5. Turnover per sq m is based on Drivers Jonas Deloitte estimates where company averages are unavailable.
6. Net floorspace of 'Local Stores' in each Centre derived from GOAD Centres reports, with exception of Kington and Bromyard which are based on Drivers Jonas Deloitte estimates
7. Allowance for increased sales density applied using rates set out in Table C1
8. Tesco, Ledbury floorspace and comparison/convenience floorspace split taken from DPP Planning & Retail Study in support of application DMN/111554/E
9. Benchmark assessment based on stores named in survey results and as such may not fully record all floorspace

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 9a -Benchmark Assessment of Main Food Store Performance

		85% of Company Average Turnover 2012 (£m)	Survey Derived Turnover 2012 (£m)	Difference	Difference from Benchmark
Zone 1A - Hereford (City)	Aldi, Eign Street, Hereford	£3.09	£7.79	£4.70	152%
	ASDA, Belmont Road, Hereford	£30.60	£21.02	-£9.58	-31%
	Co-op, Grandstand Road, Hereford	£7.50	£5.19	-£2.31	-31%
	Co-op, Whitecross Road, Hereford	£0.99	£1.80	£0.82	83%
	Farm Foods, White Cross	£2.10	£0.90	-£1.20	-57%
	Iceland, Eign Gate, Hereford	£2.20	£2.29	£0.09	4%
	Lidl, Brook Retail Park, Hereford	£2.34	£4.23	£1.88	80%
	Marks & Spencer (Food Hall), High Town, Hereford	£21.81	£11.05	-£10.76	-49%
	Morrisons, Commercial Road, Hereford	£25.33	£34.87	£9.54	38%
	Sainsburys, Barton Yard, Hereford	£39.34	£37.47	-£1.87	-5%
	Tesco Express, Tupsley	£1.10	£2.78	£1.68	152%
	Tesco Metro, Bewell Street, Hereford	£18.42	£17.10	-£1.32	-7%
	Tesco, Abbotsmead Road, Hereford	£21.42	£32.45	£11.02	51%
	Total	**£176.26**	**£178.93**	**£2.67**	**2%**
Zone 2 - Kington	Co-op, Crabtree Road, Kington	£2.59	£5.66	£3.07	118%
	Nisa, High Street, Kington	£2.63	£1.26	-£1.37	-52%
	Total	**£5.22**	**£6.93**	**£1.70**	**33%**
Zone 3 - Leominster	Aldi, Dishley Road, Leominster	£5.23	£10.29	£5.06	97%
	Morrisons, Leominster	£20.95	£29.72	£8.77	42%
	Co-op Dishley Road, Leominster	£4.26	£5.44	£1.18	28%
	Total	**£30.44**	**£45.45**	**£15.01**	**49%**
Zone 4 - Bromyard	Co-op, High Street, Bromyard	£1.57	£1.94	£0.37	24%
	Co-op, Tenbury Road, Bromyard	£5.77	£8.32	£2.55	44%
	Total	**£7.33**	**£10.25**	**£2.92**	**40%**
Zone 5 - Ledbury	Co-op, Ledbury	£5.32	£5.83	£0.51	10%
	Tesco, Orchard Lane, Ledbury	£10.35	£16.50	£6.14	59%
	Total	**£15.68**	**£22.33**	**£6.65**	**42%**
Zone 6 - Ross-on-Wye	Morrisons, Ross-on-Wye	£19.68	£19.58	-£0.10	-1%
	Sainsbury's, The Maltings, Ross-on-Wye	£8.09	£8.18	£0.09	1%
	Total	**£27.77**	**£27.76**	**-£0.01**	**0%**
	Total	**£262.71**	**£291.65**	**£28.94**	**11.0%**

Above Benchmark (+ £0.5m)
Below Benchmark (- £0.5m)

Notes
1. 2011 prices

Table 8b - Indicative Over or Undertrading of Foodstores Within Overall Study Area

Over / Under Trading	2012
85% Benchmark Turnover of Main Convenience Stores in 2012 (£m)	£262.71
Survey Derived Turnover of All Named Facilities in 2012 (£m)	£291.65
Percentage Difference from National Averages (%)	11.0%

Notes
1. 2011 prices
2. Benchmark turnover of existing stores obtained from Table 8a
3. Survey derived turnover of existing stores obtained from Table 6
4. Turnover includes 'Other stores and centres'

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 10 - Benchmark Convenience Goods Turnover of Significant Commitments in 2012 Projected

Zone	Facility	Application Reference	Gross Floorspace (sq. m)	Net Sales Floorspace (sq. m)	Proportion of Convenience Goods Floorspace (%)	Net Convenience Goods Floorspace (sq. m)	Turnover per sq. m 2012 (£)	Turnover 2012 (£m)	Turnover 2016 (£m)	Turnover 2021 (£m)	Turnover 2026 (£m)	Turnover 2031 (£m)
Zone 1A	Hereford Retail Quarter - Waitrose	S103136/O	2,323	1,858	85.14%	1,582	£10,578	£14.23	£14.17	£14.27	£14.41	£14.56
	Hereford Retail Quarter - Other A1 Floorspace	S103136/O	14,339	11,471	5.00%	574	£3,000	£1.46	£1.46	£1.47	£1.48	£1.50
Zone 6	Aldi, Brookend Street, Ross on Wye	S102672/F	1,568	946	73.6%	696	£6,465	£3.83	£3.81	£3.84	£3.88	£3.92
Total Overall Study Area			**26,034**	**20,519**	**-**	**2,852**	**-**	**£19.51**	**£19.44**	**£19.57**	**£19.77**	**£19.97**

Notes

1. 2011 prices
2. Commitment data obtained from Herefordshire Council
3. Sales Density for named retailers based on company benchmarks derived from Verdict (2012) and Drivers Jonas Deloitte estimates for non-named retail floorspace
4. Hereford Retail Quarter net floorspace assumed to be 80% of gross
5. Hereford Retail Quarter 'other A1 floorspace' assumed to be 5% convenience goods floorspace / 95% comparison goods floorspace
6. Convenience goods sales densities projected forwards growth rates set out in Table C1
7. Comparison/Convenience floorspace split based on company averages where known
8. 15% deduction on turnover forecast

Table 11a - Additional Convenience Goods Floorspace based on Surplus Expenditure Capacity - Hereford City

Hereford City	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£200.64*	*£205.05*	*£215.07*	*£227.85*	*£241.94*
Market Share From Zone 1a & 1b (%)	*83.01%*	*83.01%*	*83.01%*	*83.01%*	*83.01%*
Survey Derived Turnover from Zone 1a & 1b (£m)	£166.54	£170.20	£178.52	£189.13	£200.82
Inflow from Other Study Area Zones (£m)	£13.22	£13.17	£13.26	£13.40	£13.53
Inflow From Outside Overall Catchment Area (£m)	£12.71	£12.66	£12.75	£12.88	£13.01
Survey Derived Turnover (£m)	**£192.48**	**£196.03**	**£204.53**	**£215.40**	**£227.36**
Benchmark Turnover of Existing Floorspace	£205.00	£204.18	£205.61	£207.67	£209.76
Benchmark Turnover of Commitments (£m)		£15.63	£15.74	£15.89	£16.05
Surplus Expenditure Capacity (£m)	**-£12.52**	**-£23.77**	**-£16.81**	**-£8.16**	**£1.55**
Top Four' Foodstore Turnover per sq. m (£)	£11,710	£11,663	£11,745	£11,862	£11,982
Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-1,645	-3,135	-2,202	-1,059	199
Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	**-1,069**	**-2,038**	**-1,431**	**-688**	**129**
Discounter' Foodstore Turnover per sq. m (£)	£5,091	£5,071	£5,106	£5,158	£5,209
Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-3,279	-6,250	-4,390	-2,111	396
Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	**-2,460**	**-4,687**	**-3,292**	**-1,583**	**297**

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4a
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments from the Overall Catchment Area taken from Table 10. Commitments show trading from 2012 to reflect pipeline capacity
6. Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by 85% of average convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons
7. Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by 85% average of convenience goods turnover per sq. m of Aldi, LIDL and Iceland
8. Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
9. Convenience goods sales densities projected forwards utilising rates set out in Table C1
10. Benchmark turnover of centre from Table 8, with 15% reduction to reflect local circumstance
11. Total Population from Table 1
12. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Table 11b - Additional Convenience Goods Floorspace based on Surplus Expenditure Capacity - Kington

Kington	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£10.00*	*£10.19*	*£10.65*	*£11.25*	*£11.90*
Market Share From Zone 2 (%)	*63.88%*	*63.88%*	*63.88%*	*63.88%*	*63.88%*
Survey Derived Turnover from Zone 2 (£m)	£6.38	£6.51	£6.80	£7.18	£7.60
Inflow from Other Study Area Zones (£m)	£2.62	£2.61	£2.63	£2.66	£2.69
Inflow From Outside Overall Catchment Area (£m)	£0.74	£0.74	£0.74	£0.75	£0.76
Total Turnover of Convenience Goods Facilities (£m)	**£9.75**	**£9.86**	**£10.18**	**£10.59**	**£11.04**
Benchmark Turnover of Existing Floorspace	£8.36	£8.33	£8.38	£8.47	£8.55
Benchmark Turnover of Commitments (£m)	£0.00	£0.00	£0.00	£0.00	£0.00
Surplus Expenditure Capacity (£m)	**£1.39**	**£1.53**	**£1.79**	**£2.12**	**£2.49**
Top Four' Foodstore Turnover per sq. m (£)	£11,710	£11,663	£11,745	£11,862	£11,982
Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	183	202	235	275	320
Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	**119**	**131**	**153**	**179**	**208**
Discounter' Foodstore Turnover per sq. m (£)	£5,091	£5,071	£5,106	£5,158	£5,209
Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	364	403	468	549	638
Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	**273**	**302**	**351**	**411**	**478**

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4a
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments from the Overall Catchment Area taken from Table 10. Commitments show trading from 2012 to reflect pipeline capacity
6. Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by 85% of average convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons
7. Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by 85% average of convenience goods turnover per sq. m of Aldi, LIDL and Iceland
8. Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
9. Convenience goods sales densities projected forwards utilising rates set out in Table C1
10. Benchmark turnover of centre from Table 8, with 15% reduction to reflect local circumstance
11. Total Population from Table 1
12. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Table 11c - Additional Convenience Goods Floorspace based on Surplus Expenditure Capacity - Leominster

Leominster	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£42.04*	*£44.49*	*£48.58*	*£53.41*	*£58.67*
Market Share From Zone 3 (%)	*83.2%*	*83.2%*	*83.2%*	*83.2%*	*83.2%*
Survey Derived Turnover from Zone 3 (£m)	£34.97	£37.01	£40.42	£44.43	£48.81
Inflow from Other Study Area Zones (£m)	£10.28	£10.24	£10.31	£10.41	£10.52
Inflow From Outside Overall Catchment Area (£m)	£4.81	£4.79	£4.83	£4.88	£4.92
Total Turnover of Convenience Goods Facilities (£m)	**£50.06**	**£52.04**	**£55.55**	**£59.72**	**£64.25**
Benchmark Turnover of Existing Floorspace	£32.69	£32.56	£32.79	£33.12	£33.45
Benchmark Turnover of Commitments (£m)	£0.00	£0.00	£0.00	£0.00	£0.00
Surplus Expenditure Capacity (£m)	**£17.37**	**£19.48**	**£22.76**	**£26.60**	**£30.80**
Top Four' Foodstore Turnover per sq. m (£)	£11,710	£11,663	£11,745	£11,862	£11,982
Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	2,282	2,570	2,982	3,450	3,955
Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	**1,483**	**1,670**	**1,938**	**2,242**	**2,571**
Discounter' Foodstore Turnover per sq. m (£)	£5,091	£5,071	£5,106	£5,158	£5,209
Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	4,549	5,122	5,943	6,876	7,883
Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	**3,412**	**3,842**	**4,458**	**5,157**	**5,912**

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4a
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments from the Overall Catchment Area taken from Table 10. Commitments show trading from 2012 to reflect pipeline capacity
6. Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by 85% of average convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons
7. Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by 85% average of convenience goods turnover per sq. m of Aldi, LIDL and Iceland
8. Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
9. Convenience goods sales densities projected forwards utilising rates set out in Table C1
10. Benchmark turnover of centre from Table 8, with 15% reduction to reflect local circumstance
11. Total Population from Table 1
12. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Herefordshire Council

Herefordshire Retail Study Update 2012

Convenience Goods Analysis

Table 11d - Additional Convenience Goods Floorspace based on Surplus Expenditure Capacity - Bromyard

Bromyard	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	£14.29	£14.76	£15.66	£16.78	£18.01
Market Share From Zone 4 (%)	59.6%	59.6%	59.6%	59.6%	59.6%
Survey Derived Turnover from Zone 4 (£m)	£8.52	£8.79	£9.33	£10.00	£10.73
Inflow from Other Study Area Zones (£m)	£0.93	£0.93	£0.94	£0.95	£0.96
Inflow From Outside Overall Catchment Area (£m)	£0.00	£0.00	£0.00	£0.00	£0.00
Total Turnover of Convenience Goods Facilities (£m)	**£9.45**	**£9.72**	**£10.27**	**£10.95**	**£11.69**
Benchmark Turnover of Existing Floorspace	£7.93	£7.90	£7.96	£8.04	£8.12
Benchmark Turnover of Commitments (£m)	£0.00	£0.00	£0.00	£0.00	£0.00
Surplus Expenditure Capacity (£m)	**£1.52**	**£1.82**	**£2.31**	**£2.91**	**£3.57**
Top Four' Foodstore Turnover per sq. m (£)	£11,710	£11,663	£11,745	£11,862	£11,982
Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	200	240	303	377	458
Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	**130**	**156**	**197**	**245**	**298**
Discounter' Foodstore Turnover per sq. m (£)	£5,091	£5,071	£5,106	£5,158	£5,209
Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	398	479	604	752	913
Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	**298**	**359**	**453**	**564**	**685**

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4a
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments from the Overall Catchment Area taken from Table 10. Commitments show trading from 2012 to reflect pipeline capacity
6. Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by 85% of average convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons
7. Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by 85% average of convenience goods turnover per sq. m of Aldi, LIDL and Iceland
8. Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
9. Convenience goods sales densities projected forwards utilising rates set out in Table C1
10. Benchmark turnover of centre from Table 8, with 15% reduction to reflect local circumstance
11. Total Population from Table 1
12. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Herefordshire Council
Herefordshire Retail Study Update 2012
Convenience Goods Analysis

Table 11e - Additional Convenience Goods Floorspace based on Surplus Expenditure Capacity - Ledbury

Ledbury	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£31.82*	*£32.65*	*£34.43*	*£36.65*	*£39.09*
Market Share From Zone 5 (%)	*74.6%*	*74.6%*	*74.6%*	*74.6%*	*74.6%*
Survey Derived Turnover from Zone 5 (£m)	£23.72	£24.35	£25.67	£27.33	£29.15
Inflow from Other Study Area Zones (£m)	£2.07	£2.06	£2.08	£2.10	£2.12
Inflow From Outside Overall Catchment Area (£m)	£3.03	£3.02	£3.04	£3.07	£3.10
Total Turnover of Convenience Goods Facilities (£m)	**£28.82**	**£29.43**	**£30.78**	**£32.49**	**£34.37**
Benchmark Turnover of Existing Floorspace	£20.78	£20.70	£20.85	£21.06	£21.27
Benchmark Turnover of Commitments (£m)	£0.00	£0.00	£0.00	£0.00	£0.00
Surplus Expenditure Capacity (£m)	**£8.04**	**£8.73**	**£9.94**	**£11.44**	**£13.10**
Top Four' Foodstore Turnover per sq. m (£)	£11,710	£11,663	£11,745	£11,862	£11,982
Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	1,056	1,151	1,302	1,483	1,682
Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	**687**	**748**	**846**	**964**	**1,093**
Discounter' Foodstore Turnover per sq. m (£)	£5,091	£5,071	£5,106	£5,158	£5,209
Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	2,105	2,295	2,595	2,957	3,353
Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	**1,579**	**1,721**	**1,946**	**2,218**	**2,515**

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4a
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments from the Overall Catchment Area taken from Table 10. Commitments show trading from 2012 to reflect pipeline capacity
6. Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by 85% of average convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons
7. Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by 85% average of convenience goods turnover per sq. m of Aldi, LIDL and Iceland
8. Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
9. Convenience goods sales densities projected forwards utilising rates set out in Table C1
10. Benchmark turnover of centre from Table 8, with 15% reduction to reflect local circumstance
11. Total Population from Table 1
12. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Herefordshire Council

Herefordshire Retail Study Update 2012

Convenience Goods Analysis

Table 11f - Additional Convenience Goods Floorspace based on Surplus Expenditure Capacity - Ross on Wye

Ross on Wye	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	£42.83	£43.93	£46.28	£49.23	£52.47
Market Share From Zone 6 (%)	68.5%	68.5%	68.5%	68.5%	68.5%
Survey Derived Turnover from Zone 6 (£m)	£29.32	£30.08	£31.68	£33.70	£35.92
Inflow from Other Study Area Zones (£m)	£4.70	£4.68	£4.72	£4.76	£4.81
Inflow From Outside Overall Catchment Area (£m)	£3.30	£3.28	£3.31	£3.34	£3.37
Total Turnover of Convenience Goods Facilities (£m)	**£37.32**	**£38.04**	**£39.71**	**£41.81**	**£44.11**
Benchmark Turnover of Existing Floorspace	£39.91	£39.75	£40.03	£40.43	£40.84
Benchmark Turnover of Commitments (£m)		£3.81	£3.84	£3.88	£3.92
Surplus Expenditure Capacity (£m)	**-£2.59**	**-£5.52**	**-£4.16**	**-£2.50**	**-£0.64**
Top Four' Foodstore Turnover per sq. m (£)	£11,710	£11,663	£11,745	£11,862	£11,982
Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-340	-728	-545	-325	-83
Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	**-221**	**-473**	**-354**	**-211**	**-54**
Discounter' Foodstore Turnover per sq. m (£)	£5,091	£5,071	£5,106	£5,158	£5,209
Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-678	-1,451	-1,087	-647	-165
Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	**-508**	**-1,088**	**-815**	**-485**	**-124**

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4a
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments from the Overall Catchment Area taken from Table 10. Commitments show trading from 2012 to reflect pipeline capacity
6. Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by 85% of average convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons
7. Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by 85% average of convenience goods turnover per sq. m of Aldi, LIDL and Iceland
8. Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
9. Convenience goods sales densities projected forwards utilising rates set out in Table C1
10. Benchmark turnover of centre from Table 8, with 15% reduction to reflect local circumstance
11. Total Population from Table 1
12. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Appendix 3 – Comparison Goods Capacity Assessment

Drivers Jonas Deloitte

Appendix 3 - Comparison Goods Capacity Assessment

This spreadsheet has been prepared for Herefordshire Council.

Job title:

Herefordshire Retail Study Update 2012

Client:
Herefordshire Council

Date:
December 2012

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 1 - Overall Catchment Area Population Projections

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	63,040	64,780	66,955	69,130	71,305
Zone 1B - Hereford (Rural)	41,077	41,458	41,934	42,411	42,887
Zone 2 - Kington	4,917	5,001	5,105	5,210	5,315
Zone 3 - Leominster	21,026	22,207	23,683	25,160	26,636
Zone 4 - Bromyard	7,561	7,789	8,075	8,360	8,645
Zone 5 - Ledbury	15,774	16,156	16,635	17,113	17,591
Zone 6 - Ross-on-Wye	20,518	21,001	21,606	22,210	22,814
Total Overall Study Area	**173,913**	**178,393**	**183,993**	**189,593**	**195,193**

Notes
1. 2011 base population taken from Experian Micromarketer during November 2012
2. Population growth for Market Towns 2011-2031 added per annum to Zones 1A & 2-6 based on population forecasts identified in Herefordshire Council Update to Local Housing Requirement Study 2012 by GL Hearn.
3. Population growth for 'rural areas' identified in GL Hearn Study has been apportioned to Zones 1B-6 based on 2010 proportions of population.

Table 2 - Overall Catchment Area Comparison Goods Expenditure Per Head Projections

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£2,716	£2,997	£3,458	£3,989	£4,602
Zone 1B - Hereford (Rural)	£3,054	£3,371	£3,888	£4,486	£5,175
Zone 2 - Kington	£2,617	£2,888	£3,332	£3,844	£4,434
Zone 3 - Leominster	£2,853	£3,149	£3,633	£4,191	£4,835
Zone 4 - Bromyard	£2,674	£2,951	£3,405	£3,928	£4,532
Zone 5 - Ledbury	£3,115	£3,439	£3,967	£4,577	£5,280
Zone 6 - Ross-on-Wye	£3,090	£3,410	£3,934	£4,539	£5,236
Total Overall Study Area	**£2,874**	**£3,172**	**£3,660**	**£4,222**	**£4,871**

Notes
1. 2011 prices
2. 2011 base expenditure per head taken from Experian Micromarketer during November 2012
3. 2011 base expenditure per head projected forwards utilising Experian Retail Planner Briefing Note 10 comparison goods forecast growth rates (See Table C1)

Table 3 - Overall Catchment Area Comparison Goods Expenditure Per Head Projections - With NSRT Deduction

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£2,447	£2,611	£2,913	£3,351	£3,864
Zone 1B - Hereford (Rural)	£2,751	£2,936	£3,276	£3,768	£4,345
Zone 2 - Kington	£2,358	£2,516	£2,807	£3,229	£3,723
Zone 3 - Leominster	£2,571	£2,743	£3,061	£3,521	£4,059
Zone 4 - Bromyard	£2,409	£2,571	£2,869	£3,300	£3,804
Zone 5 - Ledbury	£2,807	£2,995	£3,342	£3,844	£4,433
Zone 6 - Ross-on-Wye	£2,784	£2,970	£3,315	£3,813	£4,396
Total Overall Study Area	**£2,589**	**£2,763**	**£3,083**	**£3,546**	**£4,089**

Notes
1. 2011 prices
2. Base expenditure per head taken from Table 2
3. NSRT deductions for each year taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 10, September 2012 (See Table C1)

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 4 - Total Available Comparison Goods Expenditure

Zone	2012	2016	2021	2026	2031
Zone 1A - Hereford (City)	£154.24	£169.12	£195.06	£231.65	£275.49
Zone 1B - Hereford (Rural)	£113.02	£121.71	£137.38	£159.81	£186.32
Zone 2 - Kington	£11.59	£12.58	£14.33	£16.82	£19.79
Zone 3 - Leominster	£54.05	£60.91	£72.49	£88.58	£108.12
Zone 4 - Bromyard	£18.22	£20.02	£23.16	£27.58	£32.89
Zone 5 - Ledbury	£44.28	£48.39	£55.60	£65.79	£77.97
Zone 6 - Ross-on-Wye	£57.12	£62.38	£71.61	£84.68	£100.29
Total Overall Study Area	**£452.51**	**£495.12**	**£569.63**	**£674.91**	**£800.87**

Notes
1. 2011 prices
2. Total available convenience goods expenditure calculated by multiplying population from Table 1 by expenditure per head with NSRT deduction from Table 3

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5a - First Choice Clothing and Footwear Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 1A - Hereford (City)	**Hereford City Centre**	62.5%	£18.36	67.6%	£13.59	69.1%	£1.48	61.0%	£6.03	47.9%	£1.58	30.6%	£2.42	33.5%	£3.34	£46.79
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Argos, Maylord Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bonmarche, St Peters Street, Hereford	1.6%	£0.48	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.57
	Butter Market, High Town, Hereford	0.0%	£0.00	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Marks & Spencer, High Town, Hereford	9.4%	£2.77	7.2%	£1.45	1.8%	£0.04	0.8%	£0.08	9.6%	£0.32	2.0%	£0.16	2.2%	£0.22	£5.04
	Monsoon, High Town, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Next, The Atrium, Maylord Orchards, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Family Furnishers Limited, Catherine Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	TK Maxx, Trinity Square, Hereford	0.3%	£0.10	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.19
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	New Look, High Street, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Philip Morris, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Primark, Widemarsh Street, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Stead & Simpson, Eign Gate, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Hereford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Waterstones, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Outside Hereford City Centre															
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	ASDA Barton Way, Hereford	1.6%	£0.48	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	0.0%	£0.00	£0.52
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	B&Q, Holmer Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Dunelm, Spur Retail Park, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Retail Park	0.0%	£0.00	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.08	0.0%	£0.00	£0.17
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Holmer Road Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Homebase, Three Elm Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rockfield DIY, Station Approach	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Abbotsmead Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sainsbury's, Barton Yard, Hereford	1.0%	£0.29	0.5%	£0.09	0.0%	£0.00	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.52
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 1A	**78.8%**	**£23.14**	**77.5%**	**£15.59**	**70.9%**	**£1.52**	**62.7%**	**£6.20**	**58.9%**	**£1.94**	**33.7%**	**£2.66**	**36.3%**	**£3.61**	£54.65
Zone 1B - Hereford (Rural)	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Madley	0.0%	£0.00	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 1B	**0.0%**	**£0.00**	**0.5%**	**£0.09**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	£0.09
Zone 2 - Kington	**Kington**	0.0%	£0.00	0.0%	£0.00	10.9%	£0.23	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.32
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Grapevine, Kington	0.0%	£0.00	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pennells, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 2	**0.0%**	**£0.00**	**0.5%**	**£0.09**	**10.9%**	**£0.23**	**0.8%**	**£0.08**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	£0.41
Zone 3 - Leominster	**Leominster**	0.0%	£0.00	0.5%	£0.09	5.5%	£0.12	18.6%	£1.84	2.7%	£0.09	0.0%	£0.00	0.5%	£0.05	£2.20
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Somerfield Dishley Road, Leominster	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Aldi, Leominster	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 3	**0.7%**	**£0.19**	**0.5%**	**£0.09**	**5.5%**	**£0.12**	**19.5%**	**£1.93**	**2.7%**	**£0.09**	**0.0%**	**£0.00**	**0.5%**	**£0.05**	£2.47

