England
& Lyle

Ryedale District Council

PROPOSED FOODSTORE,
THE WENTWORTH PROJECT,
MALTON

REVIEW OF UPDATED
RETAIL STATEMENT BY
NATHANIEL LICHFIELD & PARTNERS

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England & Lyle Limited
Gateway House
55 Coniscliffe Road
Darlington
DL3 7EH

Tel: 01325 469236

info@england-lyle.co.uk

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1. Introduction

1.1 England & Lyle have been commissioned by Ryedale District Council to advise on the retail policy implications of the proposed development by GMI Holbeck Land (Malton) Limited (GMIHL) for the redevelopment of land at the Wentworth Street Car Park site, Malton (abbreviated to WSCP) - application reference: 11/00927/MOUT. The proposals are for a foodstore, a small retail unit, offices at first floor level, with undercroft parking beneath the supermarket, and a petrol filling station.

1.2 The original planning application for the redevelopment of this site was submitted in August 2011 and in March 2012 the District Council was 'minded to approve' the proposals subject to a S106 agreement. The Secretary of State decided not to 'call-in' the application for his own determination. Planning permission has not yet been granted for this development, although negotiations on the planning obligation were advanced.

1.3 Since the original application was submitted we understand that there have been further discussions with foodstore operators, following which a decision has been made to reduce the overall scheme size from 5,205 sq.m. to 4,530 sq.m. gross in order to address specific retailer requirements.

1.4 The application is supported by a Planning Statement and a Retail Statement prepared by Nathaniel Lichfield and Partners (NLP). The supporting statements have now been updated by NLP. Our report is an independent Review of the updated Retail Statement (October 2013) prepared by NLP. It is concerned only with a review of the retail policy aspects of the proposed development.

1.5 NLP's Retail Statement assesses the proposed development against the key tests of the sequential approach and impact, as set out in the National Planning Policy Framework (NPPF). It has been updated from the Retail Statement previously prepared to accompany the application in order to take into account the publication of the NPPF and the granting of planning permission on appeal for the redevelopment of the Livestock Market site (the 'LM Site') in Malton and other relevant policies in the District.

1.6 The application site is located on the northern edge of Malton town centre and is currently used as a Council-run pay and display town centre car park. At its closest point, the application site lies approximately 20 metres from the area defined in the adopted Ryedale Local Plan (2002) as the Malton Town Centre Commercial Limits (TCCL), and 30 metres walking distance from commercial properties on Newbiggin, within the TCCL. In retail policy terms it is in an edge-of-centre location.

1.7 The location of the application site and the boundary of Malton town centre are shown on the map in Figure 1 which is taken from Appendix 6 of the Retail Statement.

1.8 Our review of the proposals for the WSCP site is made in the context of the approval of a scheme for retail development on the Livestock Market sit in Malton. An outline planning application by Fitzwilliam (Malton) Estates (FME) for the redevelopment of the existing Livestock Market site on the edge of Malton town centre for redevelopment of the site for retail use, comprising a total of 4,092 sq.m. gross retail floorspace, including a foodstore of 2,360 sq.m. gross (1,652 sq.m. net) and three unit smaller units comprising 1,732 sq.m. gross (1,386 sq.m. net), together with car parking and a public square, was refused by Ryedale Council in April 2012. FME appealed against this refusal and, following a Public Inquiry held in September 2012, planning permission was granted by the Inspector in October 2012.

1.9 In addition to the retail planning advice being provided by England & Lyle, the Council appointed property specialists DTZ to advise on the commercial retail considerations in relation to the planning application for the WSCP site. DTZ reported to the Council on 11th February 2014. The report is specifically concerned with advice on occupier demand and "commercial occupier appeal". It focuses on an assessment of the commercial information provided to support the planning application. It includes a review of the proposal for a food store at the Livestock Market "given the arguments made by GMI Holbeck's agents relating to its 'deliverability' ". References are made to the commercial advice from DTZ where appropriate in this Review.

1.10 In undertaking this Review we have made reference to the Ryedale Retail Capacity and Impact Assessment Update Final Report prepared for the Council by Roger Tym & Partners (RTP) in July 2011. In that study RTP recommended that the most appropriate way of meeting the District's identified needs for comparison and convenience retail floorspace was through redevelopment of the Livestock Market (Cattlemarket) site and the Wentworth Street car park site. The Cattlemarket site was seen as ideal for providing modern retail units to accommodate the type of 'High Street' comparison retail stores that are currently missing from the town centre offer, potentially complemented by a basket foodstore and/or residential/office uses. RTP did not advocate a supermarket-only scheme on that site because it would rule out the prospect of attracting High Street comparison retailers, which in their assessment the site is ideally suited to.

1.11 RTP concluded that the Wentworth Street car park site is more suitable for convenience rather than comparison retail floorspace, and that the site could accommodate a foodstore, to address the quantitative and qualitative need for additional convenience retail provision in Malton. It was acknowledged that there is scope for development on the Wentworth Street car park site to generate linked trips with the town centre. In this Review reference is made to the capacity analysis in the RTP Retail Study which is relevant to the current application on the WSCP site.

1.12 For the purposes of consistency, all expenditure and turnover figures are expressed throughout the assessment in 2011 prices. The forecast years for the assessment of retail capacity and impact are 2018 and 2023. They represent five and ten year periods from the time of preparation of the Retail Statement, in line with the advice in the NPPF.

1.13 Although this Review focuses on the Retail Statement prepared by NLP, we have taken account of comments and objections made on the Wentworth Street retail proposals by GVA on behalf of Fitzwilliam Malton Estates; by Peacock & Smith on behalf of Morrisons;

and by several objectors to the planning application. The nature of the representations made on the application covers matters of:

- The status of the development plan for Malton
- The catchment area of the proposed store
- The sequential approach
- The capacity analysis
- Retention levels and clawback of leakage
- Impact on businesses in Malton town centre, and
- Impact on the Morrisons store in Malton.

1.14 References to these issues are made in the relevant sections of the Review.

2. The Proposed Development

2.1 The proposed development on the WSCP site comprises a foodstore of 4,530 sq.m. (48,759 sq.ft.) gross floorspace and a smaller retail unit fronting onto Wentworth Street (comprising 227 sq.m. gross) with offices at first floor level above. Undercroft parking is proposed beneath the foodstore, accessed from Smithson Court/Pasture Lane. A petrol filling station is proposed on Smithson Court. No comments are made in this report about car parking or access to the site.

2.2 The operator of the proposed foodstore is yet to be confirmed by the applicants but we understand that discussions have been or are currently being held with all the main food retailers excluding Morrisons. Based on these discussions it has been assumed that:

- the 4,530 sq.m. gross foodstore would have a net sales area of 2,718 sq.m. (a 60% net to gross floorspace ratio); and
- of this net sales area, 70% (1,903 sq.m.) would be used for the sale of convenience goods, and the other 30% (815 sq.m.) would be used for comparison goods sales.

2.3 The sales density of the proposed foodstore is based on an average of the company benchmark sales densities of Tesco and Sainsbury's. The estimated turnover in convenience and comparison goods is shown below. These turnover estimates relate to the forecast year of 2018.

	Net floorspace (sq.m.)	Sales density (£ per sq.m.)	Turnover (£m)
Convenience goods	1,903	£11,832	22.51
Comparison goods	815	£9,577	7.81

2.4 In relation to the other smaller retail unit proposed on the WSCP site, which comprises 227 sq.m, a 70% net to gross ratio has been assumed, resulting in a net sales area of 159 sq.m. It has also been assumed by NLP that this floorspace would be used for comparison goods sales, and would achieve a turnover in line with the benchmark turnover for Malton Town Centre of £4,100 per sq.m. in 2018. The turnover of the small unit has been factored into the retail impact assessment. Its estimated turnover is £0.65m and the total comparison goods turnover of the scheme in 2018 is £8.46m.

2.5 The turnover estimates for 2023 allow for a growth in turnover to £23.58m in convenience and £9.73m in comparison goods in line with the forecast growth of retail expenditure in the study area. This is a robust approach which assumes that the proposed store, together with the scheme for the Livestock Market site, takes a share of expenditure growth after 2018. We accept the estimates made by NLP of the sales density and the convenience and comparison goods turnover of the proposed development in 2018 and 2023.

3. Planning Policy Context

Development Plan

3.1 The development plan for Malton currently comprises the Ryedale Local Plan, March 2002 including policies saved by the Secretary of State in September 2007 and The Ryedale Plan - Local Plan Strategy (LPS) document adopted by the Council in September 2013. A legal challenge has been made to the adoption of the LPS on the grounds of housing need. The challenge has no bearing on the town centre policies in the plan. The Local Plan Strategy document includes policies for managing growth and change across the District to 2027 and forms part of the Development Plan for Ryedale. The 'saved' policies of the Ryedale Local Plan will form part of the development plan until such a time as they are replaced by policies in the emerging Ryedale Local Development Framework.

3.2 The WSCP Site is not subject to any site specific allocations or designations within the adopted Local Plan. Furthermore, there are no other policies which have been 'saved' and are directly relevant to the application proposals.

3.3 The Local Plan defines a Town Centre boundary and a Primary Shopping Area in Malton which are shown on the plan in Figure 1. These boundaries have not yet been reviewed in the preparation of the new Local Plan documents.

3.4 Local Plan Policy SP7 states that Town Centres will be the focus for a diverse range of uses including principally retail uses. It also states that new retail development will be accommodated in line with the following Town Centre hierarchy:

- Principal Town Centre: Malton, and
- Local Town Centres: Norton, Pickering, Kirkbymoorside and Helmsley.

3.5 Retail development of a scale appropriate to these roles will be supported where the proposals maintain and enhance the vitality and viability of the Town Centre. New retail development will provide a strong retail mix in terms of its type, range and quality and an improved range and choice of food (convenience) retailing. In relation to food (convenience) retailing, the Plan states that current commitments account for the quantitative food convenience retail floorspace required to 2026. Should any commitments fail to come forward, any additional requirement for convenience retail floorspace will be directed to Malton.

3.6 NLP's Retail Statement gives details of relevant extracts from the Local Plan Strategy, which we do not need to reproduce here. Of particular relevance to the current application is paragraph 5.25 which states that excellent edge-of-centre opportunities exist to accommodate new retail space to support the role of Malton Town Centre. In this context, it identifies that a 'Northern Arc' lies to the north of the town centre, taking in a belt of land, all of which is edge-of-centre. The geographical extent of the 'Northern Arc' is shown on the map on page 85 of the LPS document. It stretches from the existing Livestock Market in the west, across Newbiggin and Wentworth Street to the Wentworth Street Car Park.

3.7 Policy SL7 of the Local Plan Strategy defines a local floorspace impact threshold for the assessment of planning applications for town centre uses outside of the defined Town Centre Commercial Limits and not in accordance with the Plan. This will be applied as follows:

- 500 square metres gross for comparison only schemes
- 750 square metres gross for convenience only schemes and,
- where a proposal involves a combination of convenience and comparison floorspace, the threshold is set at 1000 square metres of the total retail gross floorspace of the scheme.

3.8 The current application for the WSCP site proposes 4,530 sq.m. gross floorspace which is well in excess of the defined local floorspace threshold for impact assessments for combined convenience and comparison floorspace of 1,000 sq.m. gross the Retail Statement addresses the retail policy requirements set out in the NPPF accordingly.

National Planning Policy for Town Centres

3.9 Planning applications for main town centre uses including retailing which are not in a defined centre and do not accord with an up-to-date development plan, should be subject to a sequential test and an impact test. The impact test applies to proposals of more than 2,500 sq.m. gross floorspace unless the local authority has adopted a smaller floorspace threshold for impact assessments. The current proposals exceed this default threshold of 2,500 sq.m. gross as well as the local floorspace threshold mentioned above.

3.10 Paragraph 27 of the NPPF states that, where an application fails to satisfy the sequential test or is likely to have significant adverse impacts upon the vitality or viability of a centre, it should be refused. In this Review we focus on whether the proposals comply with the sequential and impact tests.

3.11 Although Planning Policy Statement 4 (PPS4) has now been replaced by the NPPF, the Practice Guidance on Need, Impact and the Sequential Approach published alongside PPS4 remains extant. The document provides advice on the scope of need, impact and sequential site assessments, including guidance on methodologies and key data inputs.

3.12 In August 2013, the Government published draft National Planning Practice Guidance (NPPG), intended to accompany the NPPF, for consultation. It is expected that it will be formally issued by the Secretary of State, and come into force, early in 2014, superseding the extant Practice Guidance.

4. Existing Shopping Provision

Study Area

4.1 The study area used by NLP for assessing expenditure capacity and trade diversion impacts in respect of the proposed foodstore has been based on that used by Roger Tym & Partners (RTP) in previous retail studies for the Council. The study area includes 6 zones as follows:

Zone 1 - Helmsley (YO62 5 and YO62 4);
Zone 2 - Kirkbymoorside (YO32 7 and YO62 6);
Zone 3 - Pickering (YO18 7 and YO18 8);
Zone 4 - the East Ryedale area (YO13 9 and YO17 8);
Zone 5 - Norton (YO17 9 and YO60 7); and
Zone 6 - Malton (YO17 6 and YO17 7).

4.2 The study area and zones are shown on the map in Figure 2. The study area was used by RTP as the basis for the telephone household survey carried out in February 2011. To provide a more detailed geographical zoning system for the analysis of shopping patterns some of these zones were sub-divided and the household survey provides information for 10 zones. Details are given in Section 5 below.

Centres in the Study Area

4.3 Malton Town Centre is the principal retail and commercial destination in Ryedale District, and contains a range of uses which serve the retail and service needs of both residents in the town itself, and the district as a whole.

4.4 The District also includes the smaller centres of Norton, Pickering, Kirkbymoorside and Helmsley. All of these centres contain a range of uses which meet the day to day needs of their respective catchments, which generally comprise the town itself, and the surrounding rural areas.

4.5 In Malton there is a Morrisons supermarket of around 2,500 sq.m. net floorspace on Castlegate, within the town centre boundary but outside the primary shopping area. It slocation is shown on the map in Figure 1. There is also a small Sainsbury's Local store in Newbiggin, just within the town centre boundary, and a range of smaller specialist food shops.

4.6 Norton has an Asda (former Netto) store of 785 sq.m. net located outside the town centre on Norton Road and a Lidl discount store on the edge of Norton centre.

4.7 In Pickering the main existing convenience retail provision comprises a Co-op foodstore to the east of The Ropery, with 1,036 sq.m. net floorspace, a Costcutter and several small specialist food shops.

4.8 Kirkbymoorside has a small Spar convenience store of around 200 sq.m. net, and a small number of other food shops. There is also a Co-op convenience store outside the town centre. Helmsley has small Co-op and Costcutter stores in the town centre.

Commitments

4.9 Outline planning permission was granted on appeal in October 2012 for redevelopment of the Livestock Market site on the edge of Malton town centre for a total of 4,092 sq.m. gross retail floorspace including a foodstore of 2,360 sq.m. gross and 1,652 sq.m. net, and three unit smaller units comprising 1,732 sq.m. gross/1,386 sq.m. net. Development has not yet taken place on the site. NLP indicate that there is no evidence of interest from operators in taking occupation of a foodstore of the size proposed. This view is supported by evidence from three specialist commercial agents which has been submitted in support of the present planning application. NLP state that the Livestock Market scheme is not commercially viable in its present form and there are very significant doubts as to whether this scheme will be implemented.

4.10 The advice of 11th February to the Council from DTZ considers occupier demand for the Livestock Market site. It states:
"I conclude likely occupier demand for the Livestock Market as consented currently does not exist. Like WSCP, the opportunity is well known in the market place and operators have had time to adequately consider its suitability for their business and the owner to market it. Now the site has outline planning consent, FME can now offer some certainty provided the conditions attached to it regarding the comparison goods restriction are complied with".
Further comments are made on the Livestock Market site in Section 8.

4.11 Elsewhere planning permission was granted on appeal in April 2010 for a Lidl store of 1,305 sq.m. gross at Vivis Lane, Pickering on the edge of the town centre. The new store opened in January 2014.

4.12 In Kirkbymoorside Tesco was granted planning permission in January 2013 for the development of a new store of 1,462 sq.m. gross and 921 sq.m. net on land to the south of New Road. Development has not yet started on this new store but Tesco have indicated that they plan to construct the store for opening in 2015/16.

4.13 Planning permission was granted for the development of an Aldi discount foodstore on Welham Road in Norton in February 2013. Subsequently Aldi has formally withdrawn from this scheme and the permission will not be implemented as approved. It has not been factored-in to NLP's quantitative retail capacity/impact assessment. Outline planning permission was granted for redevelopment of the same site in July 2013 for two retail units of 804 sq.m. gross and a children's day nursery. We understand that the retail units are intended to be used for the sale of comparison goods and the estimated turnover has been taken into account in the capacity and impact assessments for comparison goods.

4.14 On 11th February 2014 Ryedale District Council's Planning Committee approved an outline planning application for a retail food store on the Ryedale Garages site at Piercy End, Kirkbymoorside (application ref. 12/00571/OUT). The site is to the south of Kirkbymoorside town centre and opposite the site of the approved new Tesco store. The floorspace is 650 sq.m. gross; 488 sq.m. net sales area. The application was considered to be acceptable in retail policy terms and was recommended for approval by Officers. Because of the very recent approval of this foodstore, it was not taken into account in the retail assessment by NLP and we have not included it in our review of retail capacity or impact. However, we comment on the implications of an additional small foodstore in Kirkbymoorside in the appropriate sections of the report.

5. Existing Shopping Patterns

Household Survey

5.1 Information on existing shopping patterns in the study area is based on a telephone household survey carried out in February 2011 for the Ryedale Retail Capacity and Impact Assessment Update across ten zones which include subdivisions of the zones shown in Figure 2. The survey comprises 1,000 interviews. The data by zone have been weighted to reflect the population in each zone so that the results are an accurate representation of shopping patterns.

5.2 The household survey asked questions about which stores people use for main food and grocery shopping and top-up food shopping, and . A question was also asked about the extent to which people visit small shops in town centres for food shopping as well as supermarkets.

5.3 The household survey enables estimates to be made of the market shares of spending by residents in each zone that is spent at different stores and centres in convenience goods.

5.4 The full tabulations of the household survey data are included in the Appendix to this Review.

The Catchment Area of the Proposed Development

5.5 The study area used in the Ryedale Capacity Study has been adopted by NLP as the catchment area of the proposed retail development on the WSCP site. The definition of the catchment area has been criticised by Peacock & Smith on behalf of Morrisons and by some objectors to the application. The criticism is that residents of some of the outer zones in the study area live closer to large foodstores in Scarborough, York and Thirsk for main shopping and so are unlikely to shop in Malton if a new large foodstore open on the WSCP site.

5.6 The household survey data in the Appendix enables the existing pattern of main food shopping to be analysed. The key findings about the use of large foodstores outside the study area are as follows:

- Tesco in Thirsk is used by some residents of the Helmsley zone but twice as many respondents of that zone mostly use Morrisons in Malton.
- Some residents of zone 5B, the rural area between Malton and York along the A64, shop at Asda and Sainsburys in Monks Cross but significantly more use Morrisons in Malton.
- The vast majority of residents of zone 4B, the settlements along the A64 towards Scarborough, shop at Morrisons in Malton; relatively few use Morrisons and Tesco in Scarborough
- Stores in Scarborough are used to a significant extent only by residents of zone 4A, along the A170 corridor towards Scarborough and outside Ryedale District.

5.7 The validity of the definition of the catchment area can be assessed by analysing the pattern of main food and grocery shopping to Morrisons in Malton from each survey zone.

Zone	Area	Number of respondents	Percent of respondents	Market share of Morrisons
1	Helmsley	33	8%	32%
2	Kirkbymoorside	40	9%	38%
3A	Pickering west	41	9%	45%
3B	Pickering east	40	9%	42%
4A	A170 corridor to east (outside Ryedale)	4	1%	4%
4B	A64 corridor towards Scarborough	55	13%	59%
5A	A64 corridor towards York	22	5%	40%
5B	Norton and rural south	103	23%	74%
6A	Malton north	37	8%	82%
6B	Malton central	66	15%	74%
Total		441	100%	-

5.8 The weighted number of responses in the table above is an accurate representation of the trade draw to Morrisons in Malton in its role for main food shopping. It can also be considered to be a good indicator of the likely pattern of main food shopping to the proposed foodstore on the WSCP site. Morrisons in Malton draws its main food shopping trade from all parts of the study area, with the exception of zone 4A which is the rural area outside Ryedale District on the edge of Scarborough. With hindsight this area probably should have been excluded from the catchment area because it does look more towards Scarborough. However, less than 10% of respondents to the survey live in this zone and its inclusion does not distort the analysis of shopping patterns. Elsewhere a large proportion of the residents in all the zones already mostly visit Malton for their main food shopping. We would advise that the area used by NLP as the catchment area of the proposed store is acceptable. This area is the 'primary catchment area' (PCA) of the store. NLP have assessed that 15% of the store's trade would come from beyond this PCA, including visitors to Malton.

Population and Expenditure

5.9 The base year for the retail analysis is 2011. NLP have used population and expenditure estimates data for 2011 from Experian for each of the survey zones. Population has been projected forward to 2013, 2018 and 2023 using the 2010-based ONS population projections. The total population within the study area is forecast to increase from 53,904 in 2013 to 54,310 in 2018 and 55,222 in 2023.

5.10 Retail expenditure estimates for convenience and comparison goods for each zone in 2011 have been obtained using Experian data and forecasts of spending per person are based on national expenditure forecasts in Experian Retail Planner Briefing Note 10.0 (September 2012). The expenditure forecasts have been adjusted to exclude non-store retail sales such as Internet shopping.

5.11 The total growth in expenditure in the study area over the periods to 2018 and 2023 shown in NLP's tables is as follows:

	2013-2018	2013-2023
Convenience goods	2.0%	6.9%
Comparison goods	11.0%	27.6%

5.12 Since the Retail Statement was prepared Experian issued their latest Retail Planner Briefing Note 11 in October 2013. The average annual growth in the latest forecasts (including special forms of trading) has increased slightly compared to the previous forecasts. In convenience the average annual growth in the period 2013-2023 has been increased from 0.6% to 0.8% and in comparison goods it has been increased from 2.7% to 2.9%. The forecasts used by NLP are therefore more cautious than those currently recommended by Experian and we regard the expenditure forecasts as robust for the purposes of estimating future expenditure flows and turnovers of stores/centres.

Existing Turnover

5.13 The turnover of existing convenience and comparison goods floorspace in the study area, originating from within the study area, has been estimated by NLP using the local expenditure data and market shares based on the results of the household survey. This is an acceptable approach.

5.14 An estimate has been made of the amount of turnover of retail facilities within the study area derived from inflow of spending from outside of the area. It has been assumed that 15% of the turnover of existing stores and centres within the study area comprises inflow and we agree that this is a reasonable assumption.

Retention Levels and Leakage

5.15 In convenience goods 68% of residents' expenditure is spent in centres and stores within the study area, representing a 32% leakage of spending. Most of this leakage is going to Morrisons in Scarborough, and the Asda and Sainsbury's stores at Monks Cross in York, followed by Sainsbury's in Scarborough, Tesco at Clifton Moor in York and Tesco in Thirsk. NLP note that this highlights the significant scope which exists to 'claw back' spending currently flowing to retail facilities outside of the district, through new development which enhances the existing range and choice of provision in Ryedale.

5.16 In comparison goods about 31% of residents' expenditure is spent in centres and stores within the study area, representing a 69% leakage of spending. Most of this leakage is going to York city centre, Scarborough town centre, Monks Cross and Clifton Moor in York, and the factory outlet shopping centre at Naburn south of York. NLP note that the planning permission recently granted for a significant amount of new retail floorspace at Monks Cross (including a John Lewis store) is likely to attract shoppers from Ryedale and further increase leakage from the study area.

Market Shares

5.17 The analysis of market shares in the study area for main food and grocery shopping, adjusted to exclude Internet shopping, 'don't know's and those who don't do a main food shop, shows that Morrisons in Malton has an overall market share of 48%. Other stores in the study area have a relatively low market share of below 3% because they are not strongly used for main food shopping. For top-up food shopping, adjusted to exclude Internet shopping, 'don't knows' and those who don't do top-up food shopping, Morrisons' market share is 18%, followed by the Co-op in Pickering at 14%. Other shops in Malton, Norton, Kirkbymoorside and Helmsley are also well used for top-up food shopping.

5.18 Combining the market shares for main food and top-up shopping, the market shares stated by NLP for all convenience goods shopping across the study area are:

Convenience goods shopping	Market share
Morrisons, Malton	35.2%
Other shops, Malton	4.6%
Asda, Norton	2.6%
Lidl, Norton	3.6%
Other shops, Norton	1.6%
Co-op, Pickering	5.9%
Other shops, Pickering	3.7%
Kirkbymoorside	4.2%
Helmsley	3.6%
Other stores/centres	3.1%
Study area total	68.1%
Leakage	31.9%

5.19 Morrisons in Malton is dominant for convenience goods shopping and is the store that can be expected to face the most competition with a new foodstore on the WSCP site. There is also likely to be competition with large foodstores outside the study area where there is potential for clawback of leakage of trade.

5.20 The market shares for comparison goods shopping across the study area are:

Comparison goods shopping	Market share
Malton	19.2%
Norton	0.6%
Pickering	5.9%
Kirkbymoorside	2.7%
Helmsley	2.3%
Other stores/centres	0.7%
Study area total	31.5%
Leakage	68.5%

5.21 Some competition can be expected with shops in Malton town centre but in view of the high level of leakage of comparison goods spending it is also likely that the new foodstore would draw some of its trade from centres and retail destinations outside the study area such as York.

Over-Trading in Morrisons

5.22 Another important matter regarding shopping patterns is the extent of over-trading in stores in Malton. In the study area as a whole NLP's Table 7.1 shows an estimated level of over-trading of forecast survey-based convenience turnover over benchmark turnover in 2018 of £18.1m or 29%. This over-trading is concentrated in Morrisons in Malton with a level of over-trading of £16.5m or 66% above its company average level.

5.23 Although this is a valid analysis for 2018, we believe it is important to consider the existing position concerning over-trading in Morrisons. Peacock & Smith have said that, although Morrisons was over-trading in the past, it is no longer over-trading since the store was extended in 2010. For the purposes of this Review we regard 'over-trading' as the extent to which the Morrisons store has an actual turnover higher than its benchmark or company average turnover. The degree of quantitative over-trading can only be assessed for convenience goods because the household survey does not quantify the amount of comparison goods turnover in Morrisons, only in Malton town centre as a whole.

5.24 NLP's tables show that Morrisons has an estimated survey-based convenience turnover in 2013 of £34.57m, to which is added an inflow of trade of £6.10m to obtain a total convenience turnover of £40.67m (inflow is 15% of total turnover). Morrisons' convenience sales floorspace is 2,010 sq.m., giving a sales density of £20,234 per sq.m. Morrisons company average turnover in convenience goods according to Verdict 2012 (also in 2011 prices) is £12,737 per sq.m. Therefore the store's actual turnover is estimated to be 59% higher than its benchmark turnover. This is a slightly lower than NLP's estimate of 66% but it still represents a significant level of over-trading in the store.

5.25 The evidence from the household survey in 2011, carried out after Morrisons' extension was built in 2010, is that the Morrisons store is trading extremely well at a level around 60% higher than the company's benchmark level.

Spending in Small Shops

5.26 The household survey asked "does you household also spend money on food and groceries in small shops (i.e. not supermarkets)". This is relevant to the review of the proposals for a new large foodstore on the WSCP site because it shows the extent to which shoppers in the study area make use of smaller shops in different centres. Overall 65% of respondents said they do spend money on food in small shops. Of those respondents who said they do use small shops, 30% of the shops used are in Malton, 21% in Pickering, 12% in Kirkbymoorside, 8% in Norton and 8% in Helmsley. The findings show that Malton is not just a centre where shoppers go to do their main food shopping in Morrisons; it is also a centre which is popular for visiting small shops for other food shopping needs.

6. Sequential Assessment

6.1 The NPPF requires that planning applications for main town centre uses (such as retailing) which are not in a defined centre and do not accord with an up-to-date development plan should be subject to a sequential test. Such uses should be located in town centres, followed by edge-of-centre locations and, only if suitable sites are not available, should out-of-centre sites be considered. When considering edge-of-centre and out-of-centre proposals, preference should be given to accessible sites that are well connected to the town centre.

6.2 In relation to decision making, the draft National Planning Policy Guidance (NPPG) also provides a checklist setting out the considerations that should be taken into account in determining whether a proposal complies with the sequential test. These include:

- a requirement to demonstrate flexibility, including identifying scope for flexibility in the format and/or scale of the proposal;
- where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre; and
- it is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make, either individually or collectively, to meeting the same requirements as the application is intended to meet.

6.3 In addition, the draft NPPG states that the use of the sequential test should recognise that certain main town centre uses have particular market and locational requirements, which mean that they may only accommodated in specific locations - robust justification must be provided where this is the case. It also recognises that, as promoting new development on town centre locations may be more expensive and complicated than elsewhere, local planning authorities need to be realistic and flexible in terms of their expectations.