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5a - First Choice Clothing and Footwear Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.5%	£0.18	0.0%	£0.00	0.0%	£0.00	£0.18
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 4	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.5%	£0.18	0.0%	£0.00	0.0%	£0.00	£0.18
Zone 5 - Ledbury	**Ledbury**	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	14.3%	£1.13	0.5%	£0.05	£1.32
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 5	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	14.3%	£1.13	0.5%	£0.05	£1.32
Zone 6 - Ross-on-Wye	Ross on Wye	1.3%	£0.38	1.8%	£0.36	1.8%	£0.04	0.8%	£0.08	0.0%	£0.00	1.0%	£0.08	15.4%	£1.53	£2.48
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.11	£0.11
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.05
	Morrisons, Ross-on-Wye	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Ross Labels	1.3%	£0.38	4.1%	£0.82	0.0%	£0.00	0.8%	£0.08	0.0%	£0.00	2.0%	£0.16	7.7%	£0.77	£2.21
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 6	2.9%	£0.86	5.9%	£1.18	1.8%	£0.04	1.7%	£0.17	0.0%	£0.00	3.1%	£0.24	24.7%	£2.46	£4.95
Outside Catchment Area	Abergavenny	0.0%	£0.00	2.3%	£0.45	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.51
	Ashton-under-Lyne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bath	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.08	0.5%	£0.05	£0.23
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Birmingham	1.0%	£0.29	0.0%	£0.00	1.8%	£0.04	0.0%	£0.00	0.0%	£0.00	1.0%	£0.08	0.5%	£0.05	£0.46
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Blackpool	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Bournemouth	0.0%	£0.00	0.0%	£0.00	1.8%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.04
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bristol	1.6%	£0.48	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.7%	£0.27	£0.84
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Camarthen	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Cardiff	3.6%	£1.05	3.6%	£0.72	0.0%	£0.00	2.5%	£0.25	0.0%	£0.00	0.0%	£0.00	1.6%	£0.16	£2.19
	Cheltenham	1.6%	£0.48	2.3%	£0.45	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	11.2%	£0.89	7.7%	£0.77	£2.58
	Chester	0.0%	£0.00	0.9%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Cwmbran	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.11	£0.11
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Glasgow	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Gloucester	1.6%	£0.48	0.9%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	11.2%	£0.89	13.7%	£1.37	£2.91
	Great Malvern	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	1.7%	£0.17	8.2%	£0.27	11.2%	£0.89	0.0%	£0.00	£1.42
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hay-on-Wye	0.0%	£0.00	0.5%	£0.09	3.6%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.17
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Kidderminster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.17
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Llantrisant	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	London	0.3%	£0.10	1.4%	£0.27	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.42
	Ludlow	0.0%	£0.00	0.0%	£0.00	1.8%	£0.04	1.7%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.21
	Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.1%	£0.14	9.2%	£0.73	1.1%	£0.11	£0.97
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Monmouth	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.11	£0.21
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Newport	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.05
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Norwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Poole	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.4%	£0.44	£0.53
	Presteigne	0.0%	£0.00	0.5%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.09
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.05
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.17	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.17
	Slough	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Stratford-upon-Avon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Swansea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Telford	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.8%	£0.08	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.18
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Cotswolds	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Walsall	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.10
	Wareham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Weymouth	0.3%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.15
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Worcester	3.3%	£0.96	2.7%	£0.54	1.8%	£0.04	3.4%	£0.34	19.2%	£0.63	4.1%	£0.32	0.0%	£0.00	£2.83
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.05	£0.05
	Total Outside Overall Catchment Area	**17.3%**	**£5.07**	**15.3%**	**£3.08**	**10.9%**	**£0.23**	**15.3%**	**£1.51**	**31.5%**	**£1.04**	**49.0%**	**£3.87**	**37.9%**	**£3.78**	£18.57
Total		100.0%	£29.35	100.0%	£20.12	100.0%	£2.14	100.0%	£9.89	100.0%	£3.29	100.0%	£7.90	100.0%	£9.96	£82.64

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)
4. Assumes 70% clothing/footwear expenditure spent at first choice location

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5b - Second Choice Clothing and Footwear Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
	Hereford	20.4%	£2.57	15.2%	£1.31	21.7%	£0.20	33.7%	£1.43	31.1%	£0.44	18.9%	£0.64	22.1%	£0.94	**£7.53**
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, Maylord Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bonmarche, St Peters Street, Hereford	1.1%	£0.14	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	3.3%	£0.05	0.0%	£0.00	0.0%	£0.00	**£0.24**
	Butter Market, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.05**
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Marks & Spencer, High Town, Hereford	3.8%	£0.47	2.0%	£0.17	2.2%	£0.02	0.0%	£0.00	1.6%	£0.02	0.0%	£0.00	2.2%	£0.09	**£0.78**
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Family Furnishers Limited, Catherine Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.7%	£0.06	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.12**
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.6%	£0.02	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Philip Morris, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.05**
	Shoezone, Eign Gate, Hereford	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Tesco, Hereford	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
Zone 1A - Hereford (City)	Waterstones, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Outside Hereford City Centre															
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	ASDA Barton Way, Hereford	1.6%	£0.20	1.3%	£0.11	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.06	**£0.38**
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Holmer Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dunelm, Spur Retail Park, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	1.4%	£0.05	0.7%	£0.03	**£0.13**
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Holmer Road Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Three Elm Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Hereford	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Rockfield DIY, Station Approach	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Abbotsmead Road, Hereford	0.0%	£0.00	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, Barton Yard, Hereford	2.7%	£0.34	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.39**
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1A	**31.7%**	**£3.99**	**20.5%**	**£1.77**	**32.6%**	**£0.30**	**34.9%**	**£1.48**	**37.7%**	**£0.53**	**24.3%**	**£0.82**	**27.2%**	**£1.16**	**£10.06**
	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 1B - Hereford (Rural)	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oakchurch (Farmshop)	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1B	**0.0%**	**£0.00**	**0.7%**	**£0.06**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.06**
	Kington	0.0%	£0.00	1.3%	£0.11	4.3%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.15**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 2 - Kington	Pennells, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 2	**0.0%**	**£0.00**	**1.3%**	**£0.11**	**4.3%**	**£0.04**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.15**
	Leominster	0.5%	£0.07	6.0%	£0.51	10.9%	£0.10	12.0%	£0.51	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£1.24**
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 3 - Leominster	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Aldi, Leominster	0.0%	£0.00	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 3	**0.5%**	**£0.07**	**6.6%**	**£0.57**	**13.0%**	**£0.12**	**13.3%**	**£0.56**	**0.0%**	**£0.00**	**1.4%**	**£0.05**	**0.0%**	**£0.00**	**£1.37**

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5b - Second Choice Clothing and Footwear Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.3%	£0.05	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 4	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**3.3%**	**£0.05**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.05**
Zone 5 - Ledbury	**Ledbury**	0.0%	£0.00	1.3%	£0.11	0.0%	£0.00	0.0%	£0.00	1.6%	£0.02	5.4%	£0.18	0.0%	£0.00	**£0.32**
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.05**
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 5	**0.0%**	**£0.00**	**1.3%**	**£0.11**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**1.6%**	**£0.02**	**6.8%**	**£0.23**	**0.7%**	**£0.03**	**£0.40**
Zone 6 - Ross-on-Wye	Ross on Wye	1.6%	£0.20	6.0%	£0.51	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	1.4%	£0.05	11.0%	£0.47	**£1.28**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ross Labels	4.3%	£0.54	3.3%	£0.29	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	5.9%	£0.25	**£1.14**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 6	**6.5%**	**£0.81**	**9.3%**	**£0.80**	**2.2%**	**£0.02**	**1.2%**	**£0.05**	**0.0%**	**£0.00**	**2.7%**	**£0.09**	**17.6%**	**£0.75**	**£2.53**
Outside Catchment Area	Abergavenny	1.6%	£0.20	2.0%	£0.17	0.0%	£0.00	2.4%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.48**
	Ashton-under-Lyne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Banbury	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Bath	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	1.6%	£0.02	0.0%	£0.00	0.0%	£0.00	**£0.08**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Birmingham	5.4%	£0.68	2.6%	£0.23	2.2%	£0.02	1.2%	£0.05	1.6%	£0.02	2.7%	£0.09	0.0%	£0.00	**£1.09**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Frome	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Brighton	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Bristol	3.8%	£0.47	7.3%	£0.63	0.0%	£0.00	0.0%	£0.00	3.3%	£0.05	4.1%	£0.14	2.9%	£0.13	**£1.41**
	Brynmawr	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Camarthen	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cardiff	9.7%	£1.22	6.0%	£0.51	8.7%	£0.08	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	2.9%	£0.13	**£1.99**
	Cheltenham	7.5%	£0.95	10.6%	£0.91	2.2%	£0.02	1.2%	£0.05	0.0%	£0.00	13.5%	£0.46	12.5%	£0.53	**£2.92**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.10**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cwmbran	1.1%	£0.14	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.17**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dudley	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.05**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	2.7%	£0.34	6.6%	£0.57	0.0%	£0.00	1.2%	£0.05	1.6%	£0.02	16.2%	£0.55	23.5%	£1.00	**£2.54**
	Great Malvern	2.2%	£0.27	0.0%	£0.00	0.0%	£0.00	7.2%	£0.31	11.5%	£0.16	2.7%	£0.09	0.7%	£0.03	**£0.86**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hay-on-Wye	0.0%	£0.00	3.3%	£0.29	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.34**
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kidderminster	1.1%	£0.14	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.19**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leeds	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Liverpool	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llantrisant	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	London	0.0%	£0.00	4.0%	£0.34	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.41**
	Ludlow	0.0%	£0.00	1.3%	£0.11	4.3%	£0.04	8.4%	£0.36	1.6%	£0.02	0.0%	£0.00	0.0%	£0.00	**£0.53**
	Malvern	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.3%	£0.05	8.1%	£0.27	0.7%	£0.03	**£0.42**
	Manchester	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.10**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.10	3.3%	£0.05	0.0%	£0.00	0.0%	£0.00	**£0.15**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monmouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.2%	£0.09	**£0.09**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Newbury	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Newport	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Norwich	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Oxford	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Pembroke	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Poole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.2%	£0.09	**£0.09**
	Presteigne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shrewsbury	0.5%	£0.07	0.0%	£0.00	4.3%	£0.04	2.4%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.21**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerset	0.0%	£0.00	0.0%	£0.00	2.2%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stratford-upon-Avon	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swansea	1.1%	£0.14	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.14**
	Swindon Designer Outlet	0.0%	£0.00	0.7%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Telford	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Cotswolds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Trafford Centre, Manchester	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Ulverston	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.03	**£0.03**
	Windsor	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Worcester	15.6%	£1.96	13.2%	£1.14	17.4%	£0.16	14.5%	£0.61	29.5%	£0.42	12.2%	£0.41	1.5%	£0.06	**£4.77**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.05	0.0%	£0.00	**£0.05**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total	100.0%	£12.58	100.0%	£8.62	100.0%	£0.92	100.0%	£4.24	100.0%	£1.41	100.0%	£3.38	100.0%	£4.27	£35.42

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)
4. Assumes 70% clothing/footwear expenditure spent at first choice location

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5c - Furniture Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
	Hereford	50.2%	£8.08	56.3%	£7.32	37.0%	£0.49	34.3%	£2.11	26.7%	£0.57	9.4%	£0.48	20.0%	£1.26	**£20.32**
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, Maylord Street, Hereford	0.4%	£0.07	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.0%	£0.00	**£0.20**
	Bonmarche, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Butter Market, High Town, Hereford	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Carpets, Commercial Road, Hereford	2.1%	£0.34	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.41**
	Hereford Market Hall	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	1.9%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Marks & Spencer, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Family Furnishers Limited, Catherine Street, Hereford	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighthouse, Eign Gate, Hereford	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Carpetright, Hereford Retail Park, Newton Road, Hereford	1.7%	£0.27	1.6%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.53**
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Philip Morris, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Hereford	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
Zone 1A - Hereford (City)	*Waterstones, Commercial Street, Hereford*	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Outside Hereford City Centre	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Annetts,Three Elms Road Hereford	3.8%	£0.61	3.3%	£0.43	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.7%	£0.05	**£1.14**
	ASDA Barton Way, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Holmer Road	1.3%	£0.20	0.5%	£0.07	0.0%	£0.00	1.9%	£0.12	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.39**
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.8%	£0.13	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.0%	£0.00	**£0.19**
	DFS, Hereford Retail Park, Hereford	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dunelm, Spur Retail Park, Holmer Road, Hereford	1.3%	£0.20	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.0%	£0.00	**£0.33**
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Focus On Flooring, Hereford	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Retail Park	15.9%	£2.56	10.4%	£1.35	7.4%	£0.10	8.6%	£0.53	6.7%	£0.14	4.7%	£0.24	5.2%	£0.33	**£5.25**
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Holmer Road Retail Park	8.8%	£1.41	5.5%	£0.71	3.7%	£0.05	8.6%	£0.53	8.3%	£0.18	1.2%	£0.06	3.7%	£0.23	**£3.17**
	Homebase, Three Elm Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rockfield DIY, Station Approach	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.04	0.0%	£0.00	0.7%	£0.05	**£0.08**
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Abbotsmead Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, Barton Yard, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, College Road, Hereford	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Wyverne Flooring, Whitecross Road, Hereford	0.4%	£0.07	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.14**
	Total Zone 1A	**89.1%**	**£14.35**	**82.5%**	**£10.74**	**50.0%**	**£0.67**	**54.3%**	**£3.35**	**43.3%**	**£0.92**	**20.0%**	**£1.01**	**31.9%**	**£2.01**	**£33.05**
	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 1B - Hereford (Rural)	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Simply Stunning Furniture, The Park, Wormelow	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.11**
	Total Zone 1B	**0.8%**	**£0.13**	**0.5%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.7%**	**£0.05**	**£0.25**
	Kington	0.0%	£0.00	1.6%	£0.21	29.6%	£0.40	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.61**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 2 - Kington	*Pennells, High Street, Kington*	0.0%	£0.00	0.0%	£0.00	1.9%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 2	**0.0%**	**£0.00**	**1.6%**	**£0.21**	**31.5%**	**£0.42**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.63**
	Leominster	0.4%	£0.07	2.7%	£0.36	3.7%	£0.05	37.1%	£2.29	1.7%	£0.04	0.0%	£0.00	0.7%	£0.05	**£2.84**
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 3 - Leominster	*The Original Factory Shop, Broad Street, Leominster*	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Aldi, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Total Zone 3	**0.4%**	**£0.07**	**2.7%**	**£0.36**	**3.7%**	**£0.05**	**38.1%**	**£2.35**	**1.7%**	**£0.04**	**0.0%**	**£0.00**	**0.7%**	**£0.05**	**£2.90**

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5c - Furniture Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	31.7%	£0.68	0.0%	£0.00	0.0%	£0.00	**£0.75**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 4	**0.0%**	**£0.00**	**0.5%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**31.7%**	**£0.68**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.75**
Zone 5 - Ledbury	**Ledbury**	1.3%	£0.20	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	44.7%	£2.27	1.5%	£0.09	**£2.63**
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crystal Warehouse, Ledbury	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	0.0%	£0.00	4.7%	£0.24	0.0%	£0.00	**£0.36**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 5	**1.7%**	**£0.27**	**0.5%**	**£0.07**	**0.0%**	**£0.00**	**1.0%**	**£0.06**	**0.0%**	**£0.00**	**49.4%**	**£2.51**	**1.5%**	**£0.09**	**£3.00**
Zone 6 - Ross-on-Wye	Ross on Wye	0.4%	£0.07	1.6%	£0.21	1.9%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	24.4%	£1.54	**£1.85**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.09	**£0.09**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ross Labels	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 6	**0.4%**	**£0.07**	**2.2%**	**£0.28**	**1.9%**	**£0.02**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**27.4%**	**£1.73**	**£2.11**
Outside Catchment Area	Abergavenny	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ashton-under-Lyne	0.8%	£0.13	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.13**
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bath	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Birmingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.04	0.0%	£0.00	0.7%	£0.05	**£0.08**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bristol	0.0%	£0.00	2.7%	£0.36	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.12	4.4%	£0.28	**£0.76**
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Camarthen	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cardiff	1.3%	£0.20	2.2%	£0.28	3.7%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.2%	£0.14	**£0.68**
	Cheltenham	1.7%	£0.27	1.1%	£0.14	0.0%	£0.00	1.0%	£0.06	1.7%	£0.04	8.2%	£0.42	4.4%	£0.28	**£1.20**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Coleford	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.09	**£0.16**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crumlin	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Cwmbran	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.04	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	0.4%	£0.07	0.5%	£0.07	1.9%	£0.02	0.0%	£0.00	1.7%	£0.04	9.4%	£0.48	13.3%	£0.84	**£1.52**
	Great Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.04	2.4%	£0.12	0.7%	£0.05	**£0.20**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.0%	£0.00	**£0.06**
	Hay-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kidderminster	0.0%	£0.00	0.5%	£0.07	1.9%	£0.02	1.9%	£0.12	5.0%	£0.11	0.0%	£0.00	0.0%	£0.00	**£0.32**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LLandudno	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Llanidloes	0.4%	£0.07	0.5%	£0.07	1.9%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.16**
	Llantrisant	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	London	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.12**
	Ludlow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.0%	£0.00	**£0.06**
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.04	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monmouth	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	1.5%	£0.09	**£0.22**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.06	0.7%	£0.05	**£0.11**
	Newport	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Norwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.0%	£0.19	**£0.19**
	Presteigne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	3.7%	£0.05	1.0%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.11**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stratford-upon-Avon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.04	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Swansea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Telford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Cotswolds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.4%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.09	**£0.16**
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Worcester	0.4%	£0.07	0.5%	£0.07	0.0%	£0.00	1.9%	£0.12	6.7%	£0.14	3.5%	£0.18	0.7%	£0.05	**£0.62**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total	**100.0%**	**£16.10**	**100.0%**	**£13.01**	**100.0%**	**£1.33**	**100.0%**	**£6.16**	**100.0%**	**£2.13**	**100.0%**	**£5.07**	**100.0%**	**£6.32**	**£50.13**

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5d - Household Goods Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City) Market Share (%)	Zone 1A - Hereford (City) Flow of Expenditure (£m)	Zone 1B - Hereford (Rural) Market Share (%)	Zone 1B - Hereford (Rural) Flow of Expenditure (£m)	Zone 2 - Kington Market Share (%)	Zone 2 - Kington Flow of Expenditure (£m)	Zone 3 - Leominster Market Share (%)	Zone 3 - Leominster Flow of Expenditure (£m)	Zone 4 - Bromyard Market Share (%)	Zone 4 - Bromyard Flow of Expenditure (£m)	Zone 5 - Ledbury Market Share (%)	Zone 5 - Ledbury Flow of Expenditure (£m)	Zone 6 - Ross-on-Wye Market Share (%)	Zone 6 - Ross-on-Wye Flow of Expenditure (£m)	Total Flow of Expenditure From Catchment (£m)
Zone 1A - Hereford (City)	**Hereford**	45.7%	£1.66	53.8%	£1.67	52.4%	£0.17	36.1%	£0.50	33.9%	£0.16	21.1%	£0.24	18.8%	£0.28	£4.68
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Argos, Maylord Street, Hereford	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Bonmarche, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Butter Market, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Marks & Spencer, High Town, Hereford	1.3%	£0.05	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	1.4%	£0.02	0.7%	£0.01	£0.10
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Family Furnishers Limited, Catherine Street, Hereford	0.4%	£0.02	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.03
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.02	0.0%	£0.00	£0.03
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Greenlands, High Town, Hereford	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Philip Morris, Widemarsh Street, Hereford	1.3%	£0.05	0.6%	£0.02	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.08
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Poundstretcher, Eign Gate, Hereford	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Hereford	1.3%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	£0.06
	Waterstones, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Outside Hereford City Centre															
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	ASDA Barton Way, Hereford	3.5%	£0.13	3.0%	£0.09	0.0%	£0.00	2.1%	£0.03	5.4%	£0.03	0.0%	£0.00	0.7%	£0.01	£0.28
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	B&Q, Holmer Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Dunelm, Spur Retail Park, Holmer Road, Hereford	10.9%	£0.40	3.6%	£0.11	4.8%	£0.02	9.3%	£0.13	3.6%	£0.02	2.8%	£0.03	0.7%	£0.01	£0.71
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Retail Park	9.6%	£0.35	4.1%	£0.13	4.8%	£0.02	6.2%	£0.09	1.8%	£0.01	1.4%	£0.02	0.7%	£0.01	£0.61
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Holmer Road Retail Park	4.3%	£0.16	4.7%	£0.15	4.8%	£0.02	2.1%	£0.03	1.8%	£0.01	0.0%	£0.00	3.6%	£0.05	£0.41
	Homebase, Three Elm Road	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Hereford	2.2%	£0.08	1.2%	£0.04	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.13
	Rockfield DIY, Station Approach	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Abbotsmead Road, Hereford	2.6%	£0.09	1.2%	£0.04	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	£0.14
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sainsbury's, Barton Yard, Hereford	2.2%	£0.08	3.0%	£0.09	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.02	0.7%	£0.01	£0.20
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 1A	**86.5%**	**£3.14**	**78.1%**	**£2.42**	**66.7%**	**£0.21**	**57.7%**	**£0.80**	**51.8%**	**£0.25**	**29.6%**	**£0.34**	**26.1%**	**£0.39**	**£7.55**
Zone 1B - Hereford (Rural)	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.01
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Total Zone 1B	**0.0%**	**£0.00**	**0.6%**	**£0.02**	**0.0%**	**£0.00**	**1.0%**	**£0.01**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.03**
Zone 2 - Kington	**Kington**	0.0%	£0.00	1.8%	£0.05	14.3%	£0.05	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.12
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pennells, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.02
	Total Zone 2	**0.0%**	**£0.00**	**2.4%**	**£0.07**	**14.3%**	**£0.05**	**1.0%**	**£0.01**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.13**
Zone 3 - Leominster	**Leominster**	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	22.7%	£0.32	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	£0.34
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.01
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Aldi, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Leominster	0.4%	£0.02	1.2%	£0.04	2.4%	£0.01	5.2%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.13
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 3	**0.4%**	**£0.02**	**1.8%**	**£0.05**	**2.4%**	**£0.01**	**28.9%**	**£0.40**	**1.8%**	**£0.01**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.49**

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5d - Household Goods Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	16.1%	£0.08	0.0%	£0.00	0.0%	£0.00	**£0.08**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 4	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**19.6%**	**£0.09**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.09**
Zone 5 - Ledbury	**Ledbury**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	18.3%	£0.21	0.0%	£0.00	**£0.21**
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.8%	£0.03	0.0%	£0.00	**£0.03**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.02	0.0%	£0.00	**£0.02**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.8%	£0.03	0.0%	£0.00	**£0.03**
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 5	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**25.4%**	**£0.29**	**0.0%**	**£0.00**	**£0.29**
Zone 6 - Ross-on-Wye	Ross on Wye	0.0%	£0.00	1.8%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.02	26.8%	£0.40	**£0.47**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	5.1%	£0.08	**£0.09**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ross Labels	0.0%	£0.00	1.2%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.2%	£0.03	**£0.07**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 6	**0.0%**	**£0.00**	**3.0%**	**£0.09**	**0.0%**	**£0.00**	**1.0%**	**£0.01**	**0.0%**	**£0.00**	**1.4%**	**£0.02**	**34.1%**	**£0.50**	**£0.63**
Outside Catchment Area	Abergavenny	0.0%	£0.00	1.2%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Ashton-under-Lyne	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bath	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Birmingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.01	**£0.01**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.01	**£0.01**
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bristol	1.7%	£0.06	5.3%	£0.16	4.8%	£0.02	1.0%	£0.01	0.0%	£0.00	5.6%	£0.06	5.8%	£0.09	**£0.41**
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Camarthen	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Cardiff	4.8%	£0.17	3.0%	£0.09	7.1%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.02	**£0.31**
	Cheltenham	1.7%	£0.06	1.8%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	12.7%	£0.14	4.3%	£0.06	**£0.33**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cwmbran	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	1.3%	£0.05	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	15.5%	£0.18	14.5%	£0.21	**£0.47**
	Great Malvern	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	5.4%	£0.03	2.8%	£0.03	0.0%	£0.00	**£0.09**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hay-on-Wye	0.0%	£0.00	0.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	High Wycombe	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Kidderminster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llantrisant	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	London	0.0%	£0.00	1.2%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Ludlow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.1%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	1.4%	£0.02	0.0%	£0.00	**£0.03**
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monmouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£0.04	**£0.04**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newport	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	2.4%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Norwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.1%	£0.08	**£0.08**
	Presteigne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.01	**£0.01**
	Stratford-upon-Avon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swansea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Telford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.01	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.01**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Cotswolds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.01	**£0.01**
	Wednesbury	0.4%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.8%	£0.01	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Worcester	1.3%	£0.05	0.6%	£0.02	2.4%	£0.01	2.1%	£0.03	12.5%	£0.06	5.6%	£0.06	2.9%	£0.04	**£0.27**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Total		100.0%	£3.63	100.0%	£3.10	100.0%	£0.32	100.0%	£1.39	100.0%	£0.48	100.0%	£1.14	100.0%	£1.48	£11.54