6.4 A new foodstore of 4,530 sq.m. gross, with associated petrol filling station, parking, servicing and landscaping, is proposed at the WSCP Site, taking into account the requirements of the main operators for this location. Whilst a minimum site size of around 1.5 hectares would be required to accommodate this development, NLP have considered all potential alternative sites.

6.5 Five sites have been assessed in Malton, three in Norton, three in Pickering and two in Kirkbymoorside. The largest site is the Livestock Market site in Malton which is discussed below. The other sites are summarised in the following table.

	Availability	Suitability
Former Mount Hotel site, Malton	Not available – in use as a restaurant	Edge-of-centre but very small, less than 0.1 ha
York House, Malton	Not available - the Talbot Hotel has been refurbished and re-opened in 2012	Edge-of-centre but very small, less than 0.1 ha
Malton Tennis Club site	Currently is used for recreation purposes	Outside development limits of Malton; being promoted for residential use
Land at Pasture Lane, Malton	2.5 ha of agricultural land north of Malton	Out-of-centre site; previously promoted for relocation of livestock market and currently for residential development
Former clothing factory, Welham Road, Norton	Not available – has planning permission for retail units and a children's day nursery	Too small for the proposed development – 0.7 ha.
St. Nicholas car park, Norton	Currently in use as a car park – not available	Too small for the proposed development – 0.3 ha.
Land north of Church Street, Norton	Vacant site, not sequentially preferable	Not suitable because of flood risk. Very small site (0.1 ha.)
Vivis Lane, Pickering	Not available – site of new Lidl supermarket	0.4 ha site is too small for the proposed foodstore
Other sites in Pickering	Sites currently used as car parks – not available	Sites are too small – only 0.2 and 0.3 ha
Town Farm car park, Kirkbymoorside	Currently is use as a public car park – not available	Site is too small – only 0.2 ha
Land south of New Road, Kirkbymoorside	Not available – site of approved new Tesco supermarket	0.6 ha site is too small for the proposed foodstore

6.6 NLP's sequential assessment shows that all these potential alternative sites are either in edge-of-centre or out-of-centre locations and therefore cannot be considered to be sequentially preferable to the application site. We agree that none of the above sites is a suitable alternative to the WSCP site for the scale and type of retail development proposed in the current application.

6.7 The Livestock Market (LM) site is considered in detail by NLP in the Retail Statement. The main points made by NLP are:

- The LM site is not sequentially preferable to the WSCP site. Both are in edge-of-centre locations. This can clearly be seen on the map in Figure 1.
- There is no evidence of demand for a foodstore of the size approved on the LM site.
- The site is not viable, suitable nor available to accommodate a new foodstore of the size proposed on the WSCP site.
- The LM site is far more suitable for modern retail units to accommodate High Street comparison stores and should not be subject to a supermarket-only scheme.

6.8 The LM site comprises 0.9 ha and the approved scheme would accommodate a total of 4,092 sq.m. gross floorspace in 4 units, the largest being 2,360 sq.m. gross. Car parking requirements would be met through the development of a 3 storey decked car park. The WSCP site occupies 4,530 sq.m. gross shopping floorspace on a site of 1.5 ha. with surface car parking. We agree that the two sites offer opportunities for different types of retail development. The LM site could not meet the need for a large foodstore in Malton of the type that would compete effectively with Morrisons.

6.9 NLP's views should be seen in the light of the conclusions of the Inspector in the Livestock Market appeal Inquiry. The Inspector concluded (paragraph 45) that the proposed development on the LM site would accord with the sequential approach to town centre uses set out in the NPPF. He found that the site is available and suitable for the development proposed, applying the interpretation of 'suitability' as defined in the Tesco Dundee decision of March 2012.

6.10 Whether the LM site is sequentially preferable to the WSCP site has to be judged in the context of the recent High Court decision on a retail development case in Newport in the Borough of Telford and Wrekin (June 2013) is relevant. In this case it was ruled that sites can be considered 'equal' in terms of sequential status, and that it can be concluded that there is no material difference between the relative sequential merits of the competing sites. Furthermore, in considering the merits of out-of-centre sites, it was ruled that "sequential superiority" is not to be determined merely by measuring which of two competing sites is closer to the town centre "as the crow flies"; there are a number of permutations of factors which would justify a finding that one site is not sequentially superior to another.

6.11 GVA on behalf of Fitzwilliam Malton Estates have stated that the Livestock Market site is sequentially preferable to the WSCP site. Peacock & Smith also say that the LM site is sequentially preferable due to its close proximity to shops and services in the town centre. An objector claims that the WSCP is further away from the town centre than the LM site.

GVA also make the point that there is no named occupier for the WSCP site and so the proposals is speculative. Peacock & Smith comment that the LM site also does not have an operator and so remains available for a prospective foodstore operator looking to locate in Malton.

6.12 In interpreting the sequential approach as set out in the NPPF and taking account of the draft NPPG which was published after the Tesco v Dundee judgement, the relevant factors to consider in assessing the sequential merits of the WSCP site against the LM site are the following.

Are both sites available for development?	Yes. Both sites are available for development within a reasonable period of time.
Are both sites suitable for the development proposed?	The LM site is suitable for retail development but it is not suitable for the particular requirements of the scheme proposed on the WSCP site. As well as suitability of the scale of development on the LM site, there are issues of impact on the Conservation Area, access/highways and residential amenity which would make it difficult to develop a larger foodstore on the LM site.
Is the LM site capable of accommodating the scale and type of retail development proposed on the WSCP site?	No. The identified requirement for a large foodstore of the size proposed could not physically be developed on the LM site with associated car parking and servicing. To accommodate a larger foodstore on the LM site would take up floorspace that is needed for comparison shopping.
Does the proposed development on the WSCP site demonstrate sufficient flexibility in format and scale?	Yes. The scheme has been designed to fit the constraints of the site in terms of shape and topography through locating the store as close as possible to the town centre with undercroft car parking.
Is the LM site closer to the town centre?	It is very slightly closer to the town centre boundary but a similar distance from the primary shopping area, which is the basis for the definition of 'edge-of-centre'.
Is the LM site any more accessible and well connected to the town centre on foot than the WSCP site?	The differences are minimal. Both sites offer easy access to the town centre for pedestrians using existing connections that are easy to follow.
Does the concept of the 'Northern Arc' around the edge of the town centre favour either the LM site or the WSCP site?	Both sites lie within the area covered by the Northern Arc.

6.13 We accept that the application complies with the sequential approach to site selection set out in the NPPF. The LM site is not sequentially preferable to the WSCP site and it is not suitable for the development of a large foodstore.

7. Health of Town Centres

Malton Town Centre

7.1 Malton is identified as a Principal Town Centre in the Local Plan Strategy for Ryedale. It is the largest centre in the District, and the main destination for shopping, as well as providing a range of services and facilities which serve both the town itself and the surrounding rural areas. The centre is focused on Wheelgate/Newbiggin and Yorkersgate, and around the Market Place.

7.2 At the time of the NLP survey, undertaken in March 2013, there were a total of 24 vacant units within Malton, with a vacancy rate of 12%, which is below the current GOAD national average vacancy rate of 13.7%. The vast majority of these units are of a small scale and spread throughout the centre, and they do not detract from the overall quality of the shopping environment. Furthermore, a number of these vacant properties, including those on Yorkersgate, are currently being refurbished for re-occupation. However, there are several vacant units and charity shops at the northern end of Wheelgate.

7.3 We agree with NLP that Malton Town Centre provides an attractive shopping environment. The centre appears to be performing well at its level in the retail hierarchy, with a wide range of uses which meet day to day shopping and service needs, and act as a focus for the local community. Our observations are that the centre contains several multiples including Boots, Superdrug, M&Co, WH Smith and Boyes. There is a good range of independents such as clothes and fashion shops, florists, a fishmonger, butchers, greengrocer, jewellers, country wear, art shop and furnishings. There are 18 convenience goods shops including Sainsbury's Local and Heron Foods. These shops have been able to co-exist in a complementary way with Morrisons. We accept that Malton has a good level of vitality and viability.

Norton

7.4 Norton is located immediately to the south of Malton, separated by the River Derwent and the railway line. It is a linear centre, containing a range of commercial units dispersed along Church Street and Commercial Street. There are 30 commercial units within the centre, half of which (14) are in service use. At the time of the latest NLP survey, four units in the centre (13%) were vacant, similar to the national average (13.7%), and vacancies have fallen since the previous NLP survey in 2011. The shopping environment is generally attractive, reflecting its location within a Conservation Area. Overall, whilst the range of convenience retail provision is limited, the centre remains popular with local residents, and continues to provide a range of uses which meet day to day needs. Norton centre has a different and more localised role than Malton town centre. Shopping provision in Norton is complemented by the presence of Asda and Lidl stores outside the centre.

Pickering

7.5 Pickering is an attractive town centre located north of Malton. It is focused on the Market Place and Birdgate. The centre provides a range of shops and services which meet the day-to-day needs of residents within Pickering and the surrounding rural areas in the northern part of Ryedale. The largest units is the Co-op supermarket and there is a new edge-of-centre Lidl store. The centre is also popular with visitors, partly because of the North York Moors Railway. At the time of the NLP survey, there were just three vacant units in Pickering which, at 2.8%, well below the GOAD national vacancy average (13.7%), and reflects the current strength of the centre. The centre also provides an attractive shopping environment, and has car parking at the Ropery and Eastgate, which helps to ensure its accessibility to shoppers. Overall, whilst the range of uses it contains is limited, the centre is performing well and we agree it has a good level of vitality and viability.

Kirkbymoorside

7.6 Kirkbymoorside is located to the north west of Malton, and closer to Pickering. It contains a range of small scale retail and service uses which serve the town itself and nearby villages. It is a linear centre, centred on the Market Place Crown Square and Church Street. The NLP survey found just one vacant unit within the centre. Although the centre offers limited potential to meet wider shopping needs, it is performing well in its role of meeting the day-to-day needs of its catchment population and it has a moderate level of vitality and viability.

Helmsley

7.7 Helmsley is situated further to the north west of Malton, and west of Kirkbymoorside. It serves residents of the town and the surrounding rural areas in the north-western part of the district, as well as being well used by visitors. The vacancy rate is just 3.8%, which is less than a third of the national average. The centre provides an attractive environment for shoppers and visitors and it has a high level of vitality and viability.

7.8 Our assessment is that Malton, Pickering, Kirkbymoorside and Helmsley centres have a high level of vitality and viability. Norton has a slightly lower but moderate level of vitality and viability. The draft NPPG advises that any judgement about whether the likely adverse impact of a proposed development may be significant can only be reached in the light of local circumstances, based on the health of particular centres. In this instance any possible adverse impacts must be judged against the vitality and viability of centres in the catchment area, and we assess the implications in Section 8.

8. Retail Impact Assessment

Approach to the Assessment

8.1 In the NPPF planning applications for retail uses over 2,500 sq.m. outside centres and not in accordance with an up-to-date Local Plan are required to be accompanied by a retail impact assessment. This assessment should include an assessment of:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area.

8.2 We have agreed the broad methodological approach to the retail impact assessment in discussions with NLP.

8.3 The quantitative retail capacity/impact assessments included as part of NLP's updated Retail Statement are based on those prepared to accompany the original (August 2011) Retail Statement. However, in order to provide the most up-to-date evidence base to inform the consideration of the application proposals, these assessments have been updated. The new assessments use the most up-to-date population and expenditure data, though we have commented earlier on the availability of more recent Experian expenditure forecasts. NLP also now take into account the planning permission granted on appeal on the Livestock Market site in Malton.

8.4 The impact assessment considers two scenarios.

(1) Scenario 1 is based on what NLP regard as "likely to happen in practice", taking into account the views of commercial agents. It assumes that the proposed new foodstore on the WSCP site will come forward over the period to 2018, reflecting the existence of demand from operators for a store of the size currently proposed.

(2) Scenario 2 assumes that, following the opening of the WSCP store over the period to 2018, any new foodstore on the LM site opens and reaches a normal pattern of trading by 2023. This reflects the absence of demand from operators for the opportunity presented by the LM site, but the potential that the site may come forward over the long term – in the words of NLP "particularly should a new store be brought forward on the WSCP site which claws back spending from beyond the local area, and helps to generate additional interest in the town from national multiple operators."

8.5 NLP state that the assumption that the LM store comes forward over the period to 2023 is considered to be a cautious approach, particularly in the context of the views of commercial agents that there is no demand for a foodstore of the size currently proposed on the LM site, and the approved scheme is undeliverable. However, we have agreed with NLP that this scenario represents a possible cumulative impact situation in Malton if both schemes were to be developed.

8.6 We have undertaken an independent review of the retail impact assessments for convenience and comparison goods. We have reviewed NLP's Scenario 1 and Scenario 2 assumptions. Although NLP have not considered the possible cumulative impact of the proposed developments on the WSCP and LM sites taking place by 2018, and we agree that it is unlikely that both sites would be developed by that time, for sensitivity purposes we have also reviewed a scenario for 2018 in which both schemes are developed.

8.7 In this Review we summarise NLP's impact tables in a format that we believe will be easier for Officers and Members to understand. NLP do not present tables showing the capacity analysis calculations but in Table 1 of this Review we set out NLP's figures in the form of capacity analysis tables for convenience and comparison goods. Tables 2 and 3 summarise the key data for the retail impact assessments for convenience and comparison goods. We have used NLP's impact assessments for the WSCP scheme to assess the predicted trading impacts in 2018 (consistent with NLP's Scenario 1) and then added the predicted cumulative impacts of the scheme on the Livestock Market site in 2018. Finally we assess the cumulative impacts of both schemes in 2023 (based on NLP's Scenario 2). We also present a combined assessment for convenience and comparison in relation to the total turnover of stores and centres in 2018 and 2023. This gives an overall assessment of the cumulative impact of the two schemes.

8.8 For clarification our independent review of the proposed retail development makes the following assumptions.

(1) Impact is assessed against pre-impact turnovers of stores/centres in 2018 and 2023.
(2) Trade draw to commitments is assumed to be the same in 2018 and 2023.
(3) The solus impact of the WSCP scheme in convenience and comparison goods is taken directly from NLP's impact tables.
(4) In assessing the cumulative impact of the WSCP and LM schemes, we assume that the two schemes will compete with each other and that some of the trade draw will be from the competing scheme – 10% in convenience goods and 5% in comparison goods.
(5) Cumulative trade diversion is the total of the trade diversions assessed for commitments, the WSCP scheme and the LM scheme in 2018 and 2023.
(6) Percentage trade diversion is the cumulative total divided by pre-impact turnover.

Retail Capacity

8.9 There is no longer a policy test to demonstrate evidence of need for new shopping floorspace but the Practice Guidance recognises that quantitative need in terms of retail capacity is a factor in assessing whether a proposed development would have an adverse impact on existing centres. The argument is that if there is capacity for new floorspace, the likely impact on centres will not be as great as if there is no capacity because centres will be better able to withstand a degree of trade diversion.

8.10 In the Ryedale Retail Capacity and Impact Assessment Update Final Report (RTP, July 2011) three scenarios were set out for assessing convenience goods capacity in the District, using different assumptions about future retention levels. Scenarios 2 and 3 allow for an increase in the convenience retention level from 66% in 2011 to 85% by 2021 and Scenario 3 also allows for half of the existing over-trading to be factored in to the capacity analysis. After allowing for commitments the convenience floorspace capacity is forecast to be between 1,260 sq.m. and 1,500 sq.m. net in 2021 and between 1,650 sq.m. and 1,900 sq.m. net in 2026. RTP state that in order to achieve an overall retention level of 85 per cent, this would require the provision of a new foodstore in Malton that is sufficiently large to offer a genuine alternative to the Morrisons store, the District's only food superstore. RTP note that there might also be potential for a new, high-quality smaller 'basket' store.

8.11 RTP also assess that in comparison goods the retention level could increase from 31% to 40% and there would be capacity for 5,700 sq.m. net floorspace in 2021 rising to 7,700 sq.m. net in 2026.

8.12 NLP have updated the assessment of the expenditure capacity available to support the new foodstore proposed on the WSCP site taking into account the extent to which the proposed development would increase the existing expenditure retention level over the period to 2018 by reducing leakage of spending and providing effective competition to Morrisons. It also takes into account the scope of committed developments including the approved scheme on the Livestock Market site, and over-trading in existing foodstores in Ryedale. NLP forecast that the quantitative capacity to support new foodstore development in Malton is larger than that identified by RTP. GVA have stated that there is only need for one new foodstore in Malton. Other objectors also question the amount of capacity for another large store.

Convenience Goods

8.13 Table 1A in this Review shows the capacity analysis for convenience goods. It takes the expenditure forecasts to 2018 and 2023 and applies the forecast retention level to give expenditure capacity. Subtracting total benchmark turnover gives surplus capacity. An allowance is then made for over-trading using NLP's estimates in the Retail Statement to give total available capacity. The turnover of commitments is then subtracted to forecast residual capacity.

8.14 RTP's estimate of a future retention level of 85% for convenience goods is an 'aspiration' not a forecast based on an assessment of the potential for clawback compared with the amount of expenditure in the catchment area. A realistic estimate of clawback needs to be based on the extent to which a foodstore on the WSCP site could reduce leakage from the catchment area. NLP estimated that £11m of the convenience turnover of the foodstore on the WSCP site could be generated from clawback of leakage. The Livestock Market scheme was also assumed to attract a large proportion of its trade from clawback of leakage.

8.15 Peacock & Smith and others have commented that the assumptions on clawback are over-estimated. Clawback is a key element in the assessment of capacity and impact and we have reviewed these assumptions. It is necessary here to refer to the amount of trade draw that the proposed schemes are likely to attract from clawback of trade. The basis of this assessment is explained below in the 'Trade Draw' section. In summary, in convenience goods WSCP foodstore is expected to draw about £9m of its trade from clawback, a lower amount than that shown by NLP. The LM foodstore is expected to draw about £6m of its trade from clawback. This gives a total of £15m of clawback, which is 15% of total convenience spending in 2018. An increase in retention (or reduction in leakage) of 15 percentage points would increase the retention level from 68% to 83%, lower than NLP's estimate of 85%.

8.16 In assessing capacity it is conventional to take account of all the over-trading in the retail system. We disagree with RTP's approach of allowing for only half of the existing over-trading to be factored in to the capacity analysis. Allowing for all of the over-trading, which is predominantly in Morrisons, the total available capacity is £39.2 in 2018 and £43.2m in 2023. After subtracting commitments the residual capacity is £17.5m in 2018 and £21.4m in 2023. This compares with the convenience turnover of the proposed store drawn from within the catchment area of £19.1m. The figures suggest that there would be almost sufficient capacity for the proposed store in 2018 as well as the approved store on the LM site and there would be more than sufficient capacity for both stores in 2023.

8.17 Table 1A does not specifically take account of the planning consent granted in February 2014 for a further small food store in Kirkbymoorside. Treating this store as a commitment in the capacity analysis, the residual capacity would be reduced but in our view it would not alter the conclusion that there would be sufficient capacity for the proposed store on the WSCP site in addition to commitments on the LM site and elsewhere in 2023.

8.18 We should comment that in paragraph 7.29 of the Retail Statement NLP state that there is a convenience goods capacity of around £18m in 2018, even without making any allowance for an increase in the existing retention level. This is not correct. The £18m stated in NLP's Table 7.1 is simply the difference between the forecast actual turnover of stores/centres and their total benchmark turnover. It is a measure of over-trading, not capacity.

Comparison Goods

8.19 Table 1B shows the capacity analysis for comparison goods. It uses the same approach as for convenience goods, taking the expenditure forecasts to 2018 and 2023 and applying the forecast retention level to give expenditure capacity. Subtracting total turnover gives surplus capacity. No allowance is made for over-trading in comparison goods. The turnover of commitments is subtracted to forecast residual capacity.

8.20 In comparison goods NLP have adopted RTP's estimate of a future retention level of 40% to reflect potential clawback to the approved LM scheme and proposed WSCP scheme. Our review of clawback in the following Trade Draw section indicates that the combined trade to the WSCP and LM schemes from clawback in comparison goods would be around £9m, representing 6% of total comparison spending in 2018. An increase in retention (or reduction in leakage) of 6 percentage points would increase the retention level from 32% to 38%, lower than NLP's estimate of 40%.

8.21 The surplus capacity is £14.0m in 2018 and £22.3m in 2023. After subtracting commitments the residual capacity is £1.8m in 2018 and £10.1m in 2023. This compares with the comparison turnover of the proposed scheme drawn from within the catchment area of £7.2m. The figures suggest that there would not be sufficient capacity for the comparison element of the proposed development in 2018 as well as the approved scheme on the LM site but there would be more than sufficient capacity for both schemes in 2023.

Qualitative Need for a New Foodstore

8.22 The Practice Guidance sets out the basis for assessing qualitative retail need. It describes five factors which are frequently used to identify qualitative retail need:

(a) Deficiencies or 'gaps' in existing provision
(b) Consumer choice and competition
(c) 'Overtrading' congestion and overcrowding of existing stores
(d) Location specific needs (deprived area considerations)
(e) The quality of existing provision.

8.23 Of these factors the ones that are particularly relevant to convenience goods shopping in Malton identified in the RTP Retail Study 2011 is the need for a new large-format foodstore to widen consumer choice and reduce expenditure leakage. NLP also identify the potential for the proposed new store to improve local consumer choice in Malton and the accessibility and availability of stores catering for main food shopping needs for residents of Malton, Norton and the wider Ryedale district. NLP also note that the proposed new store would help to alleviate symptoms of overtrading and overcrowding being experienced by existing large stores, particularly Morrisons. We agree that the store would have benefits for consumer choice and competition in Malton.

Trade Draw

8.24 NLP assume that 85% of the turnover of the proposed foodstore would be drawn from the Malton catchment area, ie. the zones that comprise the study area in Figure 2. The remainder would be either inflow from beyond the study area including some visitor spending. The 15% inflow relates to both convenience and comparison goods. We consider that this is a reasonable assumption.

8.25 Some of the convenience trade from within the study area would be clawback of leakage currently going to large foodstores, principally in York and Scarborough. NLP state that this would be about £11m in convenience goods. However, NLP's impact tables show that £10.2m of convenience turnover is expected to be trade diversion from stores/centres within the study area. If inflow is 15% or £3.4m, the amount of clawback must be £8.9m or 40% of turnover.

8.26 In the table below we summarise the amount of convenience goods trade that is estimated by NLP to be drawn from different sources in the forecast year 2018, based on NLP's Appendix 3, Table 13.

Convenience Trade Draw	Amount of trade draw	Percent of turnover
Morrisons, Malton	£8.31m	37%
Other shops, Malton	£0.18m	1%
Asda, Norton	£0.16m	1%
Lidl, Norton	£0.27m	1%
Other shops, Norton	£0.02m	0%
Co-op, Pickering	£0.27m	1%
Lidl, Pickering	£0.14m	1%
Other shops, Pickering	£0.05m	0%
Tesco, Kirkbymoorside	£0.67m	3%
Other shops, Kirkbymoorside	£0.05m	0%
Helmsley	£0.05m	0%
Other shops/centres in study area	£0.04m	0%
Catchment Area Total	£10.21m	45%
Inflow	£3.38m	15%
Clawback	£8.92m	40%
Total Turnover	£22.51m	100%

8.27 Some of the comparison trade from within the study area would also be clawback of leakage currently going to larger centres such as York and Scarborough. NLP's impact tables show that £2.5m of comparison turnover, or 30% of the total, is expected to be trade diversion from centres within the study area. If inflow is 15% or £1.3m, the amount of clawback must be £4.7m or 55% of turnover.

8.28 In the table below we summarise the amount of comparison goods trade that is estimated by NLP to be drawn from different sources in the forecast year 2018, based on NLP's Appendix 4, Table 13.

Comparison Trade Draw	Amount of trade draw	Percent of turnover
Malton town centre	£2.01m	24%
Norton centre	£0.02m	0%
Other shops, Norton	£0.11m	1%
Lidl, Pickering	£0.06m	1%
Pickering town centre	£0.16m	2%
Tesco, Kirkbymoorside	£0.05m	1%
Kirkbymoorside centre	£0.04m	1%
Helmsley	£0.03m	0%
Other shops/centres in study area	£0.06m	1%
Catchment Area Total	£2.54m	30%
Inflow	£1.27m	15%
Clawback	£4.65m	55%
Total Turnover	£8.46m	100%

Impact on Trade in Centres and Stores

Convenience Goods (Table 2)

8.29 NLP's impact table for Scenario 1, the solus impact of the WSCP foodstore taking account of commitments, is shown in our Table 2A. The largest predicted impacts of the proposed foodstore on the WSCP site on stores/centres in terms of percentage convenience trade diversions in 2018 (excluding commitments) are on Morrisons in Malton (20%) followed by the proposed Tesco in Kirkbymoorside (8%), Lidl and Asda in Norton (5-6%), the new Lidl in Pickering (5%) and the Co-op in Pickering (4%). The largest cumulative impacts with commitments are on Morrisons in Malton (30%), followed by Lidl and Asda in Norton (11%), the Co-op in Pickering (16%), Tesco in Kirkbymoorside (8%), Kirkbymoorside centre (7%) and other shops in Malton (6%). NLP's impact assessment does not take account of the recent approval of a small food store in Kirkbymoorside. This store would compete with the consented Tesco supermarket in Kirkbymoorside but it would not make any material difference to the assessment of impact on centres, particularly Malton town centre.

8.30 In Table 2B we present the cumulative impact assessment for the WSCP and LM schemes in 2018, assuming that each scheme draws 10% of its trade from the other scheme. We assume that the trade draw to the LM scheme from different stores/centres will be the same as that for WSCP scheme. The 10% of trade draw from the competing scheme is subtracted from NLP's estimated trade draw percentage for Morrisons in Malton. The trade draws for other stores/centres remain unchanged. The largest predicted cumulative impacts, taking account of commitments, are on Morrisons in Malton (32%), the Co-op in Pickering (18%), the LM scheme (16%), Lidl and Asda in Norton (15%), Tesco in Kirkbymoorside (13%), Lidl in Pickering (7%), Kirkbymoorside centre (7%) and the WSCP scheme (6%).

8.31 Table 2C is the cumulative impact assessment for the WSCP and LM schemes in 2023, again assuming that each scheme draws 10% of its trade from the other scheme and assuming that the trade draw to the LM scheme from different stores/centres is the same as that for WSCP scheme. The largest predicted cumulative impacts, taking account of commitments, are very similar to those predicted for 2018 because the turnovers of stores/centres and the turnovers of the proposed schemes have been increased in line with expenditure growth. The highest predicted impacts are on Morrisons in Malton (31%), the Co-op in Pickering (18%), the LM scheme (16%), Lidl and Asda in Norton (14-15%), Tesco in Kirkbymoorside (13%), Lidl in Pickering (7%), Kirkbymoorside centre (7%) and the WSCP scheme (6%).

Comparison Goods (Table 3)

8.32 NLP's impact table for Scenario 1, the solus impact of the WSCP foodstore in comparison goods taking account of commitments, is shown in our Table 3A. The largest predicted impacts of the proposed foodstore on the WSCP site on stores/centres in terms of percentage comparison trade diversions in 2018 (excluding commitments) are on Malton town centre (6%) followed by new stores in Norton, Pickering and Kirkbymoorside (4-5%).

The largest cumulative impacts with commitments are on Malton town centre (9%), followed by new stores in Norton, Pickering and Kirkbymoorside (4-5%).

8.33 In Table 3B we present the cumulative impact assessment for the WSCP and LM schemes in 2018, assuming that each scheme draws 5% of its trade from the other scheme. The 5% trade draw is subtracted from the trade draw percentage for Malton town centre. We assume that the trade draw to the LM scheme from other stores/centres will be the same as that for WSCP scheme. The largest predicted cumulative impacts, taking account of commitments, are on Malton town centre (12%), Welham Road, Norton (10%), Lidl in Pickering (9%), Tesco in Kirkbymoorside (9%), Pickering centre (5%), the LM scheme (5%) and the WSCP scheme (5%).

8.34 Table 3C is the cumulative impact assessment for the WSCP and LM schemes in 2023, again assuming that each scheme draws 5% of its trade from the other scheme and that the trade draw to the LM scheme from different stores/centres is the same as that for WSCP scheme. The largest predicted cumulative impacts, taking account of commitments, are very similar to those predicted for 2018 because the turnovers of stores/centres and the turnovers of the proposed schemes have been increased in line with expenditure growth. The highest predicted impacts are on Malton town centre (12%), Welham Road, Norton (10%), Lidl in Pickering (9%), Tesco in Kirkbymoorside (9%), Pickering centre (5%), the LM scheme (5%) and the WSCP scheme (5%).