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5e - Electrical Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
	Hereford	31.7%	£6.40	37.1%	£4.84	27.1%	£0.38	30.2%	£1.99	27.7%	£0.63	14.5%	£0.78	11.0%	£0.77	**£15.79**
	Aldi, Whitecross Road, Hereford	0.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Argos, Maylord Street, Hereford	1.4%	£0.28	1.0%	£0.13	1.7%	£0.02	0.0%	£0.00	1.5%	£0.04	0.0%	£0.00	0.7%	£0.05	**£0.51**
	Bonmarche, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Butter Market, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Euronics, The Wash House, Union Walk, Hereford	1.0%	£0.21	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.27**
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Marks & Spencer, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Family Furnishers Limited, Catherine Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Philip Morris, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poundstretcher, Eign Gate, Hereford	0.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Hereford	1.4%	£0.28	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.28**
Zone 1A - Hereford (City)	*Waterstones, Commercial Street, Hereford*	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whistance, Bridge Street, Hereford	0.3%	£0.07	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.14**
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Outside Hereford City Centre															
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	ASDA Barton Way, Hereford	2.0%	£0.41	0.5%	£0.07	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	0.0%	£0.00	2.1%	£0.14	**£0.68**
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Holmer Road	1.0%	£0.21	1.0%	£0.13	0.0%	£0.00	1.7%	£0.11	1.5%	£0.04	0.0%	£0.00	0.7%	£0.05	**£0.54**
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Comet, Holmer Road, Hereford	3.4%	£0.69	2.5%	£0.33	0.0%	£0.00	3.4%	£0.23	0.0%	£0.00	3.6%	£0.20	1.4%	£0.10	**£1.54**
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	9.9%	£1.99	7.6%	£0.99	3.4%	£0.05	2.6%	£0.17	4.6%	£0.11	3.6%	£0.20	2.8%	£0.19	**£3.70**
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dunelm, Spur Retail Park, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	English Audio, Whitecross Road, Hereford	0.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Retail Park	20.8%	£4.20	19.3%	£2.52	16.9%	£0.24	19.8%	£1.31	13.8%	£0.32	4.8%	£0.26	12.4%	£0.87	**£9.70**
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Holmer Road Retail Park	16.4%	£3.30	16.2%	£2.12	3.4%	£0.05	8.6%	£0.57	15.4%	£0.35	2.4%	£0.13	4.1%	£0.29	**£6.81**
	Homebase, Three Elm Road	0.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Hereford	2.0%	£0.41	1.5%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.61**
	Rockfield DIY, Station Approach	0.3%	£0.07	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.14**
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.04	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Abbotsmead Road, Hereford	1.7%	£0.34	1.0%	£0.13	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.48**
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, Barton Yard, Hereford	1.7%	£0.34	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.41**
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1A	**96.6%**	**£19.46**	**89.8%**	**£11.73**	**52.5%**	**£0.73**	**67.2%**	**£4.44**	**66.2%**	**£1.51**	**28.9%**	**£1.57**	**36.6%**	**£2.56**	**£42.00**
	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 1B - Hereford (Rural)	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weobley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1B	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.00**
	Kington	0.0%	£0.00	1.0%	£0.13	37.3%	£0.52	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.65**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Zone 2 - Kington	*Pennells, High Street, Kington*	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	1.7%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	1.7%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 2	**0.0%**	**£0.00**	**1.0%**	**£0.13**	**40.7%**	**£0.57**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.70**

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5e - Electrical Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City) Market Share (%)	Zone 1A - Hereford (City) Flow of Expenditure (£m)	Zone 1B - Hereford (Rural) Market Share (%)	Zone 1B - Hereford (Rural) Flow of Expenditure (£m)	Zone 2 - Kington Market Share (%)	Zone 2 - Kington Flow of Expenditure (£m)	Zone 3 - Leominster Market Share (%)	Zone 3 - Leominster Flow of Expenditure (£m)	Zone 4 - Bromyard Market Share (%)	Zone 4 - Bromyard Flow of Expenditure (£m)	Zone 5 - Ledbury Market Share (%)	Zone 5 - Ledbury Flow of Expenditure (£m)	Zone 6 - Ross-on-Wye Market Share (%)	Zone 6 - Ross-on-Wye Flow of Expenditure (£m)	Total Flow of Expenditure From Catchment (£m)
Zone 3 - Leominster	**Leominster**	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	20.7%	£1.37	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£1.43**
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Aldi, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Morrisons, Leominster	0.0%	£0.00	0.5%	£0.07	1.7%	£0.02	6.9%	£0.46	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.55**
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 3	**0.0%**	**£0.00**	**1.0%**	**£0.13**	**1.7%**	**£0.02**	**29.3%**	**£1.93**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£2.09**
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	6.2%	£0.14	0.0%	£0.00	0.0%	£0.00	**£0.14**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.1%	£0.07	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.04	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 4	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**10.8%**	**£0.25**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.25**
Zone 5 - Ledbury	**Ledbury**	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	37.3%	£2.03	0.7%	£0.05	**£2.14**
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.07	0.0%	£0.00	**£0.07**
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	6.0%	£0.33	0.0%	£0.00	**£0.33**
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 5	**0.0%**	**£0.00**	**0.5%**	**£0.07**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**44.6%**	**£2.42**	**0.7%**	**£0.05**	**£2.53**
Zone 6 - Ross-on-Wye	Ross on Wye	0.3%	£0.07	2.0%	£0.27	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	28.3%	£1.98	**£2.31**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.4%	£0.10	**£0.10**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.8%	£0.19	**£0.19**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	1.7%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.8%	£0.19	**£0.22**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ross Labels	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 6	**0.3%**	**£0.07**	**2.0%**	**£0.27**	**1.7%**	**£0.02**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**36.6%**	**£2.56**	**£2.91**
Outside Catchment Area	Abergavenny	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ashton-under-Lyne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bath	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Birmingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bristol	0.7%	£0.14	0.5%	£0.07	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	2.4%	£0.13	1.4%	£0.10	**£0.49**
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Camarthen	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cardiff	0.7%	£0.14	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	1.5%	£0.04	0.0%	£0.00	0.7%	£0.05	**£0.29**
	Cheltenham	0.7%	£0.14	1.5%	£0.20	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.8%	£0.26	1.4%	£0.10	**£0.69**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cwmbran	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	0.3%	£0.07	0.0%	£0.00	1.7%	£0.02	0.0%	£0.00	0.0%	£0.00	13.3%	£0.72	12.4%	£0.87	**£1.68**
	Great Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	6.2%	£0.14	1.2%	£0.07	0.0%	£0.00	**£0.21**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hay-on-Wye	0.0%	£0.00	1.0%	£0.13	1.7%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.16**
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kidderminster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llantrisant	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	London	0.0%	£0.00	0.5%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Ludlow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.1%	£0.07	3.6%	£0.20	0.0%	£0.00	**£0.27**
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monmouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.8%	£0.19	**£0.19**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Newport	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Norwich	0.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.1%	£0.29	**£0.29**
	Presteigne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stratford-upon-Avon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swansea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Telford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.04	0.0%	£0.00	0.0%	£0.00	**£0.04**
	The Cotswolds	0.3%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.7%	£0.05	**£0.05**
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Worcester	0.0%	£0.00	1.5%	£0.20	0.0%	£0.00	0.0%	£0.00	10.8%	£0.25	1.2%	£0.07	0.0%	£0.00	**£0.51**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Total		**100.0%**	**£20.15**	**100.0%**	**£13.05**	**100.0%**	**£1.40**	**100.0%**	**£6.60**	**100.0%**	**£2.28**	**100.0%**	**£5.42**	**100.0%**	**£6.99**	**£55.90**

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5f - DIY Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 1A - Hereford (City)	**Hereford**	24.6%	£2.86	26.8%	£3.00	10.2%	£0.12	9.2%	£0.47	20.9%	£0.36	3.3%	£0.13	7.0%	£0.39	**£7.33**
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, Maylord Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bonmarche, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Butter Market, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Marks & Spencer, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Family Furnishers Limited, Catherine Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Philip Morris, Widemarsh Street, Hereford	0.4%	£0.04	1.9%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.25**
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Waterstones, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Outside Hereford City Centre															
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	ASDA Barton Way, Hereford	0.4%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Holmer Road	33.8%	£3.92	20.7%	£2.32	8.5%	£0.10	11.0%	£0.57	19.4%	£0.33	5.5%	£0.21	10.2%	£0.56	**£8.02**
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dunelm, Spur Retail Park, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	1.7%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Hereford Retail Park	15.1%	£1.76	14.6%	£1.63	10.2%	£0.12	3.7%	£0.19	9.0%	£0.15	0.0%	£0.00	8.9%	£0.49	**£4.35**
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Holmer Road Retail Park	9.2%	£1.06	11.7%	£1.32	5.1%	£0.06	2.8%	£0.14	13.4%	£0.23	0.0%	£0.00	5.7%	£0.32	**£3.13**
	Homebase, Three Elm Road	3.9%	£0.45	3.3%	£0.37	0.0%	£0.00	0.0%	£0.00	1.5%	£0.03	0.0%	£0.00	0.0%	£0.00	**£0.84**
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Morrisons, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rockfield DIY, Station Approach	10.2%	£1.18	4.7%	£0.53	1.7%	£0.02	0.0%	£0.00	4.5%	£0.08	0.0%	£0.00	1.9%	£0.11	**£1.91**
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Abbotsmead Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, Barton Yard, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wickes, Widemarsh Street, Hereford	1.4%	£0.16	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.22**
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.4%	£0.04	0.9%	£0.11	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.15**
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1A	**99.3%**	**£11.51**	**86.4%**	**£9.69**	**37.3%**	**£0.45**	**26.6%**	**£1.37**	**68.7%**	**£1.18**	**8.8%**	**£0.34**	**33.8%**	**£1.86**	**£26.41**
Zone 1B - Hereford (Rural)	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.9%	£0.11	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.11**
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weobley	0.0%	£0.00	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1B	**0.0%**	**£0.00**	**1.4%**	**£0.16**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.16**
Zone 2 - Kington	**Kington**	0.0%	£0.00	1.4%	£0.16	35.6%	£0.43	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.59**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pennells, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.0%	£0.00	20.3%	£0.25	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.25**
	Total Zone 2	**0.0%**	**£0.00**	**1.4%**	**£0.16**	**55.9%**	**£0.68**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.84**
Zone 3 - Leominster	**Leominster**	0.0%	£0.00	0.9%	£0.11	5.1%	£0.06	38.5%	£1.99	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£2.15**
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Aldi, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	B&Q, Mill Street, Leominster	0.0%	£0.00	3.3%	£0.37	1.7%	£0.02	32.1%	£1.66	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£2.04**
	Morrisons, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 3	**0.0%**	**£0.00**	**4.2%**	**£0.47**	**6.8%**	**£0.08**	**72.5%**	**£3.74**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£4.29**

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5f - DIY Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	23.9%	£0.41	0.0%	£0.00	0.0%	£0.00	**£0.41**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.5%	£0.03	0.0%	£0.00	0.0%	£0.00	**£0.03**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 4	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**25.4%**	**£0.44**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.44**
Zone 5 - Ledbury	**Ledbury**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	44.0%	£1.71	0.0%	£0.00	**£1.71**
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	38.5%	£1.49	0.6%	£0.04	**£1.53**
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.04	0.0%	£0.00	**£0.04**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 5	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**83.5%**	**£3.24**	**0.6%**	**£0.04**	**£3.28**
Zone 6 - Ross-on-Wye	Ross on Wye	0.4%	£0.04	1.9%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	29.9%	£1.65	**£1.90**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	7.0%	£0.39	**£0.39**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.6%	£0.04	**£0.04**
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ross Labels	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.6%	£0.04	**£0.04**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.6%	£0.04	**£0.04**
	Total Zone 6	**0.4%**	**£0.04**	**2.3%**	**£0.26**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**38.9%**	**£2.14**	**£2.45**
Outside Catchment Area	Abergavenny	0.0%	£0.00	1.4%	£0.16	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.16**
	Ashton-under-Lyne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bath	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Birmingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bristol	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.6%	£0.04	**£0.04**
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Camarthen	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cardiff	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cheltenham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.04	0.6%	£0.04	**£0.08**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cwmbran	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.3%	£0.13	14.0%	£0.77	**£0.90**
	Great Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.04	0.0%	£0.00	**£0.04**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hay-on-Wye	0.0%	£0.00	2.3%	£0.26	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.26**
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kidderminster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llantrisant	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	London	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ludlow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.9%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.3%	£0.07	**£0.07**
	Monmouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.5%	£0.14	**£0.14**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.2%	£0.09	0.6%	£0.04	**£0.12**
	Newport	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Norwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.1%	£0.28	**£0.28**
	Presteigne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stratford-upon-Avon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swansea	0.4%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.04**
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Telford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Cotswolds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.6%	£0.04	**£0.04**
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Worcester	0.0%	£0.00	0.5%	£0.05	0.0%	£0.00	0.0%	£0.00	6.0%	£0.10	0.0%	£0.00	1.3%	£0.07	**£0.23**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
Total		100.0%	£11.59	100.0%	£11.22	100.0%	£1.22	100.0%	£5.16	100.0%	£1.73	100.0%	£3.88	100.0%	£5.51	£40.30

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5g - Chemist Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 1A - Hereford (City)	**Hereford**	47.3%	£9.66	44.9%	£6.37	15.6%	£0.22	4.7%	£0.31	12.2%	£0.28	3.9%	£0.23	2.6%	£0.19	**£17.27**
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, Maylord Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bonmarche, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Butter Market, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Early Learning Centre, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Fodder, Church Street, Hereford	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	HMV, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Marks & Spencer, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Taylors, St Owens Street, Hereford	1.8%	£0.37	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	1.2%	£0.03	0.0%	£0.00	0.0%	£0.00	**£0.46**
	The Family Furnishers Limited, Catherine Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Works, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, High Street, Hereford	12.0%	£2.45	9.8%	£1.40	1.6%	£0.02	3.1%	£0.21	2.4%	£0.06	1.0%	£0.06	0.0%	£0.00	**£4.18**
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Chave & Jackson, Broad Street, Hereford	0.6%	£0.12	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.30**
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jones, Broad Street, Hereford	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Philip Morris, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Eign Gate, Hereford	1.8%	£0.37	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.37**
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Hereford	3.9%	£0.79	1.3%	£0.18	1.6%	£0.02	0.0%	£0.00	1.2%	£0.03	0.0%	£0.00	0.5%	£0.04	**£1.07**
	Waterstones, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	WHSmith, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Outside Hereford City Centre	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	ASDA Barton Way, Hereford	6.0%	£1.22	2.6%	£0.36	0.0%	£0.00	0.0%	£0.00	2.4%	£0.06	0.0%	£0.00	0.0%	£0.00	**£1.64**
	Belmont Road Park	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Bobblestock, Hereford	0.3%	£0.06	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.12**
	B&Q, Holmer Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Day Lewis, Grandstand Road, Hereford	0.9%	£0.18	0.9%	£0.12	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.30**
	Dunelm, Spur Retail Park, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Retail Park	0.0%	£0.00	0.9%	£0.12	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Holmer Road Retail Park	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Homebase, Three Elm Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Hereford	4.2%	£0.86	3.8%	£0.55	0.0%	£0.00	0.0%	£0.00	2.4%	£0.06	0.0%	£0.00	0.0%	£0.00	**£1.46**
	Rockfield DIY, Station Approach	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Gorsty Lane, Hereford	2.4%	£0.49	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.49**
	Tesco, Abbotsmead Road, Hereford	6.0%	£1.22	3.4%	£0.49	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£1.71**
	Tupsley	0.6%	£0.12	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, Barton Yard, Hereford	4.2%	£0.86	3.8%	£0.55	1.6%	£0.02	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	0.0%	£0.00	**£1.48**
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Quay House, Westfaling Street, Hereford	0.6%	£0.12	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.18**
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 1A	**93.7%**	**£19.14**	**74.4%**	**£10.56**	**20.3%**	**£0.29**	**7.8%**	**£0.52**	**22.0%**	**£0.50**	**5.9%**	**£0.35**	**3.1%**	**£0.23**	**£31.58**
Zone 1B - Hereford (Rural)	Breinton, Hereford	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Clehonger	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ewyas Harold	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Fownhope, Hereford	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Much Birch, Hereford	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Orcop	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Peterchurch, Hereford	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weobley	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Whitney-on-Wye	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Total Zone 1B	**0.0%**	**£0.00**	**3.8%**	**£0.55**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.55**
Zone 2 - Kington	**Kington**	0.0%	£0.00	2.1%	£0.30	65.6%	£0.94	1.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£1.34**
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	4.7%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Grapevine, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.2%	£0.03	0.0%	£0.00	0.0%	£0.00	**£0.03**
	Pennells, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	1.6%	£0.02	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.02**
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Total Zone 2	**0.0%**	**£0.00**	**2.6%**	**£0.36**	**71.9%**	**£1.03**	**1.6%**	**£0.10**	**1.2%**	**£0.03**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£1.52**
Zone 3 - Leominster	**Leominster**	0.3%	£0.06	3.0%	£0.42	3.1%	£0.04	69.8%	£4.68	1.2%	£0.03	0.0%	£0.00	0.5%	£0.04	**£5.27**
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Corn Square, Leominster	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	7.8%	£0.52	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.70**
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.3%	£0.16	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.16**
	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Aldi, Leominster	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Leominster	0.0%	£0.00	2.6%	£0.36	1.6%	£0.02	5.4%	£0.36	2.4%	£0.06	0.0%	£0.00	0.0%	£0.00	**£0.81**
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.8%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Total Zone 3	**0.3%**	**£0.06**	**7.3%**	**£1.03**	**4.7%**	**£0.07**	**86.0%**	**£5.77**	**3.7%**	**£0.08**	**0.0%**	**£0.00**	**0.5%**	**£0.04**	**£7.05**

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5g - Chemist Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	51.2%	£1.17	0.0%	£0.00	0.0%	£0.00	**£1.23**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.06	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.06	0.0%	£0.00	0.0%	£0.00	**£0.06**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 4	**0.0%**	**£0.00**	**0.4%**	**£0.06**	**0.0%**	**£0.00**	0.0%	£0.00	56.1%	£1.29	0.0%	£0.00	0.0%	£0.00	£1.35
Zone 5 - Ledbury	**Ledbury**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	57.8%	£3.40	0.0%	£0.00	**£3.40**
	Boots, High Street, Ledbury	0.3%	£0.06	0.4%	£0.06	0.0%	£0.00	0.8%	£0.05	0.0%	£0.00	24.5%	£1.44	0.0%	£0.00	**£1.61**
	Co-op, Ledbury	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£0.17	0.0%	£0.00	**£0.17**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lower Road Trading Estate, Ledbury	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	0.0%	£0.00	**£0.06**
	Total Zone 5	**0.6%**	**£0.12**	**0.9%**	**£0.12**	**0.0%**	**£0.00**	0.8%	£0.05	0.0%	£0.00	86.3%	£5.07	0.0%	£0.00	£5.37
Zone 6 - Ross-on-Wye	Ross on Wye	0.3%	£0.06	2.1%	£0.30	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	52.1%	£3.84	**£4.20**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Boots, Market Place, Ross-on-Wye	0.3%	£0.06	0.9%	£0.12	0.0%	£0.00	0.8%	£0.05	0.0%	£0.00	0.0%	£0.00	15.1%	£1.11	**£1.35**
	Superdrug, Market Place, Ross-on-Wye	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.6%	£0.27	**£0.33**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.08	**£0.14**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	4.7%	£0.35	**£0.46**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.04	**£0.04**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.04	**£0.04**
	Lloyds, Kent Avenue, Ross-on-Wye	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.6%	£0.12	**£0.18**
	Ross Labels	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.1%	£0.15	**£0.15**
	Total Zone 6	**1.2%**	**£0.24**	**3.8%**	**£0.55**	**0.0%**	**£0.00**	0.8%	£0.05	0.0%	£0.00	1.0%	£0.06	81.3%	£5.99	£6.89
Outside Catchment Area	Abergavenny	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.18**
	Ashton-under-Lyne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bath	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.04	**£0.04**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont	0.6%	£0.12	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.18**
	Birmingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bristol	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Camarthen	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cardiff	0.6%	£0.12	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Cheltenham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.9%	£0.17	0.0%	£0.00	**£0.17**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cwmbran	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.06	3.6%	£0.27	**£0.39**
	Great Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.7%	£0.08	0.0%	£0.00	0.5%	£0.04	**£0.12**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hay-on-Wye	0.3%	£0.06	2.6%	£0.36	3.1%	£0.04	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.47**
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kidderminster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.8%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.05**
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llantrisant	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	London	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.06**
	Ludlow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.6%	£0.10	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.10**
	Malvern	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.4%	£0.06	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monmouth	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.2%	£0.31	**£0.37**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newent	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.0%	£0.12	1.6%	£0.12	**£0.29**
	Newport	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.5%	£0.04	**£0.10**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Norwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poole	0.3%	£0.06	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.1%	£0.23	**£0.35**
	Presteigne	0.3%	£0.06	0.0%	£0.00	0.0%	£0.00	0.8%	£0.05	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.11**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sheffield	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stratford-upon-Avon	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	1.2%	£0.03	0.0%	£0.00	0.0%	£0.00	**£0.09**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swansea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Telford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Cotswolds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.0%	£0.00	0.4%	£0.06	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.0%	£0.08	**£0.14**
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Worcester	0.3%	£0.06	0.9%	£0.12	0.0%	£0.00	0.0%	£0.00	9.8%	£0.22	1.0%	£0.06	0.0%	£0.00	**£0.46**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total	100.0%	£20.42	100.0%	£14.20	100.0%	£1.43	100.0%	£6.70	100.0%	£2.29	100.0%	£5.88	100.0%	£7.37	£58.29