Overall Impact

8.35 Table 4A shows the cumulative impact assessment for the WSCP and LM schemes and commitments in 2018 for convenience and comparison goods combined, using the trade diversion figures from Tables 2B and 3B. The largest overall cumulative impacts are on Morrisons (32%), the Co-op in Pickering (18%), Asda and Lidl in Norton (15%), Tesco in Kirkbymoorside (12%), other shops in Malton town centre (11%), and Welham Road, Norton (10%). Trade diversion from the LM scheme is 12% and from the WSCP scheme 8%. Other trade diversions are below 10%. The overall trade diversion from Malton town centre as a whole is 22% but 75% of the total trade diversion in the town centre is from Morrisons. The recently approved small foodstore in Kirkbymoorside is likely to increase the cumulative impact on the new Tesco store in Kirkbymoorside but it would not increase the predicted impacts on Kirkbymoorside, Pickering or Malton town centres.

8.36 Table 4B shows the cumulative impact assessment for the WSCP and LM schemes and commitments in 2023 for convenience and comparison goods combined, using the trade diversion figures from Tables 2C and 3C. The percentage impacts are very similar to those for 2018 because the turnovers of the WSCP and LM schemes and the total turnovers of existing stores/centres and commitments have been increased in line with expenditure growth between 2018 and 2023. The largest overall cumulative impacts are on Morrisons (31%), the Co-op in Pickering (18%), Asda and Lidl in Norton (14-15%), Tesco in Kirkbymoorside (12%), other shops in Malton town centre (11%), and Welham Road, Norton (10%). Trade diversion from the LM scheme is 12% and from the WSCP scheme 8%. Other trade diversions are below 10%. The overall trade diversion from Malton town centre as a whole is 21% but 74% of the total trade diversion in the town centre is from Morrisons.

Impact on the Vitality and Viability of Malton Town Centre

8.37 Malton and other centres in the catchment area have a relatively high level of vitality and viability. The overall levels of impact we have predicted in centres for convenience and comparison goods combined in 2018 are 22% in Malton, 3% in Norton, 5% in Kirkbymoorside, 5% in Pickering and 4% in Helmsley. As emphasised above, the vast majority of the trading impact on Malton town centre would be on the Morrisons store. There would be only a limited impact on other shops in Malton town centre in convenience and comparison goods. Less than half of the overall impact on Malton town centre is attributable to the foodstore on the WSCP site and more than half to commitments including the LM scheme. In other words, most of the anticipated overall trade diversion from Malton town centre is accounted for by development that have already been approved

8.38 In 2018 the total turnover in Malton town centre including the LM and WSCP schemes, after trade diversion from Morrisons and other shops, would be £65.9m compared with the pre-impact turnover of £47.0m. The total turnover of the town centre would be 40% higher than its turnover in 2018 without the new developments on the WSCP and LM sites.

8.39 Peacock & Smith claim that the impact on Morrison s has been under-estimated. We predict an overall trading impact on Morrisons of 32%, slightly lower than assessed by NLP. The predicted overall trading impact on Morrisons of 32% has to be judged against the fact that the store is currently trading at a level around 60% above Morrisons' company average turnover. Even taking account of the cumulative trade diversion to the LM and WSCP schemes, the Morrisons store would still be trading at a higher than benchmark level. There is no reason to expect that a lower turnover in the Morrisons store would have an adverse impact on the vitality and viability of the town centre as a whole.

8.40 NLP argue that, by resulting in more people using Malton for regular food shopping, the proposals will broaden the centre's overall customer base and help to generate additional 'spin-off' spending for town centre traders. We note that in NLP's impact assessment the effect of spin-off benefits arising from linked trips between the proposed store and the town centre has not been factored-in. Peacock & Smith claim that a loss of trade in Morrisons would result in fewer linked trips to the town centre. However, we accept NLP's point that there is potential for linked trips which would mitigate some of the trade diversion that would occur from Morrisons. The proposed development on the WSCP site, together with the LM scheme, would generate spin-off to other shops and services through linked trips.

8.41 We do not anticipate that there would be a significant adverse impact upon the overall vitality and viability of Malton town centre which has a high level of vitality and viability. The predicted overall trading impacts on the other town centres of 5% in Pickering, 5% in Kirkbymoorside, 4% in Helmsley and 3% in Norton would also not represent a significant adverse impact upon the overall vitality and viability of these town centres. The higher levels of impact predicted in existing and proposed supermarkets outside these centres are not a material planning consideration because these stores are not protected in terms of planning policy.

Impact on Planned Investment

8.42 The Retail Statement considers that the proposed foodstore on the WSCP site is not anticipated to have any adverse impact upon the ability to bring forward any other planned investment in/on the edge of existing centres, including the Livestock Market site. The proposed development would represent significant investment on an edge-of-centre site which already functions as a gateway to the centre. The only recent major investment in retail floorspace in Malton, the extension of the Morrisons store, was completed in 2010.

8.43 The draft NPPG advises that, where wider town centre developments or investments are in progress, it will be appropriate to assess the impact of relevant applications on that investment. Key considerations include:

- The policy status of the investment (i.e. whether it is included in the Development Plan)
- The progress made towards securing the investment, and
- The extent to which an application is likely to undermine planned developments or investments based on the effects of current/forecast turnovers, operator demand and investor confidence.

8.44 GVA have suggested that Fitzwilliam Malton Estates would not bring forward the scheme on the Livestock Market site if the WSCP proposals are approved. This claim needs to be judged in the light of the advice of DTZ to the Council on the deliverability of the Livestock Market scheme which is summarised below.
"Whilst being located closer to a prime retail core, the existing form of the consented scheme [on the LM site] including the multi-storey car park, floor area and layout of the anchor store deter the food store occupiers from seriously considering it. It is difficult to conceive this scheme will be of interest to Aldi, Booths, Sainsbury's or Tesco in its consented form. In my view this location will appeal to Booths or Aldi but not in the form of the consented scheme. It will require re-design to include a surface car park that correlates to a scheme more suited to either Booths or Aldi. It is also my view that this will be challenging to achieve".

8.45 DTZ also state:
"In conclusion I am of the view that there is demand from food store operators for Malton but not at any price due to the small size of the potential market. I believe the livestock market will fail to attract a food store operator in its outline consented form. It will require re-design before being of interest to either Booths or Aldi and in my view the size and shape of the site challenges the design of a commercially acceptable food store".

Positive Impacts

8.46 In the Updated Planning Statement, November 2013, NLP highlight the main positive impacts of the proposed development:

- Employment (more than 200 new jobs)
- Improved consumer choice for food shopping in Malton
- Regeneration benefits in the redevelopment of a previously developed site, and
- Sustainable development – reducing travel to large foodstores in Scarborough, York and Thirsk.

8.47 The NPPF requires the positive as well as the negative impacts of a proposed development to be considered in making planning decisions. The draft NPPG also states that "where evidence shows that there would be no likely significant impact on a town centre from an edge of centre or out of centre proposal, the local planning authority must then consider all other material considerations in determining the application, as it would for any other development". In this instance we do not believe the proposed development would have a significant adverse impact on Malton town centre or any other centre. There would be some adverse impact, mostly on the Morrisons store in Malton, but it is important that any adverse impact is balanced against the positive impacts that are outlined above.

9. Conclusions

9.1 The Retail Statement prepared by NLP concludes that:

- In relation to the sequential approach, none of the opportunities identified are sequentially preferable to the application site. Furthermore, of those opportunities identified, none are fully suitable and available to accommodate the development.
- In relation to the LM site in Malton in particular, this could not accommodate a new store of a size similar to that proposed on the WSCP Site (or indeed existing operator requirements for Malton). Commercial agents have confirmed that there is no operator demand for a store of the size which is proposed as part of the development approved on the LM site, nor is there any demand for a smaller store as part of this scheme. Agents have also confirmed that the scheme as approved is not commercially viable, or therefore deliverable.
- The proposed foodstore would not result in any significant adverse impacts and would complement, rather than compete with, existing smaller traders in Malton Town Centre. In particular, the proposed development would not have any adverse impact upon the ability to attract investment in centres, including on the LM site and, indeed, over time, could help to increase the attractiveness of this site (and indeed the wider centre) to operators. It would also not have any adverse impact upon town centre viability, and would help to generate additional pedestrian footfall in the primary shopping areas, creating spin-off trade for existing businesses, as a result of its edge of centre location.
- The new foodstore would result in a number of positive impacts, to which significant weight should be afforded in the determination of the application

9.2 We agree that none of the sites included in the sequential assessment is a suitable alternative to the WSCP site for the scale and type of retail development proposed in the current application. The WSCP site and the LM site offer opportunities for different types of retail development. The LM site could not physically meet the need for a large foodstore in Malton. It is not suitable for the development of a large foodstore. The LM site is not sequentially preferable to the WSCP site; the sites have equal sequential status. We accept that the application complies with the sequential approach to site selection.

9.3 In assessing impact, any possible adverse impacts must be judged against the vitality and viability of centres. Malton, Pickering, Kirkbymoorside and Helmsley centres have a high level of vitality. Norton has a slightly lower but moderate level of vitality and viability.

9.4 In convenience goods our assessment is that there would be almost sufficient capacity for the proposed foodstore in 2018 as well as the approved store on the LM site and there would be more than sufficient capacity for both stores in 2023. In comparison goods there would not be sufficient capacity for the comparison element of the proposed development in 2018 as well as the approved scheme on the LM site but there would be more than sufficient capacity for both schemes in 2023. Capacity is not a policy test; it is simply an indicator of the level of retail impact which may occur.

9.5 The overall levels of impact we have predicted in centres for convenience and comparison goods combined are 22% in Malton, 3% in Norton, 5% in Kirkbymoorside, 5% in Pickering and 4% in Helmsley. The relatively high levels of impact predicted in existing and proposed supermarkets outside these centres are not a material planning consideration because these stores are not protected in terms of planning policy.

9.6 Less than half of the overall impact on Malton town centre including Morrisons is attributable to the foodstore on the WSCP site and more than half to commitments including the LM scheme. The vast majority of the total cumulative trade diversion from Malton town centre would be from Morrisons which would continue to trade above its benchmark level. The likely impact on other shops in Malton town centre is limited.

9.7 We do not anticipate that there would be a significant adverse impact upon the overall vitality and viability of Malton or other centres. The levels of trade diversion predicted, and the assessment of vitality and viability of centres, makes it very unlikely that the adverse impacts on the vitality and viability of centres could be judged to be significant.

9.8 We agree that the proposed foodstore on the WSCP site is not likely to have any adverse impact upon the ability to bring forward any other planned investment in/on the edge of existing centres, including the Livestock Market site.

FIGURE 1

APPLICATION SITE AND MALTON TOWN CENTRE

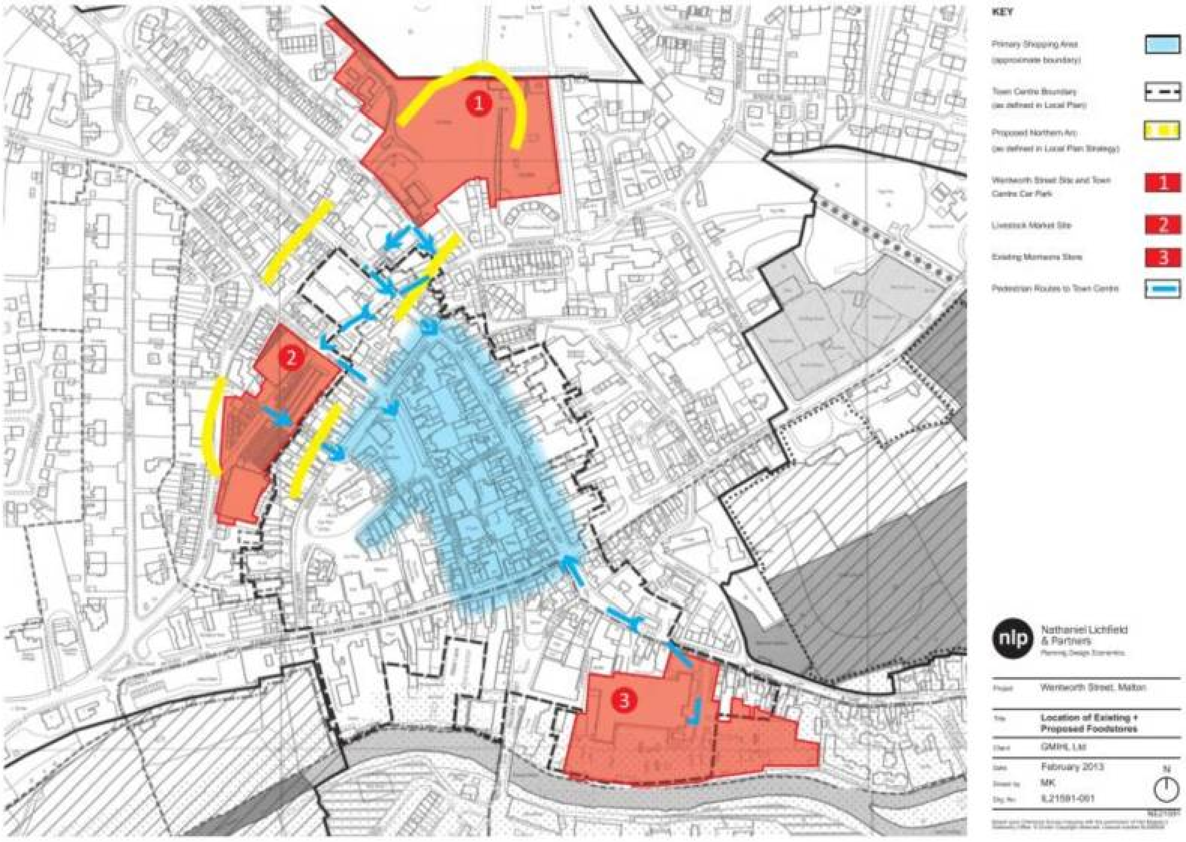
KEY
Primary Shopping Area (approximate boundary)
Town Centre Boundary (as defined in Local Plan)
Proposed Northern Arc (as defined in Local Plan Strategy)
Wentworth Street Site and Town Centre Car Park
1
Livestock Market Site
2
Existing Morrisons Store
3
Pedestrian Routes to Town Centre
1
2
3
Nathaniel Lichfield & Partners
Planning Design Economics
Project Wentworth Street, Malton
Title Location of Existing + Proposed Foodstores
Client GMIHL Ltd
Date February 2013
Drawn by MK
Drg. No. IL21591-001
N

FIGURE 2

STUDY AREA AND ZONES

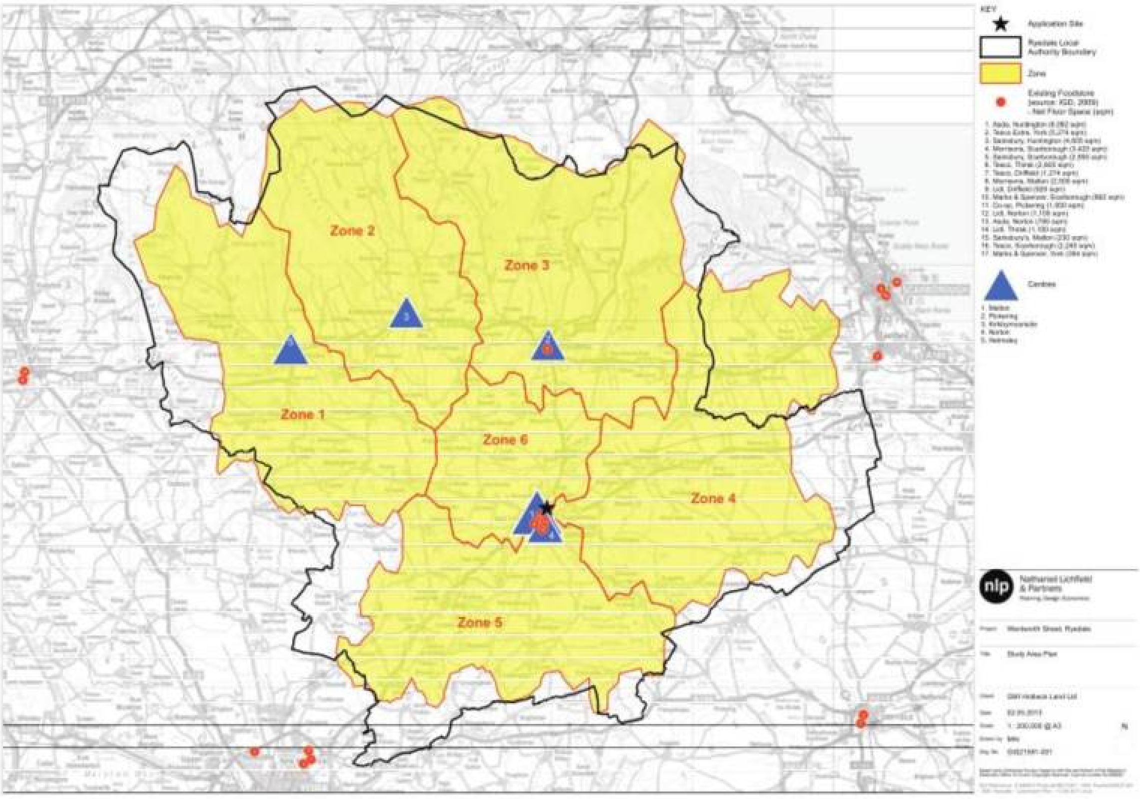
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
KEY
Application Site
Ryedale Local Authority Boundary
Zone
Existing Foodstore (source: IGD, 2009) - Net Floor Space (sqm)
Centres
1. Malton
2. Pickering
3. Kirkbymoorside
4. Norton
5. Helmsley
Nathaniel Lichfield & Partners
Wentworth Street, Ryedale
Study Area Plan

TABLE 1A: CAPACITY ANALYSIS - CONVENIENCE GOODS

Malton primary catchment area (2011 prices)

	2013	2018	2023
convenience goods expenditure (£m)	98.18	100.18	104.92
survey-based turnover from within PCA (£m)	66.82	-	-
retention level [1]	68%	83%	83%
expenditure capacity (£m)	-	83.15	87.08
benchmark turnover drawn from PCA (£m) [2]	-	62.07	62.07
surplus capacity (£m)	-	21.08	25.01
over-trading (£m) [2]	-	18.14	18.14
total available capacity (£m)	-	39.22	43.15
commitments (£m) [3]	-	21.75	21.75
residual capacity (£m)	-	17.47	21.40
turnover of proposed store from PCA (£m) [4]	-	19.13	19.13

[1] assuming that retention increases to 85% because of clawback of leakage to the proposed store and the approved store on the Livestock Market site

[2] Planning and Retail Statement Table 7.1

[3] Commitments (£m):	total turnover	turnover from PCA
Lidl, Pickering	3.10	2.48
Tesco, Kirkbymoorside	8.51	6.81
Foodstore, Livestock Market	14.66	12.46
total	26.27	21.75

[4] assuming 85% of turnover of foodstore of £22.51m is drawn from within PCA

TABLE 1B: CAPACITY ANALYSIS - COMPARISON GOODS			
Malton primary catchment area (2011 prices)			
	2013	**2018**	**2023**
comparison goods expenditure (£m)	131.23	145.67	167.48
survey-based turnover from within PCA (£m)	41.34	-	-
retention level [1]	32%	38%	38%
expenditure capacity (£m)	-	55.35	63.64
benchmark turnover drawn from PCA (£m) [2]	-	41.34	41.34
surplus capacity (£m)	-	14.01	22.30
commitments (£m) [3]	-	12.21	12.21
residual capacity (£m)	-	1.80	10.09
turnover of proposed development from PCA (£m) [4]	-	7.19	7.19

[1] assuming that retention increases because of clawback of leakage to both WSCP and LM schemes

[2] assuming benchmark turover is the same as survey-based turnover

[3] Commitments (£m):	total turnover	turnover from PCA
Lidl, Pickering	1.34	1.20
Tesco, Kirkbymoorside	1.13	0.91
Welham Road, Norton	2.25	1.91
Livestock Market scheme	9.64	8.19
total	14.36	12.21

[4] assuming 85% of turnover of £8.46m is drawn from within PCA

TABLE 2A: RETAIL IMPACT ASSESSMENT, CONVENIENCE GOODS, 2018

Assessment by Nathaniel Lichfield & Partners

2011 prices

	Trade to Commitments 2018			Impact of Proposal in 2018			Cumulative Impact in 2018		
				Wentworth Street development					
Stores/Centres	pre-impact turnover 2018 (£m)	trade diversion to commitments (£m) [1]	post-impact turnover 2018 (£m)	trade diversion (£m)	share of trade draw	solus impact (percent) [2]	Livestock Market trade diversion (£m)	cumulative trade diversion (£m) [3]	cumulative trading impact (percent) [2]
Foodstore, Wentworth Street	-	-	-	-	-	-	-	-	-
Foodstore, Livestock Market	-	-	-	-	-	-	-	-	-
Morrisons, Malton	41.50	4.06	37.44	8.31	36.9%	20.0%	-	12.37	29.8%
Other shops, Malton	5.46	0.13	5.33	0.18	0.8%	3.3%	-	0.31	5.7%
Malton town centre total	46.96	4.19	42.77	8.49	37.7%	18.1%	-	12.68	27.0%
Asda, Norton	3.01	0.18	2.83	0.16	0.7%	5.3%	-	0.34	11.3%
Lidl, Norton	4.30	0.21	4.09	0.27	1.2%	6.3%	-	0.48	11.2%
Other shops, Norton	1.88	0.02	1.86	0.02	0.1%	1.1%	-	0.04	2.1%
Co-op, Pickering	6.93	0.81	6.12	0.27	1.2%	3.9%	-	1.08	15.6%
Lidl, Pickering	3.10	-	3.10	0.14	0.6%	4.5%	-	0.14	4.5%
Other shops, Pickering	4.34	0.14	4.19	0.05	0.2%	1.2%	-	0.19	4.4%
Tesco, Kirkbymoorside	8.51	-	8.51	0.67	3.0%	7.9%	-	0.67	7.9%
Kirkbymoorside centre	4.99	0.28	4.71	0.05	0.2%	1.0%	-	0.33	6.6%
Helmsley	4.19	0.12	4.07	0.05	0.2%	1.2%	-	0.17	4.1%
Other shops/centres	3.61	0.32	3.28	0.04	0.2%	1.1%	-	0.36	10.0%
Catchment Area Total	91.82	6.27	85.53	10.21	45.4%	-	-	16.48	-
Inflow	-	2.32	-	3.38	15.0%	-	-	5.70	-
Clawback	-	3.02	-	8.92	39.6%	-	-	11.94	-
Total Turnover	-	11.61	-	22.51	100.0%	-	-	34.12	-

[1] commitments include Lidl, Pickering and Tesco, Kirkbymoorside

[2] trade diversion as percentage of pre-impact convenience turnover in 2018

[3] including trade diversion to commitments

TABLE 2B: RETAIL IMPACT ASSESSMENT, CONVENIENCE GOODS, 2018

Assessment by England & Lyle

2011 prices

	Trade to Commitments 2018			Impact of Proposal in 2018			Cumulative Impact in 2018			
	pre-impact	trade	post-impact	Wentworth Street development			Livestock Market site		cumulative	cumulative
Stores/Centres	turnover 2018 (£m)	diversion to commitments (£m) [1]	turnover 2018 (£m)	share of trade draw [2]	trade diversion (£m)	solus impact (percent) [3]	trade draw (percent) [4]	trade diversion (£m) [3]	trade diversion (£m) [5]	trading impact (percent) [3]
Foodstore, Wentworth Street	22.51	-	22.51	-	-	-	10.0%	1.40	1.40	6.2%
Foodstore, Livestock Market	14.00	-	14.00	10.0%	2.25	16.1%	-	-	2.25	16.1%
Morrisons, Malton	41.50	4.06	37.44	27.0%	6.08	14.6%	22.0%	3.08	13.22	31.8%
Other shops, Malton	5.46	0.13	5.33	0.7%	0.16	2.9%	0.7%	0.10	0.39	7.1%
Malton town centre total	46.96	4.19	42.77	27.7%	6.24	13.3%	22.7%	3.18	13.60	29.0%
Asda, Norton	3.01	0.18	2.83	0.7%	0.16	5.2%	0.7%	0.10	0.44	14.5%
Lidl, Norton	4.30	0.21	4.09	1.2%	0.27	6.3%	1.2%	0.17	0.65	15.1%
Other shops, Norton	1.88	0.02	1.86	0.1%	0.02	1.2%	0.1%	0.01	0.06	3.0%
Co-op, Pickering	6.93	0.81	6.12	1.2%	0.27	3.9%	1.2%	0.17	1.25	18.0%
Lidl, Pickering	3.10	-	3.10	0.6%	0.14	4.4%	0.6%	0.08	0.22	7.1%
Other shops, Pickering	4.34	0.14	4.19	0.2%	0.05	1.0%	0.2%	0.03	0.21	4.9%
Tesco, Kirkbymoorside	8.51	-	8.51	3.0%	0.68	7.9%	3.0%	0.42	1.10	12.9%
Kirkbymoorside centre	4.99	0.28	4.71	0.2%	0.05	0.9%	0.2%	0.03	0.35	7.1%
Helmsley	4.19	0.12	4.07	0.2%	0.05	1.1%	0.2%	0.03	0.19	4.6%
Other shops/centres	3.61	0.32	3.28	0.2%	0.05	1.2%	0.2%	0.03	0.39	10.9%
Catchment Area Total	128.33	6.27	85.53	45.4%	10.22	-	45.4%	6.36	22.85	-
Inflow	-	2.32	-	15.0%	3.38	-	15.0%	2.10	7.80	-
Clawback	-	3.02	-	39.6%	8.91	-	39.6%	5.54	17.48	-
Total Turnover	-	11.61	-	100.0%	22.51	-	100.0%	14.00	48.12	-

[1] commitments include Lidl, Pickering and Tesco, Kirkbymoorside
[2] assuming a 10% trade draw to Wentworth Street from the store on the Livestock Market site
[3] trade diversion as percentage of pre-impact convenience turnover in 2018
[4] trade draw percentages to the store on the Livestock Market site from NLP impact tables
[5] total trade diversion including commitments, Wentworth Street and Livestock Market site

TABLE 2C: RETAIL IMPACT ASSESSMENT, CONVENIENCE GOODS, 2023

Assessment by England & Lyle

2011 prices

	Trade to Commitments 2023			Impact of Proposal in 2023			Cumulative Impact in 2023			
				Wentworth Street development			Livestock Market site			
Stores/Centres	pre-impact turnover 2023 (£m) [6]	trade diversion to commitments (£m) [1]	post-impact turnover 2023 (£m)	share of trade draw [2]	trade diversion (£m)	solus impact (percent) [3]	trade draw (percent) [4]	trade diversion (£m) [3]	cumulative trade diversion (£m) [5]	cumulative trading impact (percent) [3]
Foodstore, Wentworth Street	23.58	-	23.58	-	-	-	10.0%	1.47	1.47	6.2%
Foodstore, Livestock Market	14.66	-	14.66	10.0%	2.36	16.1%	-	-	2.36	16.1%
Morrisons, Malton	43.45	4.06	39.39	27.0%	6.37	14.7%	22.0%	3.23	13.65	31.4%
Other shops, Malton	5.72	0.13	5.59	0.7%	0.17	2.9%	0.7%	0.10	0.40	7.0%
Malton town centre total	49.17	4.19	44.98	27.7%	6.53	13.3%	22.7%	3.33	14.05	28.6%
Asda, Norton	3.15	0.18	2.97	0.7%	0.17	5.2%	0.7%	0.10	0.45	14.2%
Lidl, Norton	4.50	0.21	4.29	1.2%	0.28	6.3%	1.2%	0.18	0.67	14.9%
Other shops, Norton	1.97	0.02	1.95	0.1%	0.02	1.2%	0.1%	0.01	0.06	3.0%
Co-op, Pickering	7.26	0.81	6.45	1.2%	0.28	3.9%	1.2%	0.18	1.27	17.5%
Lidl, Pickering	3.25	-	3.25	0.6%	0.14	4.4%	0.6%	0.09	0.23	7.1%
Other shops, Pickering	4.54	0.14	4.40	0.2%	0.05	1.0%	0.2%	0.03	0.22	4.8%
Tesco, Kirkbymoorside	8.91	-	8.91	3.0%	0.71	7.9%	3.0%	0.44	1.15	12.9%
Kirkbymoorside centre	5.22	0.28	4.94	0.2%	0.05	0.9%	0.2%	0.03	0.36	6.8%
Helmsley	4.39	0.12	4.27	0.2%	0.05	1.1%	0.2%	0.03	0.20	4.5%
Other shops/centres	3.78	0.32	3.46	0.2%	0.05	1.2%	0.2%	0.03	0.40	10.5%
Catchment Area Total	183.54	6.27	177.27	45.4%	10.71	-	45.4%	6.66	23.63	-
Inflow	-	2.32	-	15.0%	3.54	-	15.0%	2.20	8.06	-
Clawback	-	3.02	-	39.6%	9.34	-	39.6%	5.81	18.16	-
Total Turnover	-	11.61	-	100.0%	23.58	-	100.0%	14.66	49.85	-