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5h -Books/CDs/Etc Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 1A - Hereford (City)	**Hereford**	65.4%	£26.44	62.7%	£18.62	56.4%	£1.60	29.9%	£4.16	36.8%	£1.70	10.2%	£1.18	12.6%	£1.92	£55.62
	Aldi, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Argos, Maylord Street, Hereford	0.0%	£0.00	0.8%	£0.24	0.0%	£0.00	1.3%	£0.18	2.6%	£0.12	0.0%	£0.00	0.0%	£0.00	£0.54
	Bonmarche, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Butter Market, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Early Learning Centre, Commercial Street, Hereford	1.1%	£0.43	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.43
	Edinburgh Woollen Mill, St Peters Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Euronics, The Wash House, Union Walk, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Fodder, Church Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Carpets, Commercial Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Market Hall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	HMV, Commercial Street, Hereford	0.5%	£0.21	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.45
	Laura Ashley, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Market, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Marks & Spencer, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Monsoon, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Next, The Atrium, Maylord Orchards, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sports Direct, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Taylors, St Owens Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Family Furnishers Limited, Catherine Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Works, Commercial Street, Hereford	0.5%	£0.21	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.45
	TK Maxx, Trinity Square, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Boots, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brighthouse, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Chave & Jackson, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Debenhams, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Carpetright, Hereford Retail Park, Newton Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Greenlands, High Town, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Lakeland, Commercial Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jones, Broad Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	New Look, High Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Philip Morris, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pilgrims Progress, West Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Poundstretcher, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Primark, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Shoezone, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Stead & Simpson, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Superdrug, Eign Gate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Symonds, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Hereford	2.7%	£1.07	4.0%	£1.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.16	£2.41
	Waterstones, Commercial Street, Hereford	5.9%	£2.36	4.8%	£1.41	2.6%	£0.07	0.0%	£0.00	0.0%	£0.00	1.7%	£0.20	1.1%	£0.16	£4.21
	Whistance, Bridge Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	WHSmith, High Town, Hereford	3.7%	£1.50	4.0%	£1.18	0.0%	£0.00	0.0%	£0.00	5.3%	£0.24	1.7%	£0.20	0.0%	£0.00	£3.12
	Outside Hereford City Centre	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Annetts,Three Elms Road Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	ASDA Barton Way, Hereford	6.4%	£2.58	0.8%	£0.24	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	1.7%	£0.20	2.1%	£0.32	£3.51
	Belmont Road Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Bobblestock, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	B&Q, Holmer Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Brook Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Comet, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Currys / PC World, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Harveys, Hereford Retail Park, Newtown Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	DFS, Hereford Retail Park, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Day Lewis, Grandstand Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Dunelm, Spur Retail Park, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	English Audio, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Evans Farms Supplies, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Focus On Flooring, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Halfords, Holmer Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Retail Park	1.1%	£0.43	1.6%	£0.47	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.90
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hereford Furniture, Staniers Way, Roman Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Holmer Road Retail Park	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Homebase, Three Elm Road	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Jewson Tool Hire, Canal Wharf	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Hereford	1.6%	£0.64	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	5.3%	£0.24	0.0%	£0.00	0.0%	£0.00	£1.12
	Rockfield DIY, Station Approach	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rockfield Road Industrial Estate, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, Gorsty Lane, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tesco, Abbotsmead Road, Hereford	2.7%	£1.07	1.6%	£0.47	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.73
	Tupsley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, Eastholme Avenue, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Sainsbury's, Barton Yard, Hereford	3.7%	£1.50	2.4%	£0.71	2.6%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.1%	£0.32	£2.61
	Three Elms Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Quay House, Westfaling Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wickes, Widemarsh Street, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wyevale Garden Centre, Kings Acre Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Co-op, College Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wyverne Flooring, Whitecross Road, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 1A	**95.2%**	**£38.47**	**84.9%**	**£25.22**	**61.5%**	**£1.75**	**33.8%**	**£4.70**	**50.0%**	**£2.31**	**15.3%**	**£1.77**	**18.9%**	**£2.88**	**£77.10**
Zone 1B - Hereford (Rural)	Breinton, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Clehonger	0.0%	£0.00	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.24
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Ewyas Harold	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Fownhope, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Madley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Much Birch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Oakchurch (Farmshop)	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Orcop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Peterchurch, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Portway Furniture, Portway Cottage, Hereford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Simply Stunning Furniture, The Park, Wormelow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Weobley	0.0%	£0.00	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.24
	Whitney-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Wormelow / Londis Wormelow / Wormelow Home & Garden	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 1B	**0.0%**	**£0.00**	**1.6%**	**£0.47**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£0.47**
Zone 2 - Kington	**Kington**	0.0%	£0.00	1.6%	£0.47	25.6%	£0.73	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.20
	Co-op, Crabtree Road, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Grapevine, Kington	0.5%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.21
	Nisa, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pennells, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Rowlands, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Tom Bounds Electricals, High Street, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Turners, The Mill, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	KBS / Kington Building Supplies, Sunset Row, Kington	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 2	**0.5%**	**£0.21**	**1.6%**	**£0.47**	**25.6%**	**£0.73**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**£1.42**
Zone 3 - Leominster	**Leominster**	0.5%	£0.21	2.4%	£0.71	2.6%	£0.07	40.3%	£5.60	5.3%	£0.24	0.0%	£0.00	0.0%	£0.00	£6.84
	WHSmith, Corn Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	9.1%	£1.26	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.26
	Boots, Corn Square, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Hintons, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Leominster Building Supplies, Dishley Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Pharmacy, Westfield Walk, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	The Original Factory Shop, Broad Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Somerfield Dishley Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Aldi, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.16	£0.16
	B&Q, Mill Street, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Morrisons, Leominster	0.0%	£0.00	0.8%	£0.24	2.6%	£0.07	11.7%	£1.63	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£1.93
	Countrywide, Worcester Road, Leominster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Kingsland	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	£0.00
	Total Zone 3	**0.5%**	**£0.21**	**3.2%**	**£0.94**	**5.1%**	**£0.15**	**61.0%**	**£8.49**	**5.3%**	**£0.24**	**0.0%**	**£0.00**	**1.1%**	**£0.16**	**£10.20**

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 5h -Books/CDs/Etc Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1A - Hereford (City)		Zone 1B - Hereford (Rural)		Zone 2 - Kington		Zone 3 - Leominster		Zone 4 - Bromyard		Zone 5 - Ledbury		Zone 6 - Ross-on-Wye		Total Flow of Expenditure From Catchment (£m)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	
Zone 4 - Bromyard	**Bromyard**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	21.1%	£0.97	0.0%	£0.00	0.0%	£0.00	**£0.97**
	Co-op, Tenbury Road, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.6%	£0.12	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Gilberts, Broad Street Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pettifer, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Rowlands, High Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Bromyard Centre, Cruxwell Street, Bromyard	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.6%	£0.12	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Total Zone 4	**0.0%**	**£0.00**	**0.0%**	**£0.00**	**0.0%**	**£0.00**	0.0%	£0.00	26.3%	£1.21	0.0%	£0.00	0.0%	£0.00	£1.21
Zone 5 - Ledbury	**Ledbury**	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	59.3%	£6.89	0.0%	£0.00	**£6.89**
	Boots, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Clarks, High Street, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crystal Warehouse, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Station Domestic Appliances, The Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Tesco, Ledbury	0.0%	£0.00	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	2.6%	£0.12	8.5%	£0.98	0.0%	£0.00	**£1.34**
	Isaacs, Homend, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Homebase, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lower Road Trading Estate, Ledbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dymock	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 5	**0.0%**	**£0.00**	**0.8%**	**£0.24**	**0.0%**	**£0.00**	0.0%	£0.00	2.6%	£0.12	67.8%	£7.87	0.0%	£0.00	£8.23
Zone 6 - Ross-on-Wye	Ross on Wye	0.5%	£0.21	3.2%	£0.94	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.20	36.8%	£5.61	**£6.96**
	WHSmith, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	4.2%	£0.64	**£0.64**
	Boots, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Superdrug, Market Place, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Electric Shop, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Appliance Solutions, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Co-op, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Argos, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.16	**£0.16**
	Ideal Carpets, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Parkers, Gloucester Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sainsbury's, The Maltings, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.1%	£0.32	**£0.32**
	Store 21, Broad Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Morrisons, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	2.6%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	6.3%	£0.96	**£1.03**
	Benjamins, Alton Street, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bradford Building Supplies, Alton Road, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lloyds, Kent Avenue, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ross Labels	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Screwfix, Beaver Centre, Ross-on-Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pengethely Garden Centre and Farm Shop	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Castrees Garden Plants, Bromsash, Ross on Wye	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Lea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Whitchurch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Total Zone 6	**0.5%**	**£0.21**	**3.2%**	**£0.94**	**2.6%**	**£0.07**	0.0%	£0.00	0.0%	£0.00	1.7%	£0.20	50.5%	£7.69	£9.12
Outside Catchment Area	Abergavenny	0.0%	£0.00	0.8%	£0.24	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.24**
	Ashton-under-Lyne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Banbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bath	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bedford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Belmont	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Birmingham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bishops Castle	0.0%	£0.00	0.0%	£0.00	2.6%	£0.07	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.07**
	Bishops Frome	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Blackpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bournemouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Brighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Bristol	0.5%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.21**
	Brynmawr	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Camarthen	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cambridge	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cardiff	0.5%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.21**
	Cheltenham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.20	0.0%	£0.00	**£0.20**
	Chester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cinderford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Coleford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.16	**£0.16**
	Craven Arms	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Crumlin	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Cwmbran	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dorchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.1%	£0.32	**£0.32**
	Dorset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Droitwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Dudley	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Evesham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Exeter	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Festival Park, Ebbw Vale, Blaenau Gwent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Glasgow	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Gloucester	1.1%	£0.43	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.20	12.6%	£1.92	**£2.55**
	Great Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	3.4%	£0.39	0.0%	£0.00	**£0.39**
	Harrogate	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Hay-on-Wye	0.0%	£0.00	2.4%	£0.71	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.71**
	High Wycombe	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Kidderminster	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.18**
	Knighton	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Leeds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Liverpool	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llandrindod Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	LLandudno	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llanidloes	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Llantrisant	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	London	0.0%	£0.00	0.8%	£0.24	2.6%	£0.07	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.49**
	Ludlow	0.0%	£0.00	0.8%	£0.24	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.42**
	Malvern	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.7%	£0.20	0.0%	£0.00	**£0.20**
	Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Merry Hill Centre, Brierley Hill	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Mitcheldean	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Monmouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.3%	£0.80	**£0.80**
	Newark-on-Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Newport	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Northamptonshire	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Norwich	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Oxford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Pembroke	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Poole	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	5.3%	£0.80	**£0.80**
	Presteigne	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Raglan	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Reading	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Redditch	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sheffield	0.5%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.21**
	Shrewsbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Slough	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Solihull	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	2.6%	£0.12	0.0%	£0.00	0.0%	£0.00	**£0.12**
	Somerset	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stoke on Trent	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Stratford-upon-Avon	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Sussex	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swansea	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Swindon Designer Outlet	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Telford	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.3%	£0.18	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.18**
	Tenbury Wells	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	The Cotswolds	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Trafford Centre, Manchester	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Ulverston	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Walsall	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Wareham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.16	**£0.16**
	Wednesbury	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Weymouth	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Windsor	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Worcester	0.5%	£0.21	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	13.2%	£0.61	6.8%	£0.79	1.1%	£0.16	**£1.77**
	Wrexham	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	**£0.00**
	Yeovil	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	0.0%	£0.00	1.1%	£0.16	**£0.16**
	Total	100.0%	£40.41	100.0%	£29.70	100.0%	£2.84	100.0%	£13.91	100.0%	£4.61	100.0%	£11.61	100.0%	£15.22	£118.30

Notes
1. 2011 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 6 - Total Convenience Goods Flows of Expenditure 2012

		Zone 1A - Hereford (City)	Zone 1B - Hereford (Rural)	Zone 2 - Kington	Zone 3 - Leominster	Zone 4 - Bromyard	Zone 5 - Ledbury	Zone 6 - Ross-on-Wye	Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)	Total Inflow (£m)	Total Flow of Expenditure inc. Inflow (£m)
Zone 1A - Hereford (City)	**Hereford City Centre**	**£93.01**	**£66.25**	**£4.93**	**£17.50**	**£6.65**	**£6.94**	**£9.92**	£205.20	45.35%	£34.88	**£240.08**
	Hereford City Retail Parks	£18.77	£12.11	£0.73	£3.96	£1.51	£1.38	£3.02	£41.48			£41.48
	B&Q, Holmer Road	£4.33	£2.52	£0.10	£0.80	£0.37	£0.21	£0.61	£8.94	1.98%		£8.94
	ASDA Barton Way, Hereford	£5.06	£0.87	£0.00	£0.27	£0.13	£0.20	£0.54	£7.06	1.56%		£7.06
	Sainsbury's, Barton Yard, Hereford	£3.41	£1.50	£0.12	£0.08	£0.00	£0.07	£0.42	£5.60	1.24%		£5.60
	Tesco, Abbotsmead Road, Hereford	£2.74	£1.13	£0.02	£0.18	£0.01	£0.00	£0.00	£4.07	0.90%		£4.07
	Morrisons, Hereford	£2.06	£1.02	£0.00	£0.01	£0.30	£0.00	£0.00	£3.39	0.75%		£3.39
	Rockfield DIY, Station Approach	£1.25	£0.59	£0.02	£0.00	£0.11	£0.00	£0.15	£2.13	0.47%		£2.13
	Annetts,Three Elms Road Hereford	£0.61	£0.43	£0.00	£0.00	£0.00	£0.06	£0.05	£1.14	0.25%		£1.14
	Homebase, Three Elm Road	£0.53	£0.37	£0.00	£0.00	£0.03	£0.00	£0.00	£0.93	0.21%		£0.93
	Other Out-of-Centre Facilities	£1.45	£0.91	£0.00	£0.06	£0.04	£0.00	£0.00	£2.46	0.54%		£2.46
	Total Zone 1A	**£133.21**	**£87.71**	**£5.92**	**£22.86**	**£9.14**	**£8.86**	**£14.70**	**£282.40**	**62.41%**	**£34.88**	**£317.28**
Zone 1B - Hereford (Rural)	Weobley	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	0.08%		£0.35
	Wormelow / Londis Wormelow / Wormelow Home & Garden	£0.07	£0.08	£0.00	£0.00	£0.00	£0.00	£0.05	£0.19	0.04%		£0.19
	Clehonger	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	0.05%		£0.24
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	0.02%		£0.11
	Madley	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	0.02%		£0.09
	Oakchurch (Farmshop)	£0.00	£0.06	£0.00	£0.01	£0.00	£0.00	£0.00	£0.07	0.02%		£0.07
	Portway Furniture, Portway Cottage, Hereford	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	0.02%		£0.07
	Simply Stunning Furniture, The Park, Wormelow	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	0.01%		£0.07
	Breinton, Hereford	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Ewyas Harold	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Fownhope, Hereford	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Much Birch, Hereford	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Orcop	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Peterchurch, Hereford	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Whitney-on-Wye	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.01%		£0.06
	Total Zone 1B	£0.13	£1.41	£0.00	£0.01	£0.00	£0.00	£0.05	£1.61	**0.36%**	**£0.00**	**£1.61**
Zone 2 - Kington	**Kington Town Centre**	**£0.21**	**£1.54**	**£3.49**	**£0.20**	**£0.03**	**£0.00**	**£0.00**	£5.48	**1.21%**	£0.88	**£6.35**
	KBS / Kington Building Supplies, Sunset Row, Kington	£0.00	£0.08	£0.25	£0.00	£0.00	£0.00	£0.00	£0.33	0.07%		£0.33
	Total Zone 2	£0.21	£1.62	£3.74	£0.20	£0.03	£0.00	£0.00	£5.80	**1.28%**	**£0.88**	**£6.68**
Zone 3 - Leominster	**Leominster Town Centre**	**£0.60**	**£2.58**	**£0.47**	**£20.70**	**£0.40**	**£0.05**	**£0.30**	£25.10	**5.55%**	£2.51	**£27.61**
	Morrisons, Leominster	£0.02	£0.70	£0.13	£2.56	£0.06	£0.00	£0.00	£3.46	0.77%	£0.35	£3.81
	B&Q, Mill Street, Leominster	£0.00	£0.37	£0.02	£1.71	£0.00	£0.00	£0.00	£2.10	0.46%		£2.10
	Kingsland	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.11	0.02%		£0.11
	Countrywide, Worcester Road, Leominster	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	0.02%		£0.08
	Total Zone 3	£0.62	£3.65	£0.61	£25.17	£0.46	£0.05	£0.30	£30.86	**6.82%**	**£2.86**	**£33.72**
Zone 4 - Bromyard	**Bromyard Town Centre**	**£0.00**	**£0.13**	**£0.00**	**£0.00**	**£4.18**	**£0.00**	**£0.00**	£4.31	**0.95%**	£0.43	**£4.74**
	Total Zone 4	£0.00	£0.13	£0.00	£0.00	£4.18	£0.00	£0.00	£4.31	**0.95%**	**£0.43**	**£4.74**
Zone 5 - Ledbury	**Ledbury Town Centre**	**£0.43**	**£0.61**	**£0.00**	**£0.11**	**£0.19**	**£20.80**	**£0.20**	£22.33	**4.93%**	£3.35	**£25.68**
	Homebase, Ledbury	£0.00	£0.00	£0.00	£0.00	£0.00	£1.85	£0.07	£1.92	0.42%	£0.00	£1.92
	Lower Road Trading Estate, Ledbury	£0.06	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.10	0.02%	£0.00	£0.10
	Dymock	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06	0.01%	£0.00	£0.06
	Total Zone 5	**£0.49**	**£0.61**	**£0.00**	**£0.11**	**£0.19**	**£22.75**	**£0.26**	**£24.41**	**5.39%**	**£3.35**	**£27.76**
Zone 6 - Ross-on-Wye	**Ross on Wye Town Centre**	**£1.26**	**£3.11**	**£0.16**	**£0.20**	**£0.00**	**£0.40**	**£22.28**	£27.40	**6.06%**	£6.85	**£34.25**
	Ross Labels	£0.92	£1.21	£0.02	£0.08	£0.00	£0.21	£1.05	£3.49	0.77%	£26.19	£29.68
	Wool	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.19	0.04%		£0.19
	Lloyds, Kent Avenue, Ross-on-Wye	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.18	0.04%		£0.18
	Bradford Building Supplies, Alton Road, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07	0.02%		£0.07
	Lea	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	0.01%		£0.07
	Whitchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.05	0.01%		£0.05
	Pengethely Garden Centre and Farm Shop	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	0.01%		£0.05
	Benjamins, Alton Street, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04	0.01%		£0.04
	Screwfix, Beaver Centre, Ross-on-Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04	0.01%		£0.04
	Castrees Garden Plants, Bromsash, Ross on Wye	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.00%		£0.00
	Total Zone 6	**£2.31**	**£4.37**	**£0.18**	**£0.28**	**£0.00**	**£0.60**	**£23.82**	£31.57	**6.98%**	**£33.04**	**£64.61**
Outside Study Area	Gloucester	£1.49	£0.84	£0.05	£0.05	£0.07	£3.19	£7.26	£12.95	2.86%		
	Worcester	£3.31	£2.15	£0.21	£1.09	£2.43	£1.89	£0.38	£11.45	2.53%		
	Cheltenham	£1.90	£1.76	£0.02	£0.11	£0.04	£2.58	£1.78	£8.18	1.81%		
	Cardiff	£3.12	£1.68	£0.15	£0.30	£0.04	£0.00	£0.50	£5.79	1.28%		
	Bristol	£1.37	£1.31	£0.02	£0.07	£0.05	£0.45	£0.90	£4.15	0.92%		
	Great Malvern	£0.38	£0.00	£0.00	£0.49	£0.72	£1.63	£0.12	£3.33	0.74%		
	Other	£5.71	£5.77	£0.69	£3.30	£0.89	£2.28	£7.05	£25.69	5.68%		
	Total Outside Overall Catchment Area	**£17.27**	**£13.51**	**£1.14**	**£5.41**	**£4.22**	**£12.02**	**£17.98**	£71.55	**15.81%**		
Total		£154.24	£113.02	£11.59	£54.05	£18.22	£44.28	£57.12	£452.51	100%		

Notes
1. 2010 prices
2. Market share details taken from R&M Household Telephone Survey undertaken during July 2012
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer minus NSRT adjustment taken Experian Retail Planner Briefing Note 10, September 2012 (see Table C1)
4. Focus, Ross on Wye has been removed as this unit is no longer trading
5. Inflow updated from 2007 Study based on Drivers Jonas Deloitte estimates
6. Expenditure figures are sums of category data from Tables 5a-5h

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 8 - Benchmark Turnover of Centres

		Net Floorspace (sq.m.)	Net Comparison Floorspace (sq.m.)	Turnover 2012 (£m)	Turnover 2016 (£m)	Turnover 2021 (£m)	Turnover 2026 (£m)	Turnover 2031 (£m)
Zone 1A - Hereford (City)	Hereford City Centre (including foodstore comparison floorspace)	48,671	40,752	£227.94	£245.51	£270.80	£296.07	£323.69
Zone 2 - Kington	Kington Town Centre (including foodstore comparison floorspace)	1,936	1,300	£4.24	£4.57	£5.04	£5.51	£6.02
Zone 3 - Leominster	Leominster Town Centre (including foodstore comparison floorspace)	11,226	9,802	£29.52	£31.80	£35.07	£38.34	£41.92
Zone 4 - Bromyard	Bromyard Town Centre (including foodstore comparison floorspace)	2,744	1,684	£5.41	£5.83	£6.43	£7.03	£7.69
Zone 5 - Ledbury	Ledbury Town Centre (including foodstore comparison floorspace)	10,431	8,661	£27.10	£29.19	£32.20	£35.20	£38.49
Zone 6 - Ross-on-Wye	Ross on Wye Town Centre (including foodstore comparison floorspace)	13,485	10,133	£34.81	£37.50	£41.36	£45.22	£49.44
Benchmark Turnover of All 6 Herefordshire Town/City Centres				£329.03	£354.40	£390.90	£427.37	£467.25

Notes

1. Town Centre Floorspace derived from Experian GOAD (2011-12) Centres Reports for Hereford, Leominster, Ledbury and Ross on Wye.
2. Town Centre floorspace for Bromyard and Kington based on Herefordshire Council information and Drivers Jonas Deloitte site visits
3. Town Centre floorspaces include allowance comparison goods floorspace within large foodstores, the convenience/comparison floorspace for which was derived from Mintel Retail Rankings 2011
4. Gross:net ratios are derived from Mintel Retail Rankings 2011 and Drivers Jonas Deloitte estimates
5. Turnover per sq m is based on Drivers Jonas Deloitte estimates where company averages are unavailable.
6. Turnover per sq. m of facilities projected forward using sales density rates outlined in Table C1
7. Floorspace figures for Hereford include Sainsbury's, Barton Yard comparison goods floorspace
8. Net floorspace and comparison/convenience split for Tesco, Ledbury taken from DPP's Planning & Retail Statement (2011) in support of app ref: DMN/111554/E

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 7A - Zone Comparison Goods Market Shares

Zone	Total Available Expenditure 2012 (£m)	Expenditure Within Zone by Residents of that Zone (£m)	Market Share of Zone Within Zone (%)	Expenditure Within Zone by Residents of Study Area (£m)	Market Share of Zone From Overall Study Area (%)
ZONE 1 COMBINED	£267.26	£134.62	**50.37%**	£284.01	**62.76%**
Zone 2	£11.59	£3.74	**32.28%**	£5.80	**1.28%**
Zone 3	£54.05	£25.17	**46.57%**	£30.86	**6.82%**
Zone 4	£18.22	£4.18	**22.94%**	£4.31	**0.95%**
Zone 5	£44.28	£22.75	**51.38%**	£24.41	**5.39%**
Zone 6	£57.12	£23.82	**41.71%**	£31.57	**6.98%**
Total Overall Study Area	**£452.51**	**£348.90**	**77.10%**	**£348.90**	**77.10%**

Notes
1. 2010 Prices
2. Total Available Expenditure figures taken from Table 4a
3. Turnover of facilities within each zone taken from Table 6

Table 7B - Town Centre Comparison Goods Market Shares

Zone	Total Available Expenditure 2012 (£m)	Expenditure Within Centre by Residents of Home Zone (£m)	Market Share of Centre Within Zone (%)	Expenditure Within Centre by Residents of Study Area (£m)	Market Share of Zone From Overall Study Area (%)
Hereford City Centre	£267.26	£159.26	**59.59%**	£205.20	**45.35%**
Kington Town Centre	£11.59	£3.49	**30.14%**	£5.48	**1.21%**
Leominster Town Centre	£54.05	£20.70	**38.30%**	£25.10	**5.55%**
Bromyard Town Centre	£18.22	£4.18	**22.94%**	£4.31	**0.95%**
Ledbury Town Centre	£44.28	£20.80	**46.97%**	£22.33	**4.93%**
Ross-on-Wye Town Centre	£57.12	£22.28	**39.00%**	£27.40	**6.06%**

Notes
1. 2010 Prices
2. Total Available Expenditure figures taken from Table 4a
3. Turnover of facilities within each zone taken from Table 6

Table 7C - Town Comparison Goods Market Shares

Zone	Total Available Expenditure 2012 (£m)	Expenditure Within Town by Residents of Home Zone (£m)	Market Share of Town Within Zone (%)
Hereford (all)	£452.51	£282.40	**62.41%**
Kington Town	£11.59	£3.74	**32.28%**
Leominster Town	£54.05	£25.17	**46.57%**
Bromyard Town	£18.22	£4.18	**22.94%**
Ledbury Town	£44.28	£22.69	**51.25%**
Ross-on-Wye Town	£57.12	£23.59	**41.30%**

Notes
1. 2010 Prices
2. Total Available Expenditure figures taken from Table 4a
3. Turnover of facilities within each zone taken from Table 6

Drivers Jonas Deloitte.