[1] commitments include Lidl, Pickering and Tesco, Kirkbymoorside

[2] assuming a 10% trade draw to Wentworth Street from the store on the Livestock Market site

[3] trade diversion as percentage of pre-impact convenience turnover in 2023

[4] trade draw percentages to the store on the Livestock Market site from NLP impact tables

[5] total trade diversion including commitments, Wentworth Street and Livestock Market site

[6] turnovers of stores and centres increased pro rata to expenditure growth 2018-2023

TABLE 3A: RETAIL IMPACT ASSESSMENT, COMPARISON GOODS, 2018

Assessment by Nathaniel Lichfield & Partners

2011 prices

	Trade to Commitments 2018			Impact of Proposal in 2018			Cumulative Impact in 2018		
	pre-impact	trade	post-impact	Wentworth Street development			Livestock	cumulative	cumulative
Stores/Centres	turnover 2018 (£m)	diversion to commitments (£m) [1]	turnover 2018 (£m)	trade diversion (£m) [2]	share of trade draw	solus impact (percent) [3]	Market trade diversion (£m)	trade diversion (£m) [4]	trading impact (percent) [3]
Foodstore, Wentworth Street	-	-	-	-	-	-	-	-	-
Livestock Market scheme	-	-	-	-	-	-	-	-	-
Morrisons, Malton	-	-	-	-	-	-	-	-	-
Other shops, Malton	-	-	-	-	-	-	-	-	-
Malton town centre total	32.94	0.82	32.12	2.01	23.8%	6.1%	-	2.83	8.6%
Asda, Norton	-	-	-	-	-	-	-	-	-
Welham Road, Norton	2.25	-	2.25	0.11	1.3%	4.9%	-	0.11	4.9%
Norton centre	1.08	0.01	1.07	0.02	0.2%	1.9%	-	0.03	2.8%
Co-op, Pickering	-	-	-	-	-	-	-	-	-
Lidl, Pickering	1.34	-	1.34	0.06	0.7%	4.5%	-	0.06	4.5%
Pickering centre	10.13	0.20	9.93	0.16	1.9%	1.6%	-	0.36	3.6%
Tesco, Kirkbymoorside	1.13	-	1.13	0.05	0.6%	4.4%	-	0.05	4.4%
Kirkbymoorside centre	4.67	0.07	4.60	0.04	0.5%	0.9%	-	0.11	2.4%
Helmsley	3.89	0.03	3.86	0.03	0.4%	0.8%	-	0.06	1.5%
Other shops/centres	1.27	0.03	1.24	0.06	0.7%	4.7%	-	0.09	7.1%
Catchment Area Total	58.70	1.16	57.54	2.54	30.0%	-	-	3.70	-
Inflow	-	0.70	-	1.27	15.0%	-	-	1.97	-
Clawback	-	2.86	-	4.65	55.0%	-	-	7.51	-
Total Turnover	-	4.72	-	8.46	100.0%	-	-	13.18	-

[1] commitments include Lidl, Pickering; Tesco, Kirkbymoorside; and Welham Road, Norton

[2] turnover of Wentworth Street development includes the smaller unit on the site

[3] trade diversion as percentage of pre-impact convenience turnover in 2018

[4] including trade diversion to commitments

TABLE 3B: RETAIL IMPACT ASSESSMENT, COMPARISON GOODS, 2018

Assessment by England & Lyle

2011 prices

	Trade to Commitments 2018			Impact of Proposal in 2018			Cumulative Impact in 2018			
				Wentworth Street development			Livestock Market site			
Stores/Centres	pre-impact turnover 2018 (£m)	trade diversion to commitments (£m) [1]	post-impact turnover 2018 (£m)	share of trade draw [2]	trade diversion (£m)	solus impact (percent) [3]	trade draw (percent) [4]	trade diversion (£m) [3]	cumulative trade diversion (£m) [5]	cumulative trading impact (percent) [3]
Foodstore, Wentworth Street	8.46	-	8.46	-	-	-	5.0%	0.42	0.42	5.0%
Livestock Market scheme	8.38	-	8.38	5.0%	0.42	5.0%	-	-	0.42	5.0%
Morrisons, Malton	-	-	-	-	-	-	-	-	-	-
Other shops, Malton	-	-	-	-	-	-	-	-	-	-
Malton town centre total	32.94	0.82	32.12	18.7%	1.58	4.8%	18.7%	1.57	3.97	12.0%
Asda, Norton	-	-	-	-	-	-	-	-	-	-
Welham Road, Norton	2.25	-	2.25	1.3%	0.11	4.9%	1.3%	0.11	0.22	9.7%
Norton centre	1.08	0.01	1.07	0.2%	0.02	1.6%	0.2%	0.02	0.04	4.0%
Co-op, Pickering	-	-	-	-	-	-	-	-	-	-
Lidl, Pickering	1.34	-	1.34	0.7%	0.06	4.4%	0.7%	0.06	0.12	8.8%
Pickering centre	10.13	0.20	9.93	1.9%	0.16	1.6%	1.9%	0.16	0.52	5.1%
Tesco, Kirkbymoorside	1.13	-	1.13	0.6%	0.05	4.5%	0.6%	0.05	0.10	8.9%
Kirkbymoorside centre	4.67	0.07	4.60	0.5%	0.04	0.9%	0.5%	0.04	0.15	3.3%
Helmsley	3.89	0.03	3.86	0.4%	0.03	0.9%	0.4%	0.03	0.10	2.5%
Other shops/centres	1.27	0.03	1.24	0.7%	0.06	4.7%	0.7%	0.06	0.15	11.6%
Catchment Area Total	58.70	1.16	57.54	30.0%	2.54	-	25.0%	2.10	5.79	-
Inflow	-	0.70	-	15.0%	1.27	-	15.0%	1.26	3.23	-
Clawback	-	2.86	-	55.0%	4.69	-	55.0%	4.61	12.16	-
Total Turnover	-	4.72	-	100.0%	8.46	-	100.0%	8.38	21.18	-

[1] commitments include Lidl, Pickering; Tesco, Kirkbymoorside; and Welham Road, Norton
[2] assuming a 5% trade draw to Wentworth Street from the Livestock Market scheme
[3] trade diversion as percentage of pre-impact comparison turnover in 2018
[4] Livestock Market scheme includes foodstore and non-food retail units; turnover is for all comparison goods; trade draw percentages to the store on the Livestock Market site from NLP impact tables
[5] total trade diversion including commitments, Wentworth Street and Livestock Market site

TABLE 3C: RETAIL IMPACT ASSESSMENT, COMPARISON GOODS, 2023

Assessment by England & Lyle

2011 prices	**Trade to Commitments 2023**			**Impact of Proposal in 2023**			**Cumulative Impact in 2023**			
				Wentworth Street development			Livestock Market site			
Stores/Centres	pre-impact turnover 2023 (£m) [6]	trade diversion to commitments (£m) [1]	post-impact turnover 2023 (£m)	share of trade draw [2]	trade diversion (£m)	solus impact (percent) [3]	trade draw (percent) [4]	trade diversion (£m) [3]	cumulative trade diversion (£m) [5]	cumulative trading impact (percent) [3]
Foodstore, Wentworth Street	9.73	-	9.73	-	-	-	5.0%	0.48	0.48	5.0%
Livestock Market scheme	9.64	-	9.64	5.0%	0.49	5.0%	-	-	0.49	5.0%
Morrisons, Malton	-	-	-	-	-	-	-	-	-	-
Other shops, Malton	-	-	-	-	-	-	-	-	-	-
Malton town centre total	37.88	0.82	37.88	18.7%	1.82	4.8%	18.7%	1.80	4.44	11.7%
Asda, Norton	-	-	-	-	-	-	-	-	-	-
Welham Road, Norton	2.59	-	2.25	1.3%	0.13	4.9%	1.3%	0.13	0.25	9.7%
Norton centre	1.24	0.01	1.07	0.2%	0.02	1.6%	0.2%	0.02	0.05	3.9%
Co-op, Pickering	-	-	-	-	-	-	-	-	-	-
Lidl, Pickering	1.54	-	1.34	0.7%	0.07	4.4%	0.7%	0.07	0.14	8.8%
Pickering centre	11.65	0.20	9.93	1.9%	0.18	1.6%	1.9%	0.18	0.57	4.9%
Tesco, Kirkbymoorside	1.30	-	1.13	0.6%	0.06	4.5%	0.6%	0.06	0.12	8.9%
Kirkbymoorside centre	5.37	0.07	4.60	0.5%	0.05	0.9%	0.5%	0.05	0.17	3.1%
Helmsley	4.47	0.03	3.86	0.4%	0.04	0.9%	0.4%	0.04	0.11	2.4%
Other shops/centres	1.46	0.03	1.24	0.7%	0.07	4.7%	0.7%	0.07	0.17	11.3%
Catchment Area Total	67.51	1.16	63.30	30.0%	2.92	-	25.0%	2.41	6.49	-
Inflow	-	0.70	-	15.0%	1.46	-	15.0%	1.45	3.61	-
Clawback	-	2.86	-	55.0%	4.69	-	55.0%	5.30	12.85	-
Total Turnover	-	4.72	-	100.0%	9.73	-	100.0%	9.64	22.95	-

[1] commitments include Lidl, Pickering; Tesco, Kirkbymoorside; and Welham Road, Norton
[2] assuming a 5% trade draw to Wentworth Street from the Livestock Market scheme
[3] trade diversion as percentage of pre-impact comparison turnover in 2018
[4] Livestock Market scheme includes foodstore and non-food retail units; turnover is for all comparison goods;
trade draw percentages to the store on the Livestock Market site from NLP impact tables
[5] total trade diversion including commitments, Wentworth Street and Livestock Market site
[6] turnovers of stores and centres increased pro rata to expenditure growth 2018-2023

TABLE 4A: RETAIL IMPACT ASSESSMENT, CONVENIENCE AND COMPARISON GOODS, 2018

Assessment by England & Lyle

2011 prices

	Pre-Impact Turnover			**Trade Diversions 2018**			**Cumulative Impact**	
Stores/Centres	convenience turnover 2018 (£m) [1]	comparison turnover 2018 (£m) [2]	total turnover 2018 (£m)	trade diversion to commitments (£m) [3]	trade to Wentworth St development (£m) [3]	trade to Livestock Market (£m) [3]	cumulative trade diversion (£m)	cumulative impact (percent) [4]
Foodstore, Wentworth Street	22.51	8.46	30.97	-	-	2.52	2.52	8.1%
Livestock Market scheme	14.00	8.38	22.38	-	2.67	-	2.67	11.9%
Morrisons, Malton	41.50	-	41.50	4.06	6.08	3.08	13.22	31.9%
Other shops, Malton	5.46	32.94	38.40	0.95	1.74	1.67	4.36	11.4%
Malton town centre total	46.96	32.94	79.90	5.01	7.82	4.75	17.58	22.0%
Asda, Norton	3.01	-	3.01	0.18	0.16	0.10	0.44	14.6%
Lidl, Norton	4.30	-	4.30	0.21	0.27	0.17	0.65	15.1%
Welham Road, Norton	-	2.25	2.25	-	0.11	0.11	0.22	9.8%
Norton centre	1.88	1.08	2.96	0.03	0.04	0.03	0.10	3.4%
Co-op, Pickering	6.93	-	6.93	0.81	0.27	0.17	1.25	18.0%
Lidl, Pickering	3.10	1.34	4.44	-	0.20	0.14	0.34	7.7%
Pickering centre	4.34	10.13	14.47	0.34	0.21	0.19	0.74	5.1%
Tesco, Kirkbymoorside	8.51	1.13	9.64	-	0.73	0.47	1.20	12.4%
Kirkbymoorside centre	4.99	4.67	9.66	0.35	0.09	0.07	0.51	5.3%
Helmsley	4.19	3.89	8.08	0.15	0.08	0.06	0.29	3.6%
Other shops/centres	3.61	1.27	4.88	0.35	0.11	0.09	0.55	11.3%
Catchment Area Total	128.33	75.54	203.87	7.43	12.76	8.46	28.65	-
Inflow	-	-	-	3.02	4.65	3.36	11.03	-
Clawback	-	-	-	2.86	13.60	7.41	23.87	-
Total Turnover	-	-	-	16.33	30.97	22.38	69.68	-

[1] from Table 2B
[2] from Table 3B
[3] from Tables 2B and 3B
[4] total trade diversion as percentage of total pre-impact turnover in 2018

TABLE 4B: RETAIL IMPACT ASSESSMENT, CONVENIENCE AND COMPARISON GOODS, 2023

Assessment by England & Lyle

2011 prices

	Pre-Impact Turnover			**Trade Diversions 2023**			**Cumulative Impact**	
Stores/Centres	convenience turnover 2023 (£m) [1]	comparison turnover 2023 (£m) [2]	total turnover 2023 (£m)	trade diversion to commitments (£m) [3]	trade to Wentworth St development (£m) [3]	trade to Livestock Market (£m) [3]	cumulative trade diversion (£m)	cumulative impact (percent) [4]
Foodstore, Wentworth Street	23.58	9.73	33.31	-	-	2.68	2.68	8.0%
Livestock Market scheme	14.66	9.64	24.30	-	2.85	-	2.85	11.7%
Morrisons, Malton	43.45	-	43.45	4.06	6.37	3.23	13.66	31.4%
Other shops, Malton	5.72	37.88	43.60	0.95	1.99	1.90	4.84	11.1%
Malton town centre total	49.17	37.88	87.05	5.01	8.35	5.13	18.49	21.2%
Asda, Norton	3.15	-	3.15	0.18	0.17	0.10	0.45	14.3%
Lidl, Norton	4.50	-	4.50	0.21	0.28	0.18	0.67	14.9%
Welham Road, Norton	-	2.59	2.59	-	0.13	0.13	0.26	10.0%
Norton centre	1.97	1.24	3.21	0.03	0.04	0.03	0.10	3.1%
Co-op, Pickering	7.26	-	7.26	0.81	0.28	0.18	1.27	17.5%
Lidl, Pickering	3.25	1.54	4.79	-	0.21	0.16	0.37	7.7%
Pickering centre	4.54	11.65	16.19	0.34	0.23	0.21	0.78	4.8%
Tesco, Kirkbymoorside	8.91	1.30	10.21	-	0.77	0.50	1.27	12.4%
Kirkbymoorside centre	5.22	5.37	10.59	0.35	0.10	0.08	0.53	5.0%
Helmsley	4.39	4.47	8.86	0.15	0.09	0.07	0.31	3.5%
Other shops/centres	3.78	1.46	5.24	0.35	0.12	0.10	0.57	10.9%
Catchment Area Total	134.38	86.87	221.25	7.43	13.63	9.07	30.13	-
Inflow	-	-	-	3.02	5.00	3.65	11.67	-
Clawback	-	-	-	5.88	14.03	11.11	31.02	-
Total Turnover	-	-	-	16.33	33.31	23.64	73.28	-

[1] from Table 2C
[2] from Table 3C
[3] from Tables 2C and 3C
[4] total trade diversion as percentage of total pre-impact turnover in 2023

APPENDIX

NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

Ryedale Retail Study
for
Roger Tym & Partners

February 2011

Job Ref: 020211

Appendix 2:

Data Tabulations

By Zone

(Weighted)

Q01 Where did your household last undertake a main food and grocery shop?