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 9 - Benchmark Comparison Goods Turnover of Commitments in 2012 Projected

Zone	Facility	Application Reference	Gross Floorspace (sq. m)	Net Sales Floorspace (sq. m)	Proportion of Comparison Goods Floorspace (%)	Net Comparison Goods Floorspace (sq. m)	Turnover 2012 (£m)	Turnover 2016 (£m)	Turnover 2021 (£m)	Turnover 2026 (£m)	Turnover 2031 (£m)
Zone 1A	Hereford Retail Quarter - Waitrose	S103136/O	2,323	1,858	14.86%	276	£2.11	£2.27	£2.51	£2.74	£3.00
	Hereford Retail Quarter - Debenhams	S103136/O	7,804	6,243	100%	6,243	£12.67	£13.65	£15.06	£16.46	£18.00
	Hereford Retail Quarter - Other A1 Floorspace	S103136/O	14,339	11,471	95.00%	10,898	£50.95	£54.87	£60.53	£66.17	£72.35
Zone 6	Aldi, Brookend Street, Ross on Wye	S102672/F	1,568	946	26.4%	250	£0.57	£0.61	£0.67	£0.74	£0.80
	Retail Warehousing - Alton Road, Ross on Wye	S120251/O	1,646	1,317	100%	1,317	£3.36	£3.62	£3.99	£4.36	£4.77
	Unit 6, Alton Road Industrial Estate	S121035/F		569	10%	57	£0.05	£0.05	£0.06	£0.06	£0.07
	Retail Warehousing - Overross, Ross on Wye	DS080965/F	1,440	1,152	100%	1,152	£2.94	£3.16	£3.49	£3.82	£4.17
Total Overall Study Area			29,120	23,557	-	20,192	£72.64	£78.24	£86.30	£94.35	£103.15

Notes
1. 2010 prices
2. Commitment data obtained from Herefordshire Council
3. Sales Density for named retailers based on company benchmarks derived from Verdict (2012) and Drivers Jonas Deloitte estimates for non-named retail floorspace
4. Hereford Retail Quarter net floorspace assumed to be 80% of gross
5. Hereford Retail Quarter 'other A1 floorspace' assumed to be 5% convenience goods floorspace / 95% comparison goods floorspace
6. Convenience goods sales densities projected forwards growth rates set out in Table C1
7. Comparison/Convenience floorspace split based on company averages where known
8. Alton Road Scheme details taken from Retail Assessment produced by DTZ in support of app ref: DS080877/O (renewed as S120251/O)
9. Overross Scheme scheme details from applicant submission
10. Unit 6 Alton Road scheme based on occupation of unit by Hospice (90% charity good storage/10% sales)

Table 10a - Additional Comparison Goods Floorspace based on Surplus Expenditure Capacity - Hereford City Centre

Hereford City Centre	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£452.51*	*£495.12*	*£569.63*	*£674.91*	*£800.87*
Market Share From Whole Study Area (%)	*45%*	*53%*	*53%*	*53%*	*53%*
Survey Derived Turnover from Study Area (£m)	£205.20	£262.41	£301.91	£357.70	£424.46
Inflow From Outside Study Area (£m)	£34.88	£37.57	£45.59	£49.84	£54.49
Survey Derived Turnover (£m)	**£240.08**	**£299.99**	**£347.49**	**£407.55**	**£478.95**
Benchmark Turnover of Existing Floorspace	£227.94	£245.51	£270.80	£296.07	£323.69
Benchmark Turnover of Commitments (£m)		£70.80	£78.09	£85.37	£93.34
Benchmark Turnover (£m)	**£227.94**	**£316.31**	**£348.89**	**£381.44**	**£417.03**
Surplus Expenditure Capacity (£m)	**£12.14**	**-£16.33**	**-£1.39**	**£26.11**	**£61.93**
Turnover per sq.m. (£)	£5,500	£5,924	£6,534	£7,144	£7,810
Net Floorspace Equivalent (sq. m)	**2,208**	**-2,756**	**-213**	**3,654**	**7,929**
Gross Floorspace Equivalent (sq. m)	2,944	-3,674	-285	4,873	10,572

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Assumes completion of Retail Quarter commitment in 2017 and therefore a rise in market share
5. Survey derived turnover of existing facilities taken from Table 6 / Benchmark Turnovers from Table 8 / Commitments Turnover from Table 9
6. Catchment Area for Hereford City Centre comprises Zones 1-6
7. Turnover per sq.m. of new floorspace based on Drivers Jonas Deloitte estimate derived from current performance of centre
8. Gross floorspace equivalent assumes a gross to net ratio of 75%
9. Comparison goods sales densities projected forwards using rates outlined in Table C1
10. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal**

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 10b - Additional Comparison Goods Floorspace based on Surplus Expenditure Capacity - Kington Town Centre

Kington Town Centre	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£11.59*	*£12.58*	*£14.33*	*£16.82*	*£19.79*
Market Share From Zone 2 (%)	*30%*	*30%*	*30%*	*30%*	*30%*
Survey Derived Turnover from Zone 2 (£m)	£3.49	£3.79	£4.32	£5.07	£5.96
Inflow From Other Study Area Zones (£m)	£1.98	£2.14	£2.36	£2.58	£2.82
Inflow From Outside Study Area (£m)	£0.88	£0.94	£1.04	£1.14	£1.24
Survey Derived Turnover (£m)	**£6.35**	**£6.87**	**£7.72**	**£8.78**	**£10.02**
Benchmark Turnover of Existing Floorspace	£4.24	£4.57	£5.04	£5.51	£6.02
Benchmark Turnover of Commitments (£m)					
Benchmark Turnover (£m)	£4.24	£4.57	£5.04	£5.51	£6.02
Surplus Expenditure Capacity (£m)	**£2.11**	**£2.30**	**£2.68**	**£3.28**	**£4.00**
Turnover per sq.m. (£)	£3,000	£3,231	£3,564	£3,897	£4,260
Net Floorspace Equivalent (sq. m)	**705**	**713**	**752**	**841**	**940**
Gross Floorspace Equivalent (sq. m)	939	951	1,003	1,122	1,253

Notes
1. 2011 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Assumes completion of Retail Quarter commitment in 2017 and therefore a rise in market share
5. Survey derived turnover of existing facilities taken from Table 6 / Benchmark Turnovers from Table 8 / Commitments Turnover from Table 9
6. Turnover per sq.m. of new floorspace based on Drivers Jonas Deloitte estimate derived from current performance of centre
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards using rates outlined in Table C1
9. All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 10c - Additional Comparison Goods Floorspace based on Surplus Expenditure Capacity - Leominster Town Centre

Leominster Town Centre	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£54.05*	*£60.91*	*£72.49*	*£88.58*	*£108.12*
Market Share From Zone 3 (%)	*38%*	*38%*	*38%*	*38%*	*38%*
Survey Derived Turnover from Zone 3 (£m)	£20.70	£23.33	£27.76	£33.92	£41.41
Inflow From Other Study Area Zones (£m)	£4.40	£4.74	£5.23	£5.71	£6.25
Inflow From Outside Study Area (£m)	£2.51	£2.70	£2.98	£3.26	£3.56
Survey Derived Turnover (£m)	**£27.61**	**£30.77**	**£35.97**	**£42.90**	**£51.22**
Benchmark Turnover of Existing Floorspace	£29.52	£31.80	£35.07	£38.34	£41.92
Benchmark Turnover of Commitments (£m)					
Benchmark Turnover (£m)	£29.52	£31.80	£35.07	£38.34	£41.92
Surplus Expenditure Capacity (£m)	**-£1.91**	**-£1.03**	**£0.90**	**£4.55**	**£9.30**
Turnover per sq.m. (£)	£3,000	£3,231	£3,564	£3,897	£4,260
Net Floorspace Equivalent (sq. m)	**-637**	**-318**	**252**	**1,169**	**2,183**
Gross Floorspace Equivalent (sq. m)	-849	-423	337	1,558	2,910

Notes
1. 2011 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Assumes completion of Retail Quarter commitment in 2017 and therefore a rise in market share
5. Survey derived turnover of existing facilities taken from Table 6 / Benchmark Turnovers from Table 8 / Commitments Turnover from Table 9
6. Turnover per sq.m. of new floorspace based on Drivers Jonas Deloitte estimate derived from current performance of centre
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards using rates outlined in Table C1
9. All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 10d - Additional Comparison Goods Floorspace based on Surplus Expenditure Capacity - Bromyard Town Centre

Bromyard Town Centre	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£18.22*	*£20.02*	*£23.16*	*£27.58*	*£32.89*
Market Share From Zone 4 (%)	*23%*	*23%*	*23%*	*23%*	*23%*
Survey Derived Turnover from Zone 4 (£m)	£4.18	£4.59	£5.31	£6.33	£7.54
Inflow From Other Study Area Zones (£m)	£0.13	£0.14	£0.16	£0.17	£0.19
Inflow From Outside Study Area (£m)	£0.43	£0.46	£0.51	£0.56	£0.61
Survey Derived Turnover (£m)	**£4.74**	**£5.20**	**£5.98**	**£7.06**	**£8.34**
Benchmark Turnover of Existing Floorspace	£5.41	£5.83	£6.43	£7.03	£7.69
Benchmark Turnover of Commitments (£m)					
Benchmark Turnover (£m)	£5.41	£5.83	£6.43	£7.03	£7.69
Surplus Expenditure Capacity (£m)	**-£0.67**	**-£0.63**	**-£0.45**	**£0.03**	**£0.65**
Turnover per sq.m. (£)	£3,000	£3,231	£3,564	£3,897	£4,260
Net Floorspace Equivalent (sq. m)	**-224**	**-196**	**-126**	**7**	**154**
Gross Floorspace Equivalent (sq. m)	-299	-261	-169	9	205

Notes
1. 2011 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Assumes completion of Retail Quarter commitment in 2017 and therefore a rise in market share
5. Survey derived turnover of existing facilities taken from Table 6 / Benchmark Turnovers from Table 8 / Commitments Turnover from Table 9
6. Turnover per sq.m. of new floorspace based on Drivers Jonas Deloitte estimate derived from current performance of centre
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards using rates outlined in Table C1
9. All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal

Table 10e - Additional Comparison Goods Floorspace based on Surplus Expenditure Capacity - Ledbury Town Centre

Ledbury Town Centre	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£44.28*	*£48.39*	*£55.60*	*£65.79*	*£77.97*
Market Share From Zone 4 (%)	*47%*	*47%*	*47%*	*47%*	*47%*
Survey Derived Turnover from Zone 4 (£m)	£20.80	£22.73	£26.12	£30.90	£36.63
Inflow From Other Study Area Zones (£m)	£1.53	£1.65	£1.82	£1.99	£2.17
Inflow From Outside Study Area (£m)	£3.35	£3.61	£3.98	£4.35	£4.76
Survey Derived Turnover (£m)	**£25.68**	**£27.99**	**£31.92**	**£37.24**	**£43.56**
Benchmark Turnover of Existing Floorspace	£27.10	£29.19	£32.20	£35.20	£38.49
Benchmark Turnover of Commitments (£m)					
Benchmark Turnover (£m)	£27.10	£29.19	£32.20	£35.20	£38.49
Surplus Expenditure Capacity (£m)	**-£1.42**	**-£1.21**	**-£0.29**	**£2.04**	**£5.07**
Turnover per sq.m. (£)	£3,000	£3,231	£3,564	£3,897	£4,260
Net Floorspace Equivalent (sq. m)	**-475**	**-373**	**-80**	**523**	**1,190**
Gross Floorspace Equivalent (sq. m)	-633	-497	-107	698	1,587

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Assumes completion of Retail Quarter commitment in 2017 and therefore a rise in market share
5. Survey derived turnover of existing facilities taken from Table 6 / Benchmark Turnovers from Table 8 / Commitments Turnover from Table 9
6. Turnover per sq.m. of new floorspace based on Drivers Jonas Deloitte estimate derived from current performance of centre
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards using rates outlined in Table C1
9. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal**

Herefordshire Council
Herefordshire Retail Study Update 2012
Comparison Goods Analysis

Table 10f - Additional Comparison Goods Floorspace based on Surplus Expenditure Capacity - Ross on Wye Town Centre

Ross on Wye Town Centre	2012	2016	2021	2026	2031
Total Available Expenditure (£m)	*£57.12*	*£62.38*	*£71.61*	*£84.68*	*£100.29*
Market Share From Zone 6 (%)	*39%*	*39%*	*39%*	*39%*	*39%*
Survey Derived Turnover from Zone 6 (£m)	£22.28	£24.33	£27.93	£33.03	£39.12
Inflow From Other Study Area Zones (£m)	£5.12	£5.52	£6.09	£6.65	£7.28
Inflow From Outside Study Area (£m)	£6.85	£7.38	£8.14	£8.90	£9.73
Survey Derived Turnover (£m)	**£34.25**	**£37.23**	**£42.16**	**£48.58**	**£56.12**
Benchmark Turnover of Existing Floorspace	£34.81	£37.50	£41.36	£45.22	£49.44
Benchmark Turnover of Commitments (£m)		£7.44	£8.21	£8.98	£9.81
Benchmark Turnover (£m)	£34.81	£44.94	£49.57	£54.20	£59.25
Surplus Expenditure Capacity (£m)	**-£0.56**	**-£7.71**	**-£7.41**	**-£5.62**	**-£3.13**
Turnover per sq.m. (£)	£3,000	£3,231	£3,564	£3,897	£4,260
Net Floorspace Equivalent (sq. m)	**-188**	**-2,387**	**-2,080**	**-1,441**	**-735**
Gross Floorspace Equivalent (sq. m)	-250	-3,183	-2,773	-1,921	-980

Notes

1. 2011 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Assumes completion of Retail Quarter commitment in 2017 and therefore a rise in market share
5. Survey derived turnover of existing facilities taken from Table 6 / Benchmark Turnovers from Table 8 / Commitments Turnover from Table 9
6. Turnover per sq.m. of new floorspace based on Drivers Jonas Deloitte estimate derived from current performance of centre
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards using rates outlined in Table C1
9. **All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal**

Appendix 4 – Household Survey Results

Q1. At which one store do you do most your main food shopping i.e. the single largest bulk purchase of food, drink and household items for your household?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Sainsburys, Barton Yard, Hereford		143	11.9%	85	24.3%	50	20.0%	2	2.9%	2	1.5%	1	1.1%	3	2.9%	0	0.0%
Morrisons, Commercial Road, Hereford		138	11.5%	80	22.9%	43	17.2%	1	1.4%	1	0.7%	10	11.4%	2	1.9%	1	0.5%
Morrisons, Leominster		134	11.2%	1	0.3%	19	7.6%	14	20.0%	90	66.2%	8	9.1%	0	0.0%	2	1.0%
Tesco, Abbotsmead Road, Hereford		128	10.7%	64	18.3%	54	21.6%	3	4.3%	2	1.5%	3	3.4%	0	0.0%	2	1.0%
Morrisons, Ross-on-Wye		126	10.5%	2	0.6%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	119	58.6%
ASDA, Belmont Road, Hereford		65	5.4%	38	10.9%	13	5.2%	2	2.9%	3	2.2%	3	3.4%	1	1.0%	5	2.5%
Tesco, Orchard Lane, Ledbury		62	5.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	2	2.3%	58	56.3%	1	0.5%
Tesco Metro, Bewell Street, Hereford		44	3.7%	30	8.6%	12	4.8%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Co-op, Tenbury Road, Bromyard		39	3.3%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	38	43.2%	0	0.0%	0	0.0%
Internet		31	2.6%	6	1.7%	9	3.6%	4	5.7%	1	0.7%	1	1.1%	1	1.0%	9	4.4%
Co-op, Crabtree Road, Kington		28	2.3%	0	0.0%	5	2.0%	23	32.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Dishley Road, Leominster		25	2.1%	0	0.0%	1	0.4%	2	2.9%	21	15.4%	1	1.1%	0	0.0%	0	0.0%
Co-op, Ledbury		19	1.6%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	17	16.5%	0	0.0%
Waitrose, Monmouth		17	1.4%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	7.4%
Aldi, Eign Street, Hereford		15	1.3%	12	3.4%	2	0.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer (Food Hall), High Town, Hereford		14	1.2%	12	3.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Somerfield, Dishley Road, Leominster		11	0.9%	0	0.0%	2	0.8%	0	0.0%	9	6.6%	0	0.0%	0	0.0%	0	0.0%
Lidl, Brook Retail Park, Hereford		7	0.6%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Nisa, High Street, Kington		7	0.6%	0	0.0%	0	0.0%	7	10.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Great Malvern		7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	5	4.9%	0	0.0%
Welcome (Co-op), Bromyard		7	0.6%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	6	6.8%	0	0.0%	0	0.0%
Co-op, Grandstand Road, Hereford		6	0.5%	3	0.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Tesco, Gloucester		4	0.3%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	2	1.0%
Ashby's, Kington		2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromyard Centre		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Iceland, Eign Gate, Hereford		2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Butter Market, High Town		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, College Road, Hereford		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Whitecross Road, Hereford		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kington Centre		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Brampton Road, Madley		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Wormelow		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, High Street, Ross-on-Wye		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Waitrose, Abergavenny		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Holme Lacy Road, Hereford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Sainsbury's, The Maltings, Ross-on-Wye	30	2.5%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	26	12.8%
	Co-op, Old Station Yard, Hay-on-Wye	10	0.8%	0	0.0%	8	3.2%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Morrisons, Roman Way, Great Malvern, Malvern	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.4%	5	4.9%	0	0.0%
	Local stores, Leominster	4	0.3%	0	0.0%	0	0.0%	0	0.0%	4	2.9%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Kington	3	0.3%	0	0.0%	0	0.0%	3	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Budgens Stores, Market Square, Newent	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
	Co-op, Crabtree Road, Kington	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Kempton Avenue, Hereford	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lidl, Redbrook Road, Monmouth	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Local stores, Hereford	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Morrisons, Monnow Street, Monmouth	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Premier, Hoarwithy Road, Hereford	2	0.2%	1	0.3%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, Swanpool Walk, Worcester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
	Sainsbury's, South Street, Wareham	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Tesco, Fleetsbridge, Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Tesco, Frogmore Street, Abergavenny	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Station Drive, Ludlow	2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Aldi, Pheasant Street, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Aldi, Pitwines West, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Asda, Burton Way, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Asda, West Quay Road, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Castle Greengrocers, Castle Street, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, High Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Co-op, Monnow Street, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Costcutter, Broad Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Fodders, Church Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Handley Organics, The Homend, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Leggs, Tembury Road, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Local stores, Eardisley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Local stores, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Peterchurch	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Ross-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Morrisons, Ashchurch Road, Tewkesbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Morrisons, Chiltern Drive, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Nisa, Grandstand Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, North Street, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Sainsbury's, St Anne Way, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Spar, Broad Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Spar, High Street, Wool	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Tesco, Ledbury Road, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Holme Lacy Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, St Peters Drive, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Tesco, Waterloo Road, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	The Salt Pig, North Street, Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Waitrose, Honeybourne Way, Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%

Q2. Apart from Q1, which other store do you use the next most often for your main food and grocery shopping?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
No other store used		316	26.3%	91	26.0%	71	28.4%	10	14.3%	33	24.3%	23	26.1%	27	26.2%	61	30.0%
Sainsburys, Barton Yard, Hereford		77	6.4%	37	10.6%	22	8.8%	4	5.7%	6	4.4%	1	1.1%	4	3.9%	3	1.5%
ASDA, Belmont Road, Hereford		75	6.3%	35	10.0%	15	6.0%	5	7.1%	4	2.9%	2	2.3%	0	0.0%	14	6.9%
Morrisons, Commercial Road, Hereford		55	4.6%	27	7.7%	19	7.6%	0	0.0%	0	0.0%	7	8.0%	2	1.9%	0	0.0%
Tesco, Abbotsmead Road, Hereford		53	4.4%	22	6.3%	23	9.2%	0	0.0%	4	2.9%	1	1.1%	0	0.0%	3	1.5%
Marks & Spencer (Food Hall), High Town, Hereford		52	4.3%	29	8.3%	16	6.4%	2	2.9%	1	0.7%	0	0.0%	2	1.9%	2	1.0%
Tesco Metro, Bewell Street, Hereford		50	4.2%	37	10.6%	10	4.0%	1	1.4%	1	0.7%	1	1.1%	0	0.0%	0	0.0%
Morrisons, Leominster		47	3.9%	1	0.3%	7	2.8%	10	14.3%	24	17.6%	5	5.7%	0	0.0%	0	0.0%
Aldi, Dishley Road, Leominster		36	3.0%	0	0.0%	6	2.4%	3	4.3%	26	19.1%	1	1.1%	0	0.0%	0	0.0%
Aldi, Eign Street, Hereford		35	2.9%	22	6.3%	9	3.6%	0	0.0%	2	1.5%	2	2.3%	0	0.0%	0	0.0%
Morrisons, Ross-on-Wye		34	2.8%	1	0.3%	6	2.4%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	25	12.3%
Lidl, Brook Retail Park, Hereford		23	1.9%	12	3.4%	6	2.4%	0	0.0%	0	0.0%	3	3.4%	1	1.0%	1	0.5%
Co-op, Ledbury		20	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19	18.4%	1	0.5%
Tesco, Orchard Lane, Ledbury		17	1.4%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	2	2.3%	13	12.6%	0	0.0%
Co-op, Crabtree Road, Kington		16	1.3%	0	0.0%	2	0.8%	14	20.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Tenbury Road, Bromyard		16	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	18.2%	0	0.0%	0	0.0%
Somerfield, Dishley Road, Leominster		16	1.3%	0	0.0%	1	0.4%	0	0.0%	15	11.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Monmouth		15	1.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	5.9%
Waitrose, Great Malvern		12	1.0%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	1	1.1%	8	7.8%	0	0.0%
Internet		12	1.0%	1	0.3%	2	0.8%	1	1.4%	1	0.7%	1	1.1%	3	2.9%	3	1.5%
Iceland, Eign Gate, Hereford		10	0.8%	7	2.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, High Street, Kington		9	0.8%	0	0.0%	0	0.0%	9	12.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Gloucester		7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.4%
Co-op, Grandstand Road, Hereford		5	0.4%	4	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Holme Lacy Road, Hereford		4	0.3%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, College Road, Hereford		3	0.3%	1	0.3%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Abergavenny		3	0.3%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby's, Kington		2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Garage, Allensmore		2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome (Co-op), Bromyard		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Bromyard Centre		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Co-op, Whitecross Road, Hereford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farm Shop, Oakchurch		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kington Centre		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, The Maltings, Ross-on-Wye	37	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	36	17.7%
	Morrisons, Malvern Retail Park, Roman Way, Malvern	13	1.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	6	6.8%	6	5.8%	0	0.0%
	Local stores, Kington	9	0.8%	0	0.0%	2	0.8%	6	8.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Lidl, Redbrook Road, Monmouth	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.4%
	Local stores, Leominster	7	0.6%	0	0.0%	0	0.0%	0	0.0%	7	5.1%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Ledbury	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	5.8%	0	0.0%
	Farmers Market, Hereford	5	0.4%	3	0.9%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Bromyard	5	0.4%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	4	4.5%	0	0.0%	0	0.0%
	Local stores, Hereford	4	0.3%	0	0.0%	3	1.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, Barnett Way, Barnwood, Gloucester	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	2	1.0%
	Sainsbury's, Bromyard Road, St Johns, Worcester	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.4%	1	1.0%	0	0.0%
	Asda, West Quay Road, Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Co-op, Kempton Avenue, Hereford	3	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, Monnow Street, Monmouth	3	0.3%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Sainsbury's, South Street, Wareham	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Tesco, Station Drive, Ludlow	3	0.3%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Hay-on-Wye	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Eardisley	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	One Stop, Gloucester Road, Ross-on-Wye	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Spar, High Street, Ledbury	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Tesco, Ledbury Road, Hereford	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, St Peters, Worcester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
	Aldi, Bristol Road, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Asda, Bruton Way, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Booker, Centurion Way, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Brampton Stores, Brampton Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Budgens, Barnwood Road, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Colwell, High Street, Ross-on Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Local stores, Fownhope Village	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, High Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Co-op, Valley Road, Cinderford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Co-op, Ledbury Road, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Costcutter, Broad Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Other	Local stores, Ewyas Harold	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Fodder, Church Street, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Food Market, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Greenflynn, Holme Lacy Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Iceland, Agincourt Square, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Iceland, Trinity Street, Dorchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	LDA Meats, Lynden Business Park, New Mills, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Leo's, Worcester Road, Malvern	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lidl, Parragate Road, Cinderford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Lidl, Worcester Road, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Local stores, Pengethly	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Local stores, Cannon Pyne	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Weobley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, College Green	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Local stores, Yarpole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Market, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, Roman Way, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Morrisons, Free Street, Brecon	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Morrisons, Lysander Road, Yeovil	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Newton Farm, Dorchester Road, Lytchett Minster, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Parrys, High Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Bright, High Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Emerson Way, Bristol	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Sainsbury's, Gallagher Retail Park, Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Sainsbury's, Swanpool Walk, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Survival Foods, Bridge Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Tesco, Stourport Road, Kidderminster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Thomas Street, Dorchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Local stores, Wool	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Local stores, Wormelow	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q3. When you do your household's main food shopping, how do you usually travel?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Car/Van (as driver)		767	63.9%	201	57.4%	183	73.2%	39	55.7%	85	62.5%	59	67.0%	64	62.1%	136	67.0%
Car/Van (as passenger)		210	17.5%	65	18.6%	42	16.8%	15	21.4%	26	19.1%	16	18.2%	15	14.6%	31	15.3%
Walk		105	8.8%	33	9.4%	2	0.8%	13	18.6%	12	8.8%	10	11.4%	21	20.4%	14	6.9%
Bus		67	5.6%	28	8.0%	12	4.8%	0	0.0%	8	5.9%	3	3.4%	3	2.9%	13	6.4%
Goods delivered		27	2.3%	7	2.0%	10	4.0%	3	4.3%	1	0.7%	0	0.0%	0	0.0%	6	3.0%
Taxi		10	0.8%	7	2.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%
Bicycle		6	0.5%	5	1.4%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Train		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Motorcycle		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Other	Mobility scooter	6	0.5%	4	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q4. When you do your main food shopping, would you normally buy clothes, cosmetics, books, CDs, DVDs, DIY equipment or electrical goods at...?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Do not link trips		707	58.9%	183	52.3%	141	56.4%	42	60.0%	80	58.8%	53	60.2%	76	73.8%	132	65.0%
The same store		236	19.7%	108	30.9%	46	18.4%	8	11.4%	24	17.6%	7	8.0%	9	8.7%	34	16.7%
The same centre		144	12.0%	31	8.9%	39	15.6%	11	15.7%	20	14.7%	17	19.3%	8	7.8%	18	8.9%
At a nearby centre		83	6.9%	18	5.1%	18	7.2%	6	8.6%	10	7.4%	7	8.0%	7	6.8%	17	8.4%
The same retail park		22	1.8%	7	2.0%	3	1.2%	3	4.3%	2	1.5%	2	2.3%	3	2.9%	2	1.0%
Other	Varies	8	0.7%	3	0.9%	3	1.2%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%

Q5. On average, how much does your household spend on a typical main food and grocery trip to Q1?

	Base: All respondents		Zone													
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Less than £10	12	1.0%	2	0.6%	0	0.0%	4	5.7%	2	1.5%	0	0.0%	2	1.9%	2	1.0%
£10-£24	63	5.3%	23	6.6%	5	2.0%	3	4.3%	10	7.4%	6	6.8%	8	7.8%	8	3.9%
£25-£49	282	23.5%	93	26.6%	46	18.4%	14	20.0%	33	24.3%	22	25.0%	17	16.5%	57	28.1%
£50-£74	305	25.4%	97	27.7%	71	28.4%	10	14.3%	40	29.4%	19	21.6%	26	25.2%	42	20.7%
£75-99	169	14.1%	39	11.1%	47	18.8%	9	12.9%	17	12.5%	11	12.5%	10	9.7%	36	17.7%
£100-124	136	11.3%	31	8.9%	24	9.6%	13	18.6%	12	8.8%	13	14.8%	16	15.5%	27	13.3%
£125-149	29	2.4%	6	1.7%	11	4.4%	2	2.9%	2	1.5%	3	3.4%	2	1.9%	3	1.5%
£150 or more	37	3.1%	7	2.0%	11	4.4%	3	4.3%	1	0.7%	4	4.5%	1	1.0%	10	4.9%
Don't know / varies	126	10.5%	39	11.1%	27	10.8%	11	15.7%	16	11.8%	8	9.1%	14	13.6%	11	5.4%
Refused	41	3.4%	13	3.7%	8	3.2%	1	1.4%	3	2.2%	2	2.3%	7	6.8%	7	3.4%

Q6. At which one store do you go for most of your top-up food shopping i.e. food shopping done at other times usually involving smaller purchases?

	Base: All		Zone													
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Don't do top-up shopping	274	22.8%	69	19.7%	69	27.6%	9	12.9%	35	25.7%	26	29.5%	14	13.6%	52	25.6%
Morrisons, Ross-on-Wye	70	5.8%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	67	33.0%
Tesco, Abbotsmead Road, Hereford	42	3.5%	27	7.7%	15	6.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Commercial Road, Hereford	36	3.0%	24	6.9%	10	4.0%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Co-op, Tenbury Road, Bromyard	35	2.9%	2	0.6%	0	0.0%	0	0.0%	1	0.7%	32	36.4%	0	0.0%	0	0.0%
Co-op, Crabtree Road, Kington	34	2.8%	0	0.0%	2	0.8%	31	44.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Orchard Lane, Ledbury	34	2.8%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	33	32.0%	0	0.0%
Morrisons, Leominster	29	2.4%	0	0.0%	3	1.2%	3	4.3%	21	15.4%	2	2.3%	0	0.0%	0	0.0%
Tesco Metro, Bewell Street, Hereford	28	2.3%	21	6.0%	5	2.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
ASDA, Belmont Road, Hereford	26	2.2%	21	6.0%	4	1.6%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Sainsburys, Barton Yard, Hereford	22	1.8%	18	5.1%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Aldi, Dishley Road, Leominster	19	1.6%	2	0.6%	0	0.0%	1	1.4%	16	11.8%	0	0.0%	0	0.0%	0	0.0%
Co-op, Ledbury	19	1.6%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	16	15.5%	0	0.0%
Marks & Spencer (Food Hall), High Town, Hereford	19	1.6%	12	3.4%	4	1.6%	0	0.0%	1	0.7%	0	0.0%	2	1.9%	0	0.0%
Somerfield, Dishley Road, Leominster	18	1.5%	1	0.3%	1	0.4%	0	0.0%	16	11.8%	0	0.0%	0	0.0%	0	0.0%
Co-op, Grandstand Road, Hereford	15	1.3%	11	3.1%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Tesco Express, Tupsley	14	1.2%	11	3.1%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Eign Street, Hereford	13	1.1%	10	2.9%	2	0.8%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Co-op, Whitecross Road, Hereford	12	1.0%	10	2.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, College Road, Hereford	11	0.9%	9	2.6%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Holme Lacy Road, Hereford	11	0.9%	11	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Eign Gate, Hereford	7	0.6%	7	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, High Street, Ross-on-Wye	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.4%
Nisa, High Street, Kington	6	0.5%	0	0.0%	0	0.0%	6	8.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Monmouth	6	0.5%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	2.5%
Bromyard Centre	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	5.7%	0	0.0%	0	0.0%
Farmfoods, Belmont Road, Hereford	5	0.4%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Brampton Road, Madley	4	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Farm Shop, Oakchurch	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Garage, Allensmore	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	3	0.3%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Ashby's, Kington	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canon Pyon Store, Canon Pyon	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kington Centre	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Great Malvern	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Butter Market, High Town	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome (Co-op), Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Local stores, Hereford	42	3.5%	28	8.0%	12	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
Local stores, Leominster	23	1.9%	0	0.0%	4	1.6%	0	0.0%	19	14.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Ledbury	21	1.8%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	20	19.4%	0	0.0%
Local stores, Ross-on-Wye	14	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	6.9%
Sainsbury's, The Maltings, Ross-on-Wye	14	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	6.9%
Local stores, Kington	11	0.9%	0	0.0%	3	1.2%	7	10.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Local stores, Bromyard	10	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	11.4%	0	0.0%	0	0.0%
Co-op, Kempton Avenue, Bobblestock, Hereford	9	0.8%	6	1.7%	2	0.8%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Local stores, Whitchurch	7	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.4%
Co-op, Ledbury Road, Hereford	6	0.5%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Peterchurch	6	0.5%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Local stores, Old Eign Hill, Hereford	6	0.5%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Eardisley	6	0.5%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Local stores, Fownhope	6	0.5%	0	0.0%	6	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Wellington	5	0.4%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Weobley	5	0.4%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Meadow Drive, Creden Hill, Hereford	5	0.4%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bargates, Leominster	5	0.4%	0	0.0%	1	0.4%	0	0.0%	4	2.9%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Mitcheldean	4	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
Local stores, Lea	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
Local stores, Shobdon	4	0.3%	0	0.0%	0	0.0%	0	0.0%	4	2.9%	0	0.0%	0	0.0%	0	0.0%
Local stores, Whitney-on-Wye	4	0.3%	0	0.0%	2	0.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Local stores, Wormelow	4	0.3%	0	0.0%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Grandstand Road, Hereford	4	0.3%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, The Homend, Ledbury	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.9%	0	0.0%
One Stop, Gloucester Road, Ross-on-Wye	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
Spar, High Street, Ledbury	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.9%	0	0.0%
C&C Laming, High Street, Bromyard	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.4%	0	0.0%	0	0.0%
Co-op, High Street, Bromyard	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.4%	0	0.0%	0	0.0%
Local stores, High Town, Hereford	3	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Tillington	3	0.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Local stores, Allensmore	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Madley	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Marden, Hereford	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Wigmore	3	0.3%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%
Local stores, Withington	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Wool	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
Premier, Hoarwithy Road, Hereford	3	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Holme Lacy Road, Hereford	3	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West End Stores, Nover Wood Drive, Fownhope	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Old Station Yard, Hay-on-Wye	2	0.2%	0	0.0%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fodder, Church Street, Hereford	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gladwins, New Street, Ledbury	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Local stores, Bovington	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Local stores, Abergavenny	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Bishopswood	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
Local stores, Clehonger	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, College Green, Hereford	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Much Marcle	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Local stores, Tupsley, Hereford	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Yarpole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Local stores, Ewyas Harold	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lomas, Headbrook, Kington	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Londis, St Georges Street, Bovington	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	1	0.5%
	Newton Farm, The Oval, Hereford	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Other	Varies	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Booker, Centurion Way, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Bowketts, Market Square, Tenbury Wells	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Brampton Stores, Brampton Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Brampton Stores, Springfield Road, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Brights, High Street, Leominister	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Central Stores, Church Street, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, High Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Co-op, High Street, Hinton	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Coterell Street Stores, Coterell Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Great Malvern	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Jenkins, The Homend, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Jones, High Street, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Burley Gate, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Longtown, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Cannon Pyne	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Credenhill	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Gorsley	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Local stores, Kingsland	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Lower Bullingham	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Local stores, Moreton on Lugg	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Much Birch	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Local stores, Orcop	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Pembridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Pengethly	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Pontrilas	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Staunton-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Wellington	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Londis, High Town, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Londis, Westham Road, Weymouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Market, Corn Square, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	McColls, South Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Morrisons, Rosekiln Lane, Reading	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Morrisons, Station Aproach, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Nisa, Grandstand Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Nisa Loca, High Street, kington	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Premier, New Road, Mitcheldean	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Sainsbury's, Northgate Street, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Spar, Church Street, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Stokes Stores, Hoarwithy Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Survival Wholefoods, Prince of Wales Business Park, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Frogmore Street, Abergavenny	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Station Drive, Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Waterloo Road, Poole, Dorset	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	The Buttermarket, High Town, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Hoarwithy	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	The Salt Pig, North Street, Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Waitrose, Newport Road, Caldicot	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wigmores, St Mary Street, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q7. Apart from Q6, where else does your household normally do any other top-up shopping for food and grocery itmes the next most often?

		Base: Those		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping		926	100.0%	281	100.0%	181	100.0%	61	100.0%	101	100.0%	62	100.0%	89	100.0%	151	100.0%
No other store used		451	48.7%	147	52.3%	91	50.3%	20	32.8%	45	44.6%	42	67.7%	40	44.9%	66	43.7%
ASDA, Belmont Road, Hereford		18	1.9%	11	3.9%	3	1.7%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	3	2.0%
Sainsburys, Barton Yard, Hereford		18	1.9%	10	3.6%	5	2.8%	0	0.0%	1	1.0%	2	3.2%	0	0.0%	0	0.0%
Marks & Spencer (Food Hall), High Town, Hereford		16	1.7%	11	3.9%	3	1.7%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.7%
Morrisons, Commercial Road, Hereford		15	1.6%	10	3.6%	4	2.2%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
Tesco Metro, Bewell Street, Hereford		15	1.6%	11	3.9%	4	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Abbotsmead Road, Hereford		15	1.6%	7	2.5%	7	3.9%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Dishley Road, Leominster		14	1.5%	0	0.0%	1	0.6%	1	1.6%	12	11.9%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Leominster		13	1.4%	1	0.4%	1	0.6%	3	4.9%	8	7.9%	0	0.0%	0	0.0%	0	0.0%
Tesco, Orchard Lane, Ledbury		13	1.4%	1	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	11	12.4%	0	0.0%
Co-op, Ledbury		12	1.3%	1	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	9	10.1%	1	0.7%
Lidl, Brook Retail Park, Hereford		12	1.3%	8	2.8%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.3%
Nisa, High Street, Kington		10	1.1%	0	0.0%	0	0.0%	10	16.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Ross-on-Wye		9	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	6.0%
Somerfield, Dishley Road, Leominster		9	1.0%	0	0.0%	0	0.0%	0	0.0%	9	8.9%	0	0.0%	0	0.0%	0	0.0%
Aldi, Eign Street, Hereford		7	0.8%	5	1.8%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Crabtree Road, Kington		7	0.8%	0	0.0%	0	0.0%	7	11.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Welcome, Holme Lacy Road, Hereford		7	0.8%	6	2.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, College Road, Hereford		6	0.6%	5	1.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Whitecross Road, Hereford		6	0.6%	3	1.1%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
Tesco Express, Tupsley		6	0.6%	5	1.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Butter Market, High Town		5	0.5%	3	1.1%	1	0.6%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Spar, High Street, Ross-on-Wye		5	0.5%	2	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.3%
Co-op, Tenbury Road, Bromyard		4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	6.5%	0	0.0%	0	0.0%
Farm Shop, Oakchurch		4	0.4%	0	0.0%	4	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Belmont Road, Hereford		4	0.4%	3	1.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kington Centre		4	0.4%	0	0.0%	2	1.1%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby's, Kington		3	0.3%	0	0.0%	1	0.6%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Grandstand Road, Hereford		3	0.3%	2	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Garage, Allensmore		3	0.3%	0	0.0%	3	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromyard Centre		2	0.2%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
Grapevine, Kington		2	0.2%	1	0.4%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Eign Gate, Hereford		2	0.2%	1	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Gloucester		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.7%
Waitrose, Great Malvern		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.2%	0	0.0%
Co-op, Broad Street, Ross-on-Wye		1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Wormelow		1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Monmouth		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
Internet		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
Other	Sainsbury's, The Maltings, Ross-on-Wye	30	3.2%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	29	19.2%
	Local stores, Hereford	14	1.5%	9	3.2%	4	2.2%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
	Local stores, Ledbury	11	1.2%	1	0.4%	0	0.0%	1	1.6%	1	1.0%	0	0.0%	8	9.0%	0	0.0%
	Local stores, Ross-on-Wye	10	1.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	9	6.0%
	Local stores, Leominster	9	1.0%	0	0.0%	1	0.6%	1	1.6%	7	6.9%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Bromyard	8	0.9%	0	0.0%	1	0.6%	0	0.0%	1	1.0%	6	9.7%	0	0.0%	0	0.0%
	Local stores, Kington	8	0.9%	0	0.0%	1	0.6%	6	9.8%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
	One Stop, Gloucester Road, Ross-on-Wye	8	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	5.3%
	Spar, High Street, Ledbury	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	5.6%	0	0.0%
	Morrisons, Roman Way, Malvern	4	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	2	2.2%	1	0.7%
	Local stores, Bartestree	3	0.3%	0	0.0%	2	1.1%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Tupsley	3	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Wellington	3	0.3%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
	Local stores, Whitchurch	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.0%
	Market, Hereford	3	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Holme Lacy Road, Hereford	3	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Varies	3	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	1	1.1%	0	0.0%
	Asda, Bruton Way, Gloucester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.7%
	Co-op, High Street, Mitcheldean	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.3%
	Co-op, Kempton Avenue, Hereford	2	0.2%	1	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Ledbury Road, Hereford	2	0.2%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Greggs, High Street, Ledbury	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.2%	0	0.0%
	Local stores, Whitney-on-Wye	2	0.2%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Abergavenny	2	0.2%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Kingsland	2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	2.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, Monnow Street, Monmouth	2	0.2%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
	One Stop, Meadow Drive, Credenhill, Hereford	2	0.2%	0	0.0%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Spar, Church Street, Kington	2	0.2%	0	0.0%	0	0.0%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Abbey Bakery, Bye Street, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
	Abergavenny Centre	1	0.1%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Asda, St Pauls Road, Bournemouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
	Beards, Mablethorpe Place, Weston Grove, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
	Brights, High Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
	Central Bakery, West Street, Leominister	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Church Street, Northolt, Hereford	1	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Monnow Street, Monmouth	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Newport Street, Hay-on-Wye	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Costcutter, Portland Street, Weobley	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Farm Foods, White Cross	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Parrys, High Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
	Heggies, Yazor Road, Hereford	1	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Jollys, Goodrich, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
	Julian Graves, Maylord Orchards, Hereford	1	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Legges, High Street, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
	Lidl, Parragate Road, Cinderford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
	Local stores, Canon Pyon	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Farmers Market, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
	Local petrol station, Hay on Wye	1	0.1%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Local stores, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
	Local stores, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
	Local stores, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%

Local stores, Fownhope	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Marden	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Moreton Lugg	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Newton	1	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Ruardean	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
Local stores, Shobdon	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Weobley	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Abbeymore	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludlow Food Centre, Bromfield, Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Jenkins, The Homend, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
Market, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
McColls, Hatton Park, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
McColls, The Oval, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
One Stop, The Homend, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%
Organic & Wholefoods, West Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Organic Shop, Broad Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
Poundstretcher, Eign Gate, Hereford	1	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, South Street, Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
Savers, Eign Gate, Hereford	1	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Bargates, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Stars, High Street, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%
Stokes Stores, Hoarwithy Road, Hereford	1	0.1%	0	0.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Texaco Garage, Castle Estate, Hay-on-Wye	1	0.1%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Grapevine, High Street, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wynnstay, Southern Avenue, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%

Q8. When you do your top-up shopping, how do you usually travel?

		Base: Those		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping		926	100.0%	281	100.0%	181	100.0%	61	100.0%	101	100.0%	62	100.0%	89	100.0%	151	100.0%
Car/Van (as driver)		454	49.0%	90	32.0%	121	66.9%	28	45.9%	56	55.4%	37	59.7%	37	41.6%	85	56.3%
Walk		333	36.0%	135	48.0%	38	21.0%	26	42.6%	31	30.7%	16	25.8%	45	50.6%	42	27.8%
Car/Van (as passenger)		79	8.5%	23	8.2%	17	9.4%	7	11.5%	7	6.9%	7	11.3%	4	4.5%	14	9.3%
Bus		41	4.4%	21	7.5%	4	2.2%	0	0.0%	5	5.0%	2	3.2%	2	2.2%	7	4.6%
Bicycle		8	0.9%	7	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%
Taxi		4	0.4%	2	0.7%	0	0.0%	0	0.0%	2	2.0%	0	0.0%	0	0.0%	0	0.0%
Goods delivered		4	0.4%	1	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	0.7%
Other	Mobility scooter	3	0.3%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.7%

Q9a. Where you go most often when shopping for clothing, footwear and other fashion goods?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Hereford		578	48.2%	192	54.9%	150	60.0%	38	54.3%	72	52.9%	35	39.8%	30	29.1%	61	30.0%
Internet		78	6.5%	20	5.7%	18	7.2%	8	11.4%	10	7.4%	8	9.1%	4	3.9%	10	4.9%
Catalogue / mail order		58	4.8%	20	5.7%	9	3.6%	6	8.6%	7	5.1%	6	6.8%	1	1.0%	9	4.4%
Gloucester		41	3.4%	5	1.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	10	9.7%	24	11.8%
Ross on Wye		39	3.3%	4	1.1%	4	1.6%	1	1.4%	1	0.7%	0	0.0%	1	1.0%	28	13.8%
Worcester		38	3.2%	9	2.6%	6	2.4%	1	1.4%	4	2.9%	14	15.9%	4	3.9%	0	0.0%
Cheltenham		35	2.9%	5	1.4%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	11	10.7%	14	6.9%
Ross Labels		30	2.5%	4	1.1%	9	3.6%	0	0.0%	1	0.7%	0	0.0%	2	1.9%	14	6.9%
Leominster		29	2.4%	0	0.0%	1	0.4%	3	4.3%	22	16.2%	2	2.3%	0	0.0%	1	0.5%
Great Malvern		20	1.7%	1	0.3%	0	0.0%	0	0.0%	2	1.5%	6	6.8%	11	10.7%	0	0.0%
Ledbury		17	1.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	14	13.6%	1	0.5%
Kington		7	0.6%	0	0.0%	0	0.0%	6	8.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
ASDA, Belmont Road		6	0.5%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Bromyard		4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	4.5%	0	0.0%	0	0.0%
Hereford Retail Park		2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Sainsburys		2	0.2%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Aldi, Leominster		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Butter Market, High Town		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Grapevine, Kington		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Ross-on-Wye		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Dishley Road, Leominster		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hereford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, High Town, Hereford	60	5.0%	29	8.3%	16	6.4%	1	1.4%	1	0.7%	7	8.0%	2	1.9%	4	2.0%
	Cardiff	23	1.9%	11	3.1%	7	2.8%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	3	1.5%
	Bristol City Centre	10	0.8%	4	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	2.5%
	Poole, Dorset	7	0.6%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	3.0%
	Abergavenny	6	0.5%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Birmingham City Centre	6	0.5%	3	0.9%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Bonmarche, St Peters Street, Hereford	6	0.5%	5	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Malvern	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	4	3.9%	1	0.5%
	Malvern Retail Park, Roman Way, Malvern	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	4	3.9%	1	0.5%
	Varies/ shop around	6	0.5%	2	0.6%	1	0.4%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
	London	5	0.4%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Sainsbury's, Barton Yard, Hereford	4	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Abroad	3	0.3%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	1	0.5%
	Ludlow	3	0.3%	0	0.0%	0	0.0%	1	1.4%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Monmouth	3	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Bath	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Debenhams, Kings Square, Gloucester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Debenhams, New Bond Street, Weymouth	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Dorchester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Edinburgh Woollen Mill, Gloucester Road, Ross-on-Wye	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Hay-on-Wye	2	0.2%	0	0.0%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Kidderminster	2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, Roman Way, Malvern	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	1.0%	0	0.0%
	Primark, High Street, Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Shrewsbury	2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Telford	2	0.2%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	TK Maxx, Trinity Square, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Blackpool	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bournemouth	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Camarthen	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Madley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Cheshire Oaks, Kingsey Road, Chester	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Chester	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Countrywide, Worcester Road, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Culverhouse Cross, Cardiff	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Droitwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Edinburgh Woollen Mill, St Peters Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Exeter	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Extons, High Street, Raglan	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Flow, Castle Street, Hay-on-Wye	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Glasgow	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	John Lewis, Cribbs Causeway, Bristol	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	John Lewis, The Hayes, Cardiff	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Jollys, Milsom Street, Bath	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Matalan, Llewelyn Walk, Cwmbran	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Monsoon, High Town, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	New Look, High Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newport, South Wales	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Next, High Street, Worcester	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Next, The Atrium, Maylord Orchards, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Presteigne	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Primark, Whitemarsh Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Slough	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sports Direct, Trinity Square, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Stead & Simpson, Eign Gate, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Store 21, Broad Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	The Cotswolds	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Walsall	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Yeovil	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q9b. Apart from Q9a, where else does your household normally shop for clothing, footwear and other fashion goods?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
No other shop visited		382	31.8%	136	38.9%	80	32.0%	21	30.0%	41	30.1%	22	25.0%	23	22.3%	59	29.1%
Hereford		162	13.5%	38	10.9%	23	9.2%	10	14.3%	28	20.6%	19	21.6%	14	13.6%	30	14.8%
Worcester		97	8.1%	28	8.0%	20	8.0%	8	11.4%	12	8.8%	18	20.5%	9	8.7%	2	1.0%
Gloucester		60	5.0%	5	1.4%	10	4.0%	0	0.0%	1	0.7%	0	0.0%	12	11.7%	32	15.8%
Cheltenham		59	4.9%	14	4.0%	16	6.4%	1	1.4%	1	0.7%	0	0.0%	10	9.7%	17	8.4%
Internet		43	3.6%	12	3.4%	12	4.8%	1	1.4%	8	5.9%	3	3.4%	2	1.9%	5	2.5%
Ross on Wye		29	2.4%	3	0.9%	9	3.6%	0	0.0%	1	0.7%	0	0.0%	1	1.0%	15	7.4%
Leominster		26	2.2%	1	0.3%	9	3.6%	5	7.1%	10	7.4%	0	0.0%	1	1.0%	0	0.0%
Ross Labels		23	1.9%	8	2.3%	5	2.0%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	8	3.9%
Catalogue / mail order		23	1.9%	7	2.0%	6	2.4%	1	1.4%	3	2.2%	2	2.3%	3	2.9%	1	0.5%
Great Malvern		20	1.7%	4	1.1%	0	0.0%	0	0.0%	6	4.4%	7	8.0%	2	1.9%	1	0.5%
ASDA, Belmont Road		7	0.6%	3	0.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
Ledbury		7	0.6%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	1	1.1%	4	3.9%	0	0.0%
Kington		4	0.3%	0	0.0%	2	0.8%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys		4	0.3%	2	0.6%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Hereford Retail Park		3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	1	1.0%	1	0.5%
Bromyard		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Aldi, Leominster		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Butter Market, High Town		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Farm Shop, Oakchurch		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, Ross on Wye		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Homebase, Ledbury		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Morrisons, Hereford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Abbotsmead Road		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hereford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Cardiff	34	2.8%	17	4.9%	8	3.2%	4	5.7%	1	0.7%	0	0.0%	0	0.0%	4	2.0%
	Birmingham	18	1.5%	10	2.9%	4	1.6%	1	1.4%	1	0.7%	1	1.1%	1	1.0%	0	0.0%
	Bristol	18	1.5%	5	1.4%	7	2.8%	0	0.0%	0	0.0%	1	1.1%	2	1.9%	3	1.5%
	Marks & Spencer, High Town, Hereford	15	1.3%	7	2.0%	3	1.2%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	3	1.5%
	Varies/ shop around	14	1.2%	9	2.6%	1	0.4%	1	1.4%	1	0.7%	0	0.0%	1	1.0%	1	0.5%
	Ludlow	12	1.0%	0	0.0%	2	0.8%	2	2.9%	7	5.1%	1	1.1%	0	0.0%	0	0.0%
	Cribbs Causeway, Patchway, Bristol	9	0.8%	2	0.6%	4	1.6%	0	0.0%	0	0.0%	1	1.1%	1	1.0%	1	0.5%
	London	8	0.7%	0	0.0%	6	2.4%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Abergavenny	7	0.6%	3	0.9%	2	0.8%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Hay-on-Wye	6	0.5%	0	0.0%	5	2.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Bon Marche, St Peters Street, Hereford	5	0.4%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
	Malvern Retail Park, Roman Way, Malvern	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	2	1.9%	1	0.5%
	Shrewsbury	4	0.3%	0	0.0%	0	0.0%	2	2.9%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Cwmbran	3	0.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Marks & Spencer, Roman Way, Malvern	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	2	1.9%	0	0.0%
	Monmouth	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Sainsbury's, Barton Yard, Hereford	3	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	TK Maxx, Trinity Square, Hereford	3	0.3%	0	0.0%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Bath	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Chester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	1	1.0%	0	0.0%
	Culverhouse Cross, Cardiff	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Kidderminster	2	0.2%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Malvern	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
	Manchester	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Merry Hill	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	1	1.1%	0	0.0%	0	0.0%
	Merry Hill Centre, Brierley Hill, West Midlands	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	1	1.1%	0	0.0%	0	0.0%
	Swansea	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Banbury	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bedford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Bournemouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Brighton	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Brynmawr	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Cinderford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Clarks, High Street, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Country Corner, Broad Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Debenhams, Castle Street, Norwich	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Debenhams, High Street, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Dudley	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Edinburgh Woollen Mill, St Peters Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Evesham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Festival Park, Ebbw Vale, Blaenau Gwent	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Gloucester Quays, St Ann Way, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Hintons, Broad Street, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Hollister, Bull Ring Centre, Birmingham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Hop Pocket, Brotheridge Green Lane, Bishops Frome	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Leeds	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lea	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Liverpool	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, Lower Mill Street, Kidderminister	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Market, Hereford	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Market, Abergavenny	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, High Street, Worcester	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Matalan, Malvern Retail Park, Worcestershire	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newark-on-Trent	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newbury	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newport	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Oxford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Pembroke	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Primark, Widemarsh Street, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	QVC Outlet, Darwin Shopping Centre, Shewsbury	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Reading	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%

	Redditch	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Millwards, Middleton Street, Llandrindod Wells	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Shoezone, Eign Gate, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Somerset	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Store 21, High Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Stratford-upon-Avon	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Swindon Designer Outlet	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Symonds, Widemarsh Street, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Telford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tesco, Birmingham Road, Dudley	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	The Original Factory Shop, Broad Street, Leominster	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Trafford Centre, Barton Dock Road, Manchester	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ulverston	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Weymouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Windsor	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Wrexham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%

Q9c. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Hereford		330	27.5%	120	34.3%	103	41.2%	20	28.6%	36	26.5%	16	18.2%	8	7.8%	27	13.3%
Hereford Retail Park		85	7.1%	38	10.9%	19	7.6%	4	5.7%	9	6.6%	4	4.5%	4	3.9%	7	3.4%
Internet		60	5.0%	14	4.0%	13	5.2%	4	5.7%	3	2.2%	5	5.7%	2	1.9%	19	9.4%
Holmer Road Retail Park / Spur Retail Park		53	4.4%	21	6.0%	10	4.0%	2	2.9%	9	6.6%	5	5.7%	1	1.0%	5	2.5%
Leominster		49	4.1%	1	0.3%	5	2.0%	2	2.9%	39	28.7%	1	1.1%	0	0.0%	1	0.5%
Ledbury		44	3.7%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	38	36.9%	2	1.0%
Ross on Wye		38	3.2%	1	0.3%	3	1.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	33	16.3%
Gloucester		27	2.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	7.8%	18	8.9%
Bromyard		20	1.7%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	19	21.6%	0	0.0%	0	0.0%
Cheltenham		19	1.6%	4	1.1%	2	0.8%	0	0.0%	1	0.7%	1	1.1%	7	6.8%	4	2.0%
Kington		19	1.6%	0	0.0%	3	1.2%	16	22.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester		12	1.0%	1	0.3%	1	0.4%	0	0.0%	2	1.5%	4	4.5%	3	2.9%	1	0.5%
Catalogue / mail order		9	0.8%	0	0.0%	3	1.2%	0	0.0%	1	0.7%	3	3.4%	0	0.0%	2	1.0%
B& Q, Holmer Road		6	0.5%	3	0.9%	1	0.4%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Crystal Warehouse, Ledbury		6	0.5%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	4	3.9%	0	0.0%
Great Malvern		4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	2	1.9%	1	0.5%
Rockfield DIY, Station Approach		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
Brook Retail Park		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Butter Market, High Town		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ross Labels		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hereford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wormelow Home & Garden		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Don't buy	251	20.9%	93	26.6%	48	19.2%	10	14.3%	25	18.4%	17	19.3%	15	14.6%	43	21.2%
	Annetts,Three Elms Road Hereford	17	1.4%	9	2.6%	6	2.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Varies/ shop around	17	1.4%	4	1.1%	3	1.2%	1	1.4%	1	0.7%	3	3.4%	1	1.0%	4	2.0%
	Carpetright, Hereford Retail Park, Newton Road, Hereford	8	0.7%	4	1.1%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Hereford Carpets, Commercial Road, Hereford	6	0.5%	5	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ikea, Ferry Road, Cardiff	6	0.5%	1	0.3%	2	0.8%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Kidderminster	6	0.5%	0	0.0%	1	0.4%	0	0.0%	2	1.5%	3	3.4%	0	0.0%	0	0.0%
	Cardiff	5	0.4%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Dunelm, Spur Retail Park, Holmer Road, Hereford	5	0.4%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Ikea, Eastgate Centre, Bristol	5	0.4%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	Bristol Area	4	0.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	John Lewis, Cribbs Causeway Shopping Centre, Bristol	4	0.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Monmouth	4	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	2	1.0%
	Argos, Maylord Street, Hereford	3	0.3%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Coleford	3	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Harveys, Newtown Road, Hereford Retail Park, Hereford	3	0.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	World Fabric, Barton Road, Gloucester	2	0.2%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Abroad	2	0.2%	0	0.0%	0	0.0%	1	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Argos, The Maltings, Town Centre, Ross on Wye	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Ikea, Wellington Road, Ashton-under-Lyne	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Llanidloes	2	0.2%	0	0.0%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	London	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	MG Furnishing, West Street, Wareham	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Newent	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Poole/ Dorchester Retail Parks, Dorset	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Shrewsbury centre	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Wyverne Flooring, Whitecross Road, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Argos, Kingland Crescent, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Kingsland	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Birmingham City Centre	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Brighthouse, Eign Gate, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Camarthen	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newport Road Retail Park, Cardiff	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, College Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Cwmbran	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	DFS, Hereford Retail Park, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	DFS, Gallagher Retail Park, Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	First Choice Flooring, Rotherwas Industrial Estate, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Focus On Flooring, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hafren Furniture, LLangurig Road, LLanidloes	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Harrogate	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Hereford Furniture, Staniers Way, Roman Road, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hereford Market Hall	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Homebase, Centrum Park, Kingsditch Lane, Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Homesense, St Oswalds Retail Park, Gavel Way, Gloucester	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ideal Carpets, Broad Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	John Lewis, Poole Retail Park, Redlands, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Land of Leather, Kidderminster Road, Droitwich	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Laura Ashley, Commercial Street, Hereford	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Leekes, Mwyndy Industrial Estate, Llantrisant	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	LLandudno	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Swansea	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wormelow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Merry Hill	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Newport	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Pennells, High Street, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Portway Furniture, Portway Cottage, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Rotherwas Industrial Estate, Netherwood Road, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Shrewsbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Simply Stunning Furniture, The Park, Wormelow	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Sofa Sofa, Crumlin, South Wales	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sussex	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Telford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
The Bull Ring, Birmingham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
The Carpet Factory, Birmingham Road, Kidderminster	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Family Furnishers Limited, Catherine Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Three Elms Road, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Whitchurch	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q9d. Where do you do most of your household's shopping for household goods, glass, china and tableware?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Hereford		313	26.1%	105	30.0%	91	36.4%	22	31.4%	35	25.7%	19	21.6%	15	14.6%	26	12.8%
Internet		71	5.9%	17	4.9%	13	5.2%	6	8.6%	8	5.9%	7	8.0%	6	5.8%	14	6.9%
Ross on Wye		41	3.4%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	37	18.2%
Hereford Retail Park		40	3.3%	22	6.3%	7	2.8%	2	2.9%	6	4.4%	1	1.1%	1	1.0%	1	0.5%
Gloucester		31	2.6%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	9	8.7%	18	8.9%
Holmer Road Retail Park / Spur Retail Park		28	2.3%	10	2.9%	8	3.2%	2	2.9%	2	1.5%	1	1.1%	0	0.0%	5	2.5%
Leominster		24	2.0%	0	0.0%	1	0.4%	0	0.0%	22	16.2%	1	1.1%	0	0.0%	0	0.0%
ASDA, Belmont Road		23	1.9%	8	2.3%	5	2.0%	0	0.0%	2	1.5%	3	3.4%	0	0.0%	5	2.5%
Cheltenham		20	1.7%	3	0.9%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	8	7.8%	6	3.0%
Worcester		17	1.4%	3	0.9%	1	0.4%	1	1.4%	2	1.5%	6	6.8%	4	3.9%	0	0.0%
Ledbury		13	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13	12.6%	0	0.0%
Kington		10	0.8%	0	0.0%	3	1.2%	6	8.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Bromyard		9	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	10.2%	0	0.0%	0	0.0%
Morrisons, Leominster		9	0.8%	1	0.3%	2	0.8%	1	1.4%	5	3.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Abbotsmead Road		9	0.8%	6	1.7%	2	0.8%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Morrisons, Hereford		8	0.7%	5	1.4%	2	0.8%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Ross-on-Wye		8	0.7%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	7	3.4%
Great Malvern		7	0.6%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	3	3.4%	2	1.9%	0	0.0%
Catalogue / mail order		7	0.6%	2	0.6%	1	0.4%	2	2.9%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
Ross Labels		5	0.4%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
Tesco, Hereford		4	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Sainsburys		3	0.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Homebase, Ledbury		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Tesco, Ledbury		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Co-op, Bromyard		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Farm Shop, Oakchurch		1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Homebase, Three Elm Road		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Don't buy	289	24.1%	90	25.7%	60	24.0%	19	27.1%	31	22.8%	22	25.0%	23	22.3%	44	21.7%
	Dunelm Mill, Holmer Road, Hereford	47	3.9%	25	7.1%	6	2.4%	2	2.9%	9	6.6%	2	2.3%	2	1.9%	1	0.5%
	Don't know/ bought for me	15	1.3%	4	1.1%	3	1.2%	1	1.4%	0	0.0%	1	1.1%	2	1.9%	4	2.0%
	Bristol	12	1.0%	3	0.9%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	4	2.0%
	Varies/ shop around	10	0.8%	5	1.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	2	1.0%
	Cardiff	8	0.7%	5	1.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Ikea, Ferry Road,Cardiff	8	0.7%	4	1.1%	1	0.4%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Sainsbury's, Barton Yard, Hereford	8	0.7%	3	0.9%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Marks & Spencer, High Town, Hereford	7	0.6%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	1	1.0%	1	0.5%
	Ikea, Eastgate Shopping Centre, Bristol	5	0.4%	0	0.0%	2	0.8%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	John Lewis, Cribbs Causeway, Bristol	5	0.4%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Philip Morris, Widemarsh Street, Hereford	5	0.4%	3	0.9%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	John Lewis, The Hayes, Cardiff	4	0.3%	1	0.3%	2	0.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Cribbs Causeway, Bristol	3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	2	1.9%	0	0.0%
	Ludlow	3	0.3%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%
	Monmouth	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Abergavenny	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Abroad	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Chadds, Commercial Street, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Debenhams, Kings Walk Shopping Centre, Gloucester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Ikea, Park Lane, Wednesbury	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	John Lewis, Poole Retail Park, Redlands, Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	John Lewis, Princess Victoria Street, Bristol	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	London	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Poole, Dorset	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	The Family Furnishers, Catherine Street, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	TKMax, Trinity Square, Hereford	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Waitrose, Honeybourne Way, Cheltenham	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Argos, Kingsland Crescent, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Argos, Maylord Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Asda, Beehive Centre, Cambridge	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Asda, West Quay Road, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	B&Q, St Oswalds Park, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Birmingham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Bristol City Centre	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Camarthen centre	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Family buys these things for me	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Gilberts, Broad Street Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Gloucester Quays, St Ann Way, Gloucester	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Greenlands, High Town, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ikea, Wellington Road, Ashton-under-Lyne	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Isaacs, Homend, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	John Lewis, Touchwood, Solihull, West Midlands	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Kiddiminster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Kington Building Supplies, Sunset Row, Kington	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lakeland, Commercial Street, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lidl, Redbrook Road, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Makro, Fleets Corner, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Mark & Spencer, Roman Way, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Marks & Spencer, Queen Street, Cardiff	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, Northgate Street, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Matalan, Malvern Retail Park, Roman Way, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Northamptonshire	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Poundstretcher, Eign Gate, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, Whitecross Road, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Shrewsbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Stoke on Trent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Telford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Tesco, Newland Sreet, High Wycombe	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Peters Drive, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
The Original Factory Shop, Broad Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Turbary Retail Park, Bournemouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Wormelow	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q9e. Where do you do most of your household's shopping for electrical goods?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Hereford		263	21.9%	93	26.6%	73	29.2%	16	22.9%	35	25.7%	18	20.5%	12	11.7%	16	7.9%
Internet		184	15.3%	37	10.6%	40	16.0%	8	11.4%	16	11.8%	18	20.5%	18	17.5%	47	23.2%
Hereford Retail Park		163	13.6%	61	17.4%	38	15.2%	10	14.3%	23	16.9%	9	10.2%	4	3.9%	18	8.9%
Holmer Road Retail Park / Spur Retail Park		110	9.2%	48	13.7%	32	12.8%	2	2.9%	10	7.4%	10	11.4%	2	1.9%	6	3.0%
Ross on Wye		45	3.8%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	41	20.2%
Ledbury		33	2.8%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	31	30.1%	1	0.5%
Gloucester		29	2.4%	1	0.3%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	10	9.7%	17	8.4%
Leominster		25	2.1%	0	0.0%	1	0.4%	0	0.0%	24	17.6%	0	0.0%	0	0.0%	0	0.0%
Kington		24	2.0%	0	0.0%	2	0.8%	22	31.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ASDA, Belmont Road		10	0.8%	6	1.7%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
Morrisons, Leominster		10	0.8%	0	0.0%	1	0.4%	1	1.4%	8	5.9%	0	0.0%	0	0.0%	0	0.0%
B& Q, Holmer Road		9	0.8%	3	0.9%	2	0.8%	0	0.0%	2	1.5%	1	1.1%	0	0.0%	1	0.5%
Cheltenham		9	0.8%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	3	2.9%	2	1.0%
Morrisons, Hereford		9	0.8%	6	1.7%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester		8	0.7%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	4	4.5%	1	1.0%	0	0.0%
Catalogue / mail order		8	0.7%	1	0.3%	1	0.4%	0	0.0%	1	0.7%	2	2.3%	0	0.0%	3	1.5%
Tesco, Abbotsmead Road		7	0.6%	5	1.4%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Malvern		5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	4.5%	1	1.0%	0	0.0%
Homebase, Ledbury		5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.9%	0	0.0%
Morrisons, Ross-on-Wye		5	0.4%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
Bromyard		4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	4.5%	0	0.0%	0	0.0%
Tesco, Hereford		4	0.3%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rockfield DIY, Station Approach		2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys		2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Whitecross Road		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brook Retail Park		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Co-op Grandstand Road		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Maltings, Ross-on-Wye		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Homebase, Three Elm Road		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Dishley Road, Leominster		1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Other	Currys, Hereford Retail Park, Newtown Road, Hereford	46	3.8%	21	6.0%	12	4.8%	2	2.9%	2	1.5%	3	3.4%	3	2.9%	3	1.5%
	Don't buy	38	3.2%	15	4.3%	7	2.8%	3	4.3%	3	2.2%	1	1.1%	2	1.9%	7	3.4%
	Comet, Holmer Road, Hereford	24	2.0%	10	2.9%	5	2.0%	0	0.0%	4	2.9%	0	0.0%	3	2.9%	2	1.0%
	Currys/ PC World, Hereford Retail Park, Newtown Road, Hereford	13	1.1%	8	2.3%	3	1.2%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	1	0.5%
	Argos, Maylord Street, Hereford	9	0.8%	4	1.1%	2	0.8%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
	Varies	7	0.6%	2	0.6%	3	1.2%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
	Argos, The Maltings, Ross-on-Wye	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	Cribbs Causeway, Bristol	4	0.3%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
	Don't know/ family buys	4	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Euronics, The Wash House, Union Walk, Hereford	4	0.3%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Monmouth	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	Sainsbury's, Barton Yard, Hereford	4	0.3%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Argos, Great Malvern Retail Park, Roman Way, Malvern	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	2	1.9%	0	0.0%
	Bristol	3	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Currys, Blackpole Retail Park, Worcester	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.4%	0	0.0%	0	0.0%
	John Lewis, The Hayes, Cardiff	3	0.3%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Co-op, Tenbury Road, Bromyard	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
	Malvern	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	1	1.0%	0	0.0%
	Poole/ Dorset Retail Park, Poole, Dorset	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	The Electric Shop, Broad Street, Ross-on-Wye	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Whistance, Bridge Street, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Appliance Solutions, Broad Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Argos, Castle Mall, Norwich	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Argos, Kingland Crescent, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Asda, Barton Way, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	B&Q, Mill Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Cardiff	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Cinderford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Comet, Eastern Avenue, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Comet, The Commerce Centre, Redlands, Dorset	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Craven Arms	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Currys, Wessex Gate Retail Park, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Currys, Wessex Gate Retail Park, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	English Audio, Whitecross Road, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Williams, Forest Road Enterprise Park, Hay-on-Wye	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ikea, Eastgate Centre, Bristol	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Ikea, Ferry Road, Cardiff	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	John Lewis, Poole Retail Park, Redlands, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Kidderminster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	London	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Marks & Spencer, High Town, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Pettifers, High Street, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Poundstretcher, Eign Gate, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Richer Sounds, High Street, Cheltenham	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Rockfield Road Industrial Estate, Hereford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	St Oswalds Retail Park, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Station Domestic Appliances, The Homend, Ledbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Tenbury Wells	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	The Cotswolds	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tom Bounds Electricals, High Street, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Turbary Retail Park, Bournemouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Turners, The Mill, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Varies/ shop around	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Vision & Sound, Lion Street, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Honeybourne Way, Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q9f. Where do you do most of your household's shopping for DIY, tools and maintenance goods?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
B&Q, Holmer Road		191	15.9%	96	27.4%	44	17.6%	5	7.1%	12	8.8%	13	14.8%	5	4.9%	16	7.9%
Hereford		171	14.3%	70	20.0%	57	22.8%	6	8.6%	10	7.4%	14	15.9%	3	2.9%	11	5.4%
Hereford Retail Park		104	8.7%	43	12.3%	31	12.4%	6	8.6%	4	2.9%	6	6.8%	0	0.0%	14	6.9%
Holmer Road Retail Park / Spur Retail Park		75	6.3%	26	7.4%	25	10.0%	3	4.3%	3	2.2%	9	10.2%	0	0.0%	9	4.4%
Ross on Wye		52	4.3%	1	0.3%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	47	23.2%
Leominster		47	3.9%	0	0.0%	2	0.8%	3	4.3%	42	30.9%	0	0.0%	0	0.0%	0	0.0%
Rockfield DIY, Station Approach		46	3.8%	29	8.3%	10	4.0%	1	1.4%	0	0.0%	3	3.4%	0	0.0%	3	1.5%
Ledbury		40	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	40	38.8%	0	0.0%
Homebase, Ledbury		36	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	35	34.0%	1	0.5%
Internet		27	2.3%	7	2.0%	8	3.2%	0	0.0%	2	1.5%	1	1.1%	2	1.9%	7	3.4%
Kington		24	2.0%	0	0.0%	3	1.2%	21	30.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Three Elm Road		19	1.6%	11	3.1%	7	2.8%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Bromyard		16	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16	18.2%	0	0.0%	0	0.0%
Gloucester		14	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	6.9%
KBS, Kington		10	0.8%	0	0.0%	0	0.0%	10	14.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Catalogue / mail order		4	0.3%	0	0.0%	1	0.4%	0	0.0%	2	1.5%	1	1.1%	0	0.0%	0	0.0%
Worcester		2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
ASDA, Belmont Road		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bradford Building Supplies, Alton St, Ross on Wye		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Cheltenham		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Great Malvern		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Jewson Tool Hire, Canal Wharf		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lower Road Trading Estate		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Morrisons, Leominster		1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Pengethely Garden Centre and Farm Shop		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Don't buy	173	14.4%	57	16.3%	26	10.4%	9	12.9%	22	16.2%	17	19.3%	10	9.7%	32	15.8%
	B&Q, Mill Street, Leominster	43	3.6%	0	0.0%	7	2.8%	1	1.4%	35	25.7%	0	0.0%	0	0.0%	0	0.0%
	Don't know - family/ tradesman buys	12	1.0%	1	0.3%	1	0.4%	2	2.9%	1	0.7%	2	2.3%	0	0.0%	5	2.5%
	Parkers, Gloucester Road, Ross-on-Wye	11	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11	5.4%
	B&Q, St Oswalds Park, Gloucester	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	6	3.0%
	Philp Morris, Widemarsh Street, Hereford	5	0.4%	1	0.3%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Wickes, Widemarsh Street, Hereford	5	0.4%	4	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	B&Q, Fleets Lane, Fleetsbridge, Poole	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	Hay-on-Wye	4	0.3%	0	0.0%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Monmouth	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Newent	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	1	0.5%
	Varies	3	0.3%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	West Gate Retail Park, Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Wyevale Garden Centre, Kings Acre Road, Hereford	3	0.3%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Abergavenny	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Castrees Garden Plants, Bromsash, Ross on Wye	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Country Homes and Gardens, Queenswood Garden Centre, Dinmore	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hales, Nailbridge, Drybook, Gloucester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Homebase, Hylton Road, Worcester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
	Kington Building Supplies, Sunset Yard, Kington	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Mitcheldean	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Amber Hardware, High Street, Wool	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Bristol	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Blackpole Retail Park, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Evans Farms Supplies, Holmer Road, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	F J Williams, Forest Road Enterprise Park, Hay-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Focus, Ross-On-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Halfords, Holmer Road, Hereford	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hereford Industrial Supplies, Three Elms Trading Estate, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Homebase, Centrum Park, Cheltenham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Leominster Building Supplies, Dishley Street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Lidl, Redbrook Road, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Pettifer, High Street, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Screwfix, Lion Way, Swansea	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Screwfix, Beaver Centre, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	St Oswalds Retail Park, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Tesco, Waterloo Road, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Weobly	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Weymouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wilkinson, Cibi Walk, Abergavenny	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q9g. Where do you do most of your household's shopping for chemists and medical goods, cosmetics and other beauty products?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Hereford		298	24.8%	158	45.1%	105	42.0%	10	14.3%	6	4.4%	10	11.4%	4	3.9%	5	2.5%
Ross on Wye		105	8.8%	1	0.3%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100	49.3%
Leominster		102	8.5%	1	0.3%	7	2.8%	2	2.9%	90	66.2%	1	1.1%	0	0.0%	1	0.5%
Ledbury		59	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	59	57.3%	0	0.0%
Kington		49	4.1%	0	0.0%	5	2.0%	42	60.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Bromyard		43	3.6%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	42	47.7%	0	0.0%	0	0.0%
ASDA, Belmont Road		28	2.3%	20	5.7%	6	2.4%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Tesco, Abbotsmead Road		28	2.3%	20	5.7%	8	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Hereford		25	2.1%	14	4.0%	9	3.6%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Tesco, Hereford		19	1.6%	13	3.7%	3	1.2%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
Morrisons, Leominster		16	1.3%	0	0.0%	6	2.4%	1	1.4%	7	5.1%	2	2.3%	0	0.0%	0	0.0%
Sainsburys		15	1.3%	9	2.6%	4	1.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Internet		12	1.0%	2	0.6%	4	1.6%	3	4.3%	1	0.7%	0	0.0%	0	0.0%	2	1.0%
Morrisons, Ross-on-Wye		11	0.9%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	9	4.4%
Catalogue / mail order		11	0.9%	4	1.1%	3	1.2%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	2	1.0%
Worcester		7	0.6%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	5	5.7%	1	1.0%	0	0.0%
Gloucester		5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	2.5%
Cheltenham		3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.9%	0	0.0%
Great Malvern		3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	1	0.5%
Tesco, Ledbury		3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.9%	0	0.0%
Co-op, Crabtree Road, Kington		2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hereford Retail Park		2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Leominster		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belmont Road Park		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bradford Building Supplies, Alton St, Ross on Wye		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Co-op, Bromyard		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Co-op, Ledbury		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester Road		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Holmer Road Retail Park / Spur Retail Park		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
KBS, Kington		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Londis, Wormelow		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lower Road Trading Estate		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, High Street, Kington		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Other	Boots, High Street, Hereford	71	5.9%	40	11.4%	23	9.2%	1	1.4%	4	2.9%	2	2.3%	1	1.0%	0	0.0%
	Boots, Market Place, Ross-on-Wye	33	2.8%	1	0.3%	2	0.8%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	29	14.3%
	Don't buy/ use	33	2.8%	8	2.3%	8	3.2%	1	1.4%	4	2.9%	4	4.5%	1	1.0%	7	3.4%
	Boots, High Street, Ledbury	28	2.3%	1	0.3%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	25	24.3%	0	0.0%
	Sainsbury's, Barton Yard, Hereford	25	2.1%	14	4.0%	9	3.6%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Taylors, St Owens Street, Hereford	8	0.7%	6	1.7%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Superdrug, Market Place, Ross-on-Wye	8	0.7%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7	3.4%
	Boots, Corn Square, Leominster	7	0.6%	0	0.0%	0	0.0%	0	0.0%	7	5.1%	0	0.0%	0	0.0%	0	0.0%
	Hay-on-Wye	7	0.6%	0	0.0%	6	2.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Monmouth	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	3.0%
	Superdrug, Eign Gate, Hereford	6	0.5%	6	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Boots, Corn square, Leominster	5	0.4%	0	0.0%	2	0.8%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%
	Chave & Jackson, Broad Street, Hereford	5	0.4%	2	0.6%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Day Lewis, Grandstand Road, Hereford	5	0.4%	3	0.9%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Rowlands, Eastholme Avenue, Hereford	5	0.4%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lloyds, Kent Avenue, Ross-on-Wye	4	0.3%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Newent	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	3	1.5%
	Varies/ shop around	4	0.3%	2	0.6%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
	Boots, High Street, Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Pharmacy, Westfield Walk, Leominster	3	0.3%	0	0.0%	0	0.0%	0	0.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%
	Belmont	3	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Quay House, Westfaling Street, Hereford	3	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Rowlands, Gorsty Lane, Hereford	3	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, The Maltings, Ross-on-Wye	3	0.3%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Abergavenny	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bobblestock, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Boots, Eastgate Street, Gloucester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	Boots, Monnow Street, Monmouth	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Debenhams, High Street, Worcester	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Tupsley	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Rowlands, High Street, Bromyard	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
	Wool	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Alliance, Dorchester Road, Wool	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Asda, West Quay Road, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	At supermarket in which food shop would be done	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Badham Pharmacy, Kings Street, Gloucester	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bath	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Benjamins, Alton Street, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Boots, Malvern Retail Park, Roman Way, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Boots, Corn Square, Leominster	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Boots, Church Street, Great Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Boots, Dorchester Road, Wool	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Boots, North Street, Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Budgens, Market Street, Newent	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Cardiff	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Boots, Queen Street, Cardiff	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Stratford-on-Avon	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Co-op, Crabtree Road, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Old Station Yard, Hay-on-Wye	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Co-op, Tenbury Road, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Fodder, Church Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dymock	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Breinton, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Fownhope, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Kingsland	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%

Orcop	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Presteigne	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Ewyas Harold	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knighton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
London	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Roman Way, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Much Birch, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newport	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Peterchurch, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pilgrims Progress, West Street, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Jones, Broad Street, Hereford	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rowlands, High Street, Kington	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Swanpool Walk, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Tesco, St Oswalds Road, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Tesco, St Peters Drive, Worcester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Tesco, Station Drive, Ludlow	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Weobley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitney-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilkinson, Cibi Walk, Abergavenny, Gwent	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q9h. Where do you do most of your household's shopping for books, CDs, toys etc?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Internet		346	28.8%	92	26.3%	79	31.6%	20	28.6%	29	21.3%	28	31.8%	22	21.4%	76	37.4%
Hereford		279	23.3%	123	35.1%	79	31.6%	22	31.4%	23	16.9%	14	15.9%	6	5.8%	12	5.9%
Ross on Wye		41	3.4%	1	0.3%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	35	17.2%
Leominster		38	3.2%	1	0.3%	3	1.2%	1	1.4%	31	22.8%	2	2.3%	0	0.0%	0	0.0%
Ledbury		35	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	35	34.0%	0	0.0%
ASDA, Belmont Road		17	1.4%	12	3.4%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	1	1.0%	2	1.0%
Kington		12	1.0%	0	0.0%	2	0.8%	10	14.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Catalogue / mail order		12	1.0%	3	0.9%	2	0.8%	0	0.0%	2	1.5%	3	3.4%	1	1.0%	1	0.5%
Morrisons, Leominster		11	0.9%	0	0.0%	1	0.4%	1	1.4%	9	6.6%	0	0.0%	0	0.0%	0	0.0%
Tesco, Hereford		11	0.9%	5	1.4%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Worcester		11	0.9%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	5	5.7%	4	3.9%	1	0.5%
Gloucester		9	0.8%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	7	3.4%
Bromyard		8	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8	9.1%	0	0.0%	0	0.0%
Tesco, Abbotsmead Road		8	0.7%	5	1.4%	2	0.8%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Ross-on-Wye		7	0.6%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	6	3.0%
Tesco, Ledbury		7	0.6%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	5	4.9%	0	0.0%
Morrisons, Hereford		6	0.5%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Sainsburys		5	0.4%	2	0.6%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Hereford Retail Park		4	0.3%	2	0.6%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Great Malvern		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Aldi, Leominster		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Cheltenham		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Co-op, Bromyard		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Grapevine, Kington		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Don't buy	213	17.8%	64	18.3%	42	16.8%	11	15.7%	28	20.6%	18	20.5%	19	18.4%	31	15.3%
	Waterstones, Commercial Street, Hereford	20	1.7%	11	3.1%	6	2.4%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
	WHSmith, High Town, Hereford	15	1.3%	7	2.0%	5	2.0%	0	0.0%	0	0.0%	2	2.3%	1	1.0%	0	0.0%
	Sainsbury's, Barton Yard, Hereford	8	0.7%	5	1.4%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	WHSmith, Corn Street, Leominster	6	0.5%	0	0.0%	0	0.0%	0	0.0%	6	4.4%	0	0.0%	0	0.0%	0	0.0%
	Toys R Us, St Ann Way, Gloucester	5	0.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	Varies/ shop around	5	0.4%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
	Monmouth	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	WHSmith, Broad Street, Ross-on-Wye	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
	Argos, Maylord Street, Hereford	3	0.3%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	1	1.1%	0	0.0%	0	0.0%
	Hay-on-Wye	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	London	3	0.3%	0	0.0%	1	0.4%	1	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Abroad	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Early Learning Centre, Commercial Street, Hereford	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	HMV, Commercial Street, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Ludlow	2	0.2%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Sainsbury's, The Maltings, Ross-on-Wye	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	The Works, Commercial Street, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Abergavenny	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Argos, Great Malvern Retail Park, Roman Way, Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Argos, The Maltings, Ross-on-Wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Asda, West Quay Road, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Bishops Castle	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Boots, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Bristol	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Cardiff	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dorchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	HMV, High Street, Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	John Lewis, Touchwood, Solihull, West Midlands	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Kidderminster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Coleford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Clehonger	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sheffield	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Telford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Tesco, St Oswalds Road, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	The Bromyard Centre, Cruxwell Street, Bromyard	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Weobley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	WHSmith, South Street, Dorchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Whsmiths, Corn street, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Yeovil	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q10. When you shop for non-food goods, how do you usually travel?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Car/Van (as driver)		699	58.3%	152	43.4%	179	71.6%	42	60.0%	81	59.6%	57	64.8%	55	53.4%	133	65.5%
Car/Van (as passenger)		198	16.5%	67	19.1%	41	16.4%	13	18.6%	17	12.5%	13	14.8%	15	14.6%	32	15.8%
Bus		139	11.6%	51	14.6%	22	8.8%	8	11.4%	18	13.2%	9	10.2%	12	11.7%	19	9.4%
Walk		115	9.6%	50	14.3%	3	1.2%	6	8.6%	15	11.0%	7	8.0%	19	18.4%	15	7.4%
Taxi		11	0.9%	9	2.6%	0	0.0%	0	0.0%	1	0.7%	1	1.1%	0	0.0%	0	0.0%
Train		11	0.9%	4	1.1%	2	0.8%	0	0.0%	3	2.2%	0	0.0%	1	1.0%	1	0.5%
Bicycle		10	0.8%	8	2.3%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Goods delivered		10	0.8%	5	1.4%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	3	1.5%
Other	Family member collects/ delivers	4	0.3%	1	0.3%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Mobility Scooter	3	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q11a. Which town do you or members of your household visit most often to go to the cinema?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Don't do		605	50.4%	208	59.4%	120	48.0%	37	52.9%	64	47.1%	50	56.8%	42	40.8%	84	41.4%
Hereford		253	21.1%	88	25.1%	81	32.4%	21	30.0%	38	27.9%	11	12.5%	6	5.8%	8	3.9%
Worcester		96	8.0%	34	9.7%	14	5.6%	2	2.9%	16	11.8%	21	23.9%	9	8.7%	0	0.0%
Gloucester		73	6.1%	10	2.9%	9	3.6%	0	0.0%	0	0.0%	0	0.0%	16	15.5%	38	18.7%
Cinderford		12	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	5.9%
Cheltenham		11	0.9%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	7	6.8%	2	1.0%
Great Malvern		11	0.9%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	9	8.7%	0	0.0%
Ludlow		11	0.9%	0	0.0%	0	0.0%	1	1.4%	10	7.4%	0	0.0%	0	0.0%	0	0.0%
Monmouth		10	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	4.9%
Brecon		6	0.5%	0	0.0%	3	1.2%	3	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol		6	0.5%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
Shrewsbury		6	0.5%	0	0.0%	0	0.0%	1	1.4%	4	2.9%	0	0.0%	1	1.0%	0	0.0%
Bromyard		5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	5.7%	0	0.0%	0	0.0%
Cardiff		5	0.4%	2	0.6%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Ledbury		5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	4.9%	0	0.0%
Ross-on-Wye		5	0.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
Builth Wells		3	0.3%	0	0.0%	0	0.0%	3	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abergavenny		2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Colwall		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
Eardisley		2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leominster		2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Presteigne		2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hay-on-Wye		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Merry Hill		1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Newent		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Tenbury Wells		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weobley		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Coleford	15	1.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13	6.4%
	Newport	13	1.1%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9	4.4%
	Malvern	6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	5.8%	0	0.0%
	Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Wareham	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Birmingham	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Newport Retail Park, Spytty Road, Newport	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Cwmbran	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Forest of Dean	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Merthyr Tydfil	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tower Park, Yarrow Road, Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Varies	2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Weymouth	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Dilwyn	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Harrogate	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Liverpool	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dalston	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Pencombe	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Tewkesbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%

Q11b. Which town do you or members of your household visit most often for cultural activities (museums/ art galleries/ theatres)?

		Base: All		Zone															
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Don't do		451	37.6%	127	36.3%	92	36.8%	22	31.4%	55	40.4%	36	40.9%	37	35.9%	82	40.4%
Hereford		296	24.7%	129	36.9%	73	29.2%	20	28.6%	37	27.2%	9	10.2%	6	5.8%	22	10.8%
Great Malvern		52	4.3%	8	2.3%	3	1.2%	2	2.9%	3	2.2%	8	9.1%	18	17.5%	10	4.9%
Cardiff		30	2.5%	8	2.3%	6	2.4%	2	2.9%	3	2.2%	2	2.3%	0	0.0%	9	4.4%
Cheltenham		16	1.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	12	5.9%
Bromyard		14	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	15.9%	0	0.0%	0	0.0%
Bristol		12	1.0%	2	0.6%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	4	2.0%
Ludlow		12	1.0%	1	0.3%	2	0.8%	2	2.9%	6	4.4%	1	1.1%	0	0.0%	0	0.0%
Worcester		9	0.8%	2	0.6%	2	0.8%	1	1.4%	1	0.7%	3	3.4%	0	0.0%	0	0.0%
Gloucester		7	0.6%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	2	1.0%
Leominster		7	0.6%	1	0.3%	0	0.0%	0	0.0%	6	4.4%	0	0.0%	0	0.0%	0	0.0%
Monmouth		7	0.6%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	3.0%
Ledbury		6	0.5%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	5	4.9%	0	0.0%
Abergavenny		5	0.4%	2	0.6%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Kington		4	0.3%	0	0.0%	0	0.0%	4	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brecon		3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hay-on-Wye		3	0.3%	1	0.3%	1	0.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ross-on-Wye		3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	2	1.0%
Builth Wells		2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinderford		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knighton		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marden		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Presteigne		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	London	120	10.0%	31	8.9%	31	12.4%	5	7.1%	10	7.4%	7	8.0%	11	10.7%	25	12.3%
	Malvern	37	3.1%	9	2.6%	3	1.2%	0	0.0%	5	3.7%	2	2.3%	11	10.7%	7	3.4%
	Birmingham	26	2.2%	7	2.0%	3	1.2%	3	4.3%	5	3.7%	2	2.3%	2	1.9%	4	2.0%
	Varies	16	1.3%	7	2.0%	3	1.2%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	4	2.0%
	All around UK/ coach trips/ National Trust members	11	0.9%	2	0.6%	3	1.2%	4	5.7%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
	Stratford-upon-Avon	6	0.5%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
	Abroad	5	0.4%	3	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Oxford	5	0.4%	1	0.3%	2	0.8%	0	0.0%	1	0.7%	0	0.0%	1	1.0%	0	0.0%
	Dorchester	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Exeter	2	0.2%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	1	1.0%	0	0.0%
	Liverpool	2	0.2%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Norfolk	2	0.2%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Poole	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Weston-super-Mare	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Aberystwyth	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Berrington	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Chester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Dilwyn	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dudley	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Falmouth	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Guildford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Leeds	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Neath	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Nottingham	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Tarrington	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Tewkesbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	St Albans	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Warwick	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	West Midlands	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Weymouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wolverhampton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Wyestone	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	York	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q11c. Which town do you or members of your household visit most often to go to pubs, cafes and/ or restaurants?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Hereford		435	36.3%	260	74.3%	110	44.0%	7	10.0%	23	16.9%	13	14.8%	7	6.8%	15	7.4%
Don't do		175	14.6%	53	15.1%	34	13.6%	10	14.3%	20	14.7%	18	20.5%	11	10.7%	29	14.3%
Ross-on-Wye		108	9.0%	0	0.0%	6	2.4%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	100	49.3%
Ledbury		66	5.5%	2	0.6%	3	1.2%	0	0.0%	1	0.7%	1	1.1%	59	57.3%	0	0.0%
Leominster		65	5.4%	1	0.3%	7	2.8%	3	4.3%	54	39.7%	0	0.0%	0	0.0%	0	0.0%
Bromyard		38	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	37	42.0%	0	0.0%	1	0.5%
Kington		33	2.8%	1	0.3%	1	0.4%	31	44.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester		15	1.3%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	10	11.4%	1	1.0%	1	0.5%
Hay-on-Wye		12	1.0%	0	0.0%	9	3.6%	3	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham		10	0.8%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	6	3.0%
Monmouth		10	0.8%	0	0.0%	2	0.8%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	7	3.4%
Weobley		9	0.8%	0	0.0%	8	3.2%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Gloucester		6	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.9%	3	1.5%
Ludlow		6	0.5%	0	0.0%	1	0.4%	0	0.0%	5	3.7%	0	0.0%	0	0.0%	0	0.0%
Pembridge		6	0.5%	0	0.0%	0	0.0%	1	1.4%	4	2.9%	1	1.1%	0	0.0%	0	0.0%
Peterchurch		5	0.4%	0	0.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingsland		4	0.3%	0	0.0%	0	0.0%	0	0.0%	4	2.9%	0	0.0%	0	0.0%	0	0.0%
Abergavenny		3	0.3%	1	0.3%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bodenham		3	0.3%	0	0.0%	1	0.4%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Cardiff		3	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fownhope		3	0.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Bristol		2	0.2%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Colwall		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	1	0.5%
Eardisley		2	0.2%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Great Malvern		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Knighton		2	0.2%	1	0.3%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leintwardine		2	0.2%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Newent		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.5%
Shrewsbury		2	0.2%	0	0.0%	0	0.0%	1	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Ewyas Harold		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Withington		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Herefordshire area village pubs	25	2.1%	6	1.7%	11	4.4%	2	2.9%	1	0.7%	1	1.1%	0	0.0%	4	2.0%
	Varies	13	1.1%	3	0.9%	4	1.6%	0	0.0%	3	2.2%	0	0.0%	1	1.0%	2	1.0%
	Lyonshall	5	0.4%	1	0.3%	0	0.0%	3	4.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Much Marcle	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	2.9%	2	1.0%
	London	4	0.3%	1	0.3%	0	0.0%	0	0.0%	1	0.7%	1	1.1%	1	1.0%	0	0.0%
	Allensmore	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Goodrich Village	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Kilpeck	3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Malvern	3	0.3%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	2	1.9%	0	0.0%
	Poole	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Symonds Yat	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Titley	3	0.3%	0	0.0%	0	0.0%	2	2.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Wool	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Woolhope	3	0.3%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Abroad	2	0.2%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Birmingham	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Hampton Bishop, Hereford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Clifford	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dilwyn	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dymock	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
	Gladestry, Powys	2	0.2%	0	0.0%	0	0.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Kentchurch	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Almeley	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Canon Pyon	2	0.2%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Madley	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Sellack	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Stoke Lacy	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Much Birch	2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Broadwas	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Wareham	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Weston-under-Penyard	2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Whitchurch	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Aymestrey, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Bartestree Village	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Belfast	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bishops Frome	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Bosbury	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Bucknell, Shropshire	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Burghill	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Carey	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Dewchurch	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Dorchester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Eardisley	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Fownhope	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Grosmount	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Harrogate	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Kinnsersley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lea	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Ledbury area villages	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Linton	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Little Birch	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Eldersfield	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Harewood End, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Yarpole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Dymock	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Lingen, Bucknall	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Lea	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Longtown, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Maidenhead	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Mayhill, Gloucestershire	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Michaelchurch Eskley	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Mortimers Cross, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%

Norfolk	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Norton Canon	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Radnor, Powys	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Penybont	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterstow, Ross-on-wye	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Castlefields, Hereford	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitestone, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Shropshire	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kimbolton, Leominster	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Stoke Prior	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Tarrington	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Skenfrifth	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tillington	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruardean	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Tillington	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton Bishop	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Walford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Weymouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Whitney-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winforton	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q11d. Which town do you or members of your household visit most often for health & fitness facilities?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Don't do		665	55.4%	198	56.6%	143	57.2%	37	52.9%	74	54.4%	48	54.5%	59	57.3%	106	52.2%
Hereford		215	17.9%	136	38.9%	60	24.0%	2	2.9%	5	3.7%	3	3.4%	2	1.9%	7	3.4%
Leominster		65	5.4%	4	1.1%	6	2.4%	2	2.9%	52	38.2%	1	1.1%	0	0.0%	0	0.0%
Ross-on-Wye		63	5.3%	1	0.3%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	59	29.1%
Ledbury		38	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	37	35.9%	1	0.5%
Bromyard		33	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	33	37.5%	0	0.0%	0	0.0%
Kington		29	2.4%	0	0.0%	7	2.8%	21	30.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Fownhope		24	2.0%	5	1.4%	9	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	4.9%
Presteigne		7	0.6%	0	0.0%	0	0.0%	6	8.6%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Monmouth		6	0.5%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	2.5%
Newent		5	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	4	2.0%
Hay-on-Wye		4	0.3%	0	0.0%	3	1.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ewyas Harold		3	0.3%	0	0.0%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brecon		2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Great Malvern		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.9%	0	0.0%
Kingsland		2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Leintwardine		2	0.2%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludlow		2	0.2%	0	0.0%	0	0.0%	1	1.4%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Worcester		2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	2.3%	0	0.0%	0	0.0%
Abergavenny		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bodenham		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eardisley		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knighton		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peterchurch		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenbury Wells		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
Withington		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	At home/ work	4	0.3%	2	0.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	London	3	0.3%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wareham	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Clehonger	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Holme Lacy	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Bovington	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Burghill, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Forest of Dean	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Goodrich, Herefordshire	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Kingstone	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Lea	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Malvern	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Preston-on-Wye	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Wool	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wyestone, Monmouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%

Q11e. Which town do you or members of your household visit most often for nightlife (bars & clubs)?

		Base: All		Zone													
		Num	%	1a		1b		2		3		4		5		6	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Don't do		870	72.5%	245	70.0%	193	77.2%	52	74.3%	105	77.2%	63	71.6%	71	68.9%	141	69.5%
Hereford		168	14.0%	98	28.0%	36	14.4%	3	4.3%	8	5.9%	6	6.8%	8	7.8%	9	4.4%
Ross-on-Wye		37	3.1%	0	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	34	16.7%
Leominster		19	1.6%	0	0.0%	2	0.8%	0	0.0%	17	12.5%	0	0.0%	0	0.0%	0	0.0%
Ledbury		15	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	14.6%	0	0.0%
Bromyard		14	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	15.9%	0	0.0%	0	0.0%
Kington		10	0.8%	0	0.0%	2	0.8%	8	11.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester		8	0.7%	0	0.0%	1	0.4%	0	0.0%	1	0.7%	3	3.4%	3	2.9%	0	0.0%
Cardiff		4	0.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
Cheltenham		4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	3	1.5%
Hay-on-Wye		3	0.3%	0	0.0%	1	0.4%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abergavenny		2	0.2%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Kingsland		2	0.2%	0	0.0%	0	0.0%	0	0.0%	2	1.5%	0	0.0%	0	0.0%	0	0.0%
Bristol		1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Builth Wells		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Knighton		1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludlow		1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
Monmouth		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
Newent		1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
Weobley		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Withington		1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	Wellington	3	0.3%	1	0.3%	1	0.4%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Weymouth	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	1.5%
	Birmingham	2	0.2%	1	0.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	London	2	0.2%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Whitchurch	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%
	Dymock, Gloucester	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Bishopswood	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Bournemouth	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Crediton Hilll, North Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Goodrich Village	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Little Dewchurch	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Liverpool	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Burghill	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Garway Hill	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Longtown, Hereford	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Manchester	1	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Much Marcle	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Newark-on-Trent	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Oxford	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.0%	0	0.0%
	Penconbe	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	1.1%	0	0.0%	0	0.0%
	Poole	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Stoke Prior	1	0.1%	0	0.0%	0	0.0%	0	0.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%
	Sutton St Nicholas	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Symonds Yat	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Burley Gate	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Varies	1	0.1%	0	0.0%	0	0.0%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Wareham	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%
	Wormsley	1	0.1%	0	0.0%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Q12. SEG of chief wage earner

	Base: All respondents		Zone															
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
A/B	230	19.2%	43	12.3%	55	22.0%	13	18.6%	23	16.9%	23	26.1%	22	21.4%	51	25.1%
C1	369	30.8%	120	34.3%	86	34.4%	21	30.0%	32	23.5%	20	22.7%	33	32.0%	57	28.1%
C2	322	26.8%	97	27.7%	53	21.2%	19	27.1%	41	30.1%	32	36.4%	31	30.1%	49	24.1%
D/E	174	14.5%	63	18.0%	26	10.4%	12	17.1%	27	19.9%	6	6.8%	11	10.7%	29	14.3%
Refused	105	8.8%	27	7.7%	30	12.0%	5	7.1%	13	9.6%	7	8.0%	6	5.8%	17	8.4%

Q13. Age group of respondent

	Base: All respondents		Zone															
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
18 - 24 years	10	0.8%	4	1.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%
25 - 34 years	38	3.2%	14	4.0%	6	2.4%	0	0.0%	4	2.9%	3	3.4%	1	1.0%	10	4.9%
35 - 44 years	92	7.7%	27	7.7%	16	6.4%	7	10.0%	9	6.6%	4	4.5%	8	7.8%	21	10.3%
45 - 54 years	151	12.6%	43	12.3%	29	11.6%	12	17.1%	11	8.1%	15	17.0%	15	14.6%	26	12.8%
55 - 64 years	216	18.0%	66	18.9%	52	20.8%	11	15.7%	26	19.1%	10	11.4%	14	13.6%	37	18.2%
65 years or above	637	53.1%	185	52.9%	128	51.2%	38	54.3%	80	58.8%	53	60.2%	62	60.2%	91	44.8%
Refused	56	4.7%	11	3.1%	17	6.8%	2	2.9%	6	4.4%	3	3.4%	3	2.9%	14	6.9%

Q14. Number of cars in the household available for shopping trips

	Base: All respondents		Zone															
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
None	169	14.1%	75	21.4%	14	5.6%	10	14.3%	20	14.7%	10	11.4%	16	15.5%	24	11.8%
One	571	47.6%	185	52.9%	107	42.8%	32	45.7%	77	56.6%	39	44.3%	50	48.5%	81	39.9%
Two	314	26.2%	69	19.7%	82	32.8%	20	28.6%	27	19.9%	26	29.5%	29	28.2%	61	30.0%
Three or more	94	7.8%	11	3.1%	30	12.0%	5	7.1%	7	5.1%	10	11.4%	6	5.8%	25	12.3%
Refused	52	4.3%	10	2.9%	17	6.8%	3	4.3%	5	3.7%	3	3.4%	2	1.9%	12	5.9%

Q15. Gender of respondent

	Base: All respondents		Zone															
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Male	357	29.8%	100	28.6%	76	30.4%	19	27.1%	35	25.7%	30	34.1%	31	30.1%	66	32.5%
Female	843	70.3%	250	71.4%	174	69.6%	51	72.9%	101	74.3%	58	65.9%	72	69.9%	137	67.5%

Q16. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone															
	Num	%	1a		1b		2		3		4		5		6	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1,200	100.0%	350	100.0%	250	100.0%	70	100.0%	136	100.0%	88	100.0%	103	100.0%	203	100.0%
Yes	788	65.7%	227	64.9%	162	64.8%	50	71.4%	89	65.4%	57	64.8%	71	68.9%	132	65.0%
No	412	34.3%	123	35.1%	88	35.2%	20	28.6%	47	34.6%	31	35.2%	32	31.1%	71	35.0%