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Aldi, Kathryn Avenue, Huntington, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Northway, Scarborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Jockey Lane, Monks Cross, Huntington, York	4.7%	47	4.0%	4	6.0%	7	2.0%	2	3.0%	3	1.0%	1	3.0%	3	18.0%	10	6.0%	9	2.0%	1	6.0%	6
Costcutter, 25 Bridge Street, Helmsley, York	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 4-5 Eastgate, Pickering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 5 Pickering Road, Thornton Dale, Pickering	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 61-63 Commercial Street, Norton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Heron Foods, 15-17 Wheelgate, Malton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, 2-3 Vernon Road, Scarborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Mill Street, Westgate, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Stakesby Road, Whitby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Station Road, Thirsk	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Welham Road, Norton	2.6%	26	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	4.0%	4	3.0%	2	6.0%	9	3.0%	1	4.0%	4
Marks & Spencer Simply Food, Monks Cross, Huntington, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 4 St Marys Square, Coppergate, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Marks & Spencer, 8 Newborough, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Castlegate, Malton	43.9%	439	29.0%	33	33.0%	40	38.6%	41	36.0%	40	4.0%	4	55.0%	55	38.0%	22	68.0%	103	77.0%	37	67.0%	66
Morrisons, Dunslow Road, Scarborough	8.5%	85	0.0%	0	3.0%	4	9.9%	10	14.0%	15	41.0%	40	13.0%	13	0.0%	0	1.0%	2	0.0%	0	1.0%	1
Morrisons, Foss Islands Retail Park, Foss Islands Road, York	0.4%	4	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, 77 Layerthorpe, York	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Norton Road, Malton	2.7%	27	1.0%	1	3.0%	4	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	2	6.0%	9	3.0%	1	4.0%	4
Sainsbury's Local, 25-35 Newbiggin, Malton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.0%	4
Sainsbury's Local, 62-64 Ramshill Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Scarborough																						
Sainsbury's, Falsgrave Road, Scarborough	3.4%	34	0.0%	0	1.0%	1	4.0%	4	3.0%	3	25.0%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Foss Bank, York	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jockey Lane, Monks Cross, Huntington, York	4.9%	49	8.0%	9	5.0%	6	4.0%	4	6.0%	7	0.0%	0	5.0%	5	22.0%	13	2.0%	3	3.0%	1	1.0%	1
Scoops, 4 St Michaels Street, Malton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Spar, 22 Market Place, Kirkbymoorside, York	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 40 The Village, Strensall, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stirling Road, Clifton Moor Centre, York	3.0%	30	11.0%	12	4.0%	5	4.0%	4	3.0%	3	0.0%	0	0.0%	0	2.0%	1	1.0%	2	1.0%	0	2.0%	2
Tesco, George Street, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Thirsk	2.6%	27	15.0%	17	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Westwood, Valley Bridge, Scarborough	1.8%	18	0.0%	0	1.0%	1	0.0%	0	0.0%	0	14.0%	14	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, 59 Champley Mews, Market Place, Pickering	3.1%	31	0.0%	0	3.0%	4	12.9%	14	11.0%	12	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, 99 Eastgate, Pickering	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, Piercy End, Kirkbymoorside, York	1.8%	18	1.0%	1	14.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose Ltd, Foss Islands Road, York	0.5%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	0	0.0%	0
Beverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Marketplace, Helmsley	1.0%	10	9.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ayton, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Helmsley Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	1
Norton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pocklington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Ayton																						
Tesco, Station Avenue, Filey	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Catchment Area	0.5%	5	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3a	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3b	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.5%	55	5.0%	6	9.0%	11	6.9%	7	7.0%	8	1.0%	1	6.0%	6	5.0%	3	5.0%	8	2.0%	1	5.0%	5
(Don't know / varies)	0.5%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't do a main food shop)	2.9%	30	3.0%	3	3.0%	4	6.9%	7	4.0%	4	2.0%	2	0.0%	0	0.0%	0	2.0%	3	4.0%	2	4.0%	4
Weighted base:		1001		112		121		106		110		97		101		58		151		48		98
Sample:		1001		100		100		101		100		100		100		100		100		100		100

Q02 Can you tell me why you undertook your main food and grocery shop in the location specified in Q01?
Those who do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Near / convenient to work	4.9%	47	3.1%	3	8.2%	10	5.3%	5	3.1%	3	5.1%	5	7.0%	7	5.0%	3	2.0%	3	8.3%	4	4.2%	4
Near / convenient to home	39.7%	386	37.1%	40	36.1%	42	25.5%	25	29.2%	31	34.7%	33	52.0%	52	35.0%	20	43.9%	65	54.2%	25	55.2%	52
Good public transport links	0.9%	8	1.0%	1	1.0%	1	1.1%	1	0.0%	0	3.1%	3	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Parking is easy	3.6%	35	2.1%	2	8.2%	10	1.1%	1	3.1%	3	5.1%	5	3.0%	3	2.0%	1	2.0%	3	7.3%	3	3.1%	3
Parking is free / cheap	0.7%	7	2.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pushchair / wheelchair access is easy	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other accessibility / transport factor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Near to other shops / services	4.1%	40	3.1%	3	7.2%	8	4.3%	4	6.3%	7	4.1%	4	2.0%	2	6.0%	3	3.1%	5	5.2%	2	1.0%	1
Facilities (toilets, baby changing, café, etc.)	0.5%	4	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too crowded	0.7%	7	1.0%	1	0.0%	0	1.1%	1	0.0%	0	3.1%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Atmosphere	1.0%	10	2.1%	2	1.0%	1	1.1%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	2	1.0%	0	1.0%	1
Other environmental factor	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Selection / choice of goods	20.7%	201	17.5%	19	24.7%	29	16.0%	16	22.9%	24	10.2%	10	18.0%	18	17.0%	10	31.6%	47	25.0%	11	18.8%	18
Quality of goods	9.5%	92	12.4%	13	8.2%	10	10.6%	10	5.2%	5	10.2%	10	10.0%	10	6.0%	3	13.3%	20	3.1%	1	9.4%	9
Prices are competitive compared to other retailers	12.5%	121	13.4%	15	10.3%	12	17.0%	17	12.5%	13	20.4%	19	10.0%	10	11.0%	6	9.2%	14	13.5%	6	9.4%	9
Preferred operator / centre	12.9%	126	11.3%	12	6.2%	7	14.9%	15	16.7%	18	23.5%	22	7.0%	7	26.0%	15	13.3%	20	8.3%	4	6.3%	6
Ease / effort (internet / delivered)	4.6%	45	4.1%	4	10.3%	12	6.4%	6	6.3%	7	1.0%	1	3.0%	3	5.0%	3	2.0%	3	1.0%	0	5.2%	5
Speed / time taken (internet / delivered)	0.7%	7	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.0%	2	1.0%	2	1.0%	0	0.0%	0
Other	1.5%	15	3.1%	3	1.0%	1	1.1%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	1	2.0%	3	2.1%	1	2.1%	2
Don't know	0.5%	5	0.0%	0	1.0%	1	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0	1.0%	1
Easy to get to	0.7%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Convenient	0.9%	8	0.0%	0	1.0%	1	1.1%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
I'm in the area at the time	2.1%	20	3.1%	3	2.1%	2	4.3%	4	2.1%	2	2.0%	2	2.0%	2	3.0%	2	1.0%	2	0.0%	0	1.0%	1
Friendly staff	0.9%	9	2.1%	2	1.0%	1	0.0%	0	1.0%	1	3.1%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
It's cheap	2.5%	24	3.1%	3	2.1%	2	0.0%	0	4.2%	4	1.0%	1	3.0%	3	3.0%	2	4.1%	6	0.0%	0	2.1%	2
Habit	1.1%	10	2.1%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	4.0%	2	1.0%	2	0.0%	0	0.0%	0
Good offers	1.1%	10	1.0%	1	2.1%	2	3.2%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Everything is under one roof	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Has a petrol station	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.1%	1	0.0%	0
I work there	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2	1.0%	0	0.0%	0
There is no other choice	0.4%	4	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0
It is a good sized store	0.7%	6	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0	2.1%	2
Get loyalty points	0.4%	4	1.0%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
It is not too busy	0.3%	3	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Nothing in particular)	3.9%	38	8.2%	9	4.1%	5	6.4%	6	4.2%	4	3.1%	3	3.0%	3	2.0%	1	4.1%	6	1.0%	0	0.0%	0
Weighted base:		972		109		117		99		105		95		101		58		148		46		94

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4A	Zone 4B	Zone 5A	Zone 5B	Zone 6A	Zone 6B
Sample:	972	97	97	94	96	98	100	100	98	96	96

Q03 And where did your household go the time before that for a main food and grocery shop (was it the same, or different, and if so, please specify)?
Those who do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Aldi, Fulford Road, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Aldi, Kathryn Avenue, Huntington, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northway, Scarborough	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Unit C Bessingby Way, Bridlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Jockey Lane, Monks Cross, Huntington, York	7.1%	69	3.1%	3	7.2%	8	5.3%	5	4.2%	4	2.0%	2	6.0%	6	20.0%	12	10.2%	15	6.3%	3	10.4%	10
Costcutter, 25 Bridge Street, Helmsley, York	0.5%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 4-5 Eastgate, Pickering	0.3%	3	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 5 Pickering Road, Thornton Dale, Pickering	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 61-63 Commercial Street, Norton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 2-3 Vernon Road, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Middle Street South, Driffield	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Welham Road, Norton	2.6%	26	1.0%	1	1.0%	1	3.2%	3	1.0%	1	0.0%	0	6.0%	6	1.0%	1	4.1%	6	3.1%	1	5.2%	5
Marks & Spencer Simply Food, Monks Cross, Huntington, York	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 9 The Pavement, York	0.3%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Castlegate, Malton	39.1%	380	22.7%	25	28.9%	34	41.5%	41	35.4%	37	5.1%	5	41.0%	41	34.0%	20	65.3%	97	61.5%	28	56.3%	53
Morrisons, Dunslow Road, Scarborough	7.2%	70	0.0%	0	6.2%	7	7.4%	7	10.4%	11	27.6%	26	15.0%	15	1.0%	1	1.0%	2	0.0%	0	1.0%	1
Morrisons, Foss Islands Retail Park, Foss Islands Road, York	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0	0.0%	0
Netto, Norton Road, Malton	3.5%	34	4.1%	4	0.0%	0	2.1%	2	4.2%	4	1.0%	1	4.0%	4	4.0%	2	5.1%	8	6.3%	3	5.2%	5
Sainsbury's Local, 25-35 Newbiggin, Malton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.1%	1	2.1%	2
Sainsbury's, Falsgrave Road, Scarborough	3.9%	38	0.0%	0	2.1%	2	5.3%	5	3.1%	3	26.5%	25	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Foss Bank, York	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jockey Lane, Monks Cross, Huntington, York	5.9%	57	8.2%	9	5.2%	6	5.3%	5	4.2%	4	0.0%	0	5.0%	5	23.0%	13	5.1%	8	7.3%	3	3.1%	3

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Spar, 22 Market Place, Kirkbymoorside, York	0.6%	6	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 40 The Village, Strensall, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stirling Road, Clifton Moor Centre, York	2.6%	25	7.2%	8	3.1%	4	3.2%	3	2.1%	2	0.0%	0	1.0%	1	2.0%	1	1.0%	2	1.0%	0	4.2%	4
Tesco Extra, Tadcaster Road, Askham Bar, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	0	0.0%	0
Tesco, George Street, Driffield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Station Road, Thirsk	2.1%	20	15.5%	17	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Westwood, Valley Bridge, Scarborough	1.9%	19	1.0%	1	0.0%	0	0.0%	0	2.1%	2	16.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, 59 Champley Mews, Market Place, Pickering	3.7%	36	0.0%	0	5.2%	6	14.9%	15	14.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, 99 Eastgate, Pickering	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Co-operative Food, Piercy End, Kirkbymoorside, York	1.9%	19	0.0%	0	15.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Waitrose Ltd, Foss Islands Road, York	0.7%	6	0.0%	0	1.0%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Co-operative, Marketplace, Helmsley	0.9%	9	7.2%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley Town Centre	0.3%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Helmsley Town Centre	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Malton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, Pickering Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	2	1.0%	0	1.0%	1
Pickering Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer, Scarborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Thirk Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Catchment Area	0.6%	6	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other, Zone 3a	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3b	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.8%	46	4.1%	4	8.2%	10	4.3%	4	9.4%	10	2.0%	2	4.0%	4	5.0%	3	2.0%	3	5.2%	2	4.2%	4
(Don't know / varies)	3.8%	37	10.3%	11	1.0%	1	1.1%	1	2.1%	2	10.2%	10	6.0%	6	1.0%	1	1.0%	2	1.0%	0	3.1%	3
Weighted base:		972		109		117		99		105		95		101		58		148		46		94
Sample:		972		97		97		94		96		98		100		100		98		96		96

Q04 Approximately how much money does your household normally spend on a main food and grocery shop?

Those who do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
£0-£10	1.3%	12	1.0%	1	3.1%	4	1.1%	1	2.1%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	1	2.1%	2
£11-£20	0.9%	9	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	3	1.0%	0	3.1%	3
£21-£30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31-£40	9.0%	88	15.5%	17	6.2%	7	4.3%	4	13.5%	14	9.2%	9	5.0%	5	11.0%	6	6.1%	9	9.4%	4	12.5%	12
£41-£50	11.3%	109	12.4%	13	11.3%	13	6.4%	6	9.4%	10	16.3%	16	9.0%	9	11.0%	6	11.2%	17	19.8%	9	10.4%	10
£51-£60	10.5%	102	12.4%	13	11.3%	13	13.8%	14	8.3%	9	5.1%	5	13.0%	13	7.0%	4	12.2%	18	8.3%	4	9.4%	9
£61-£70	7.9%	77	5.2%	6	3.1%	4	4.3%	4	12.5%	13	12.2%	12	8.0%	8	14.0%	8	5.1%	8	10.4%	5	10.4%	10
£71-£80	9.6%	93	3.1%	3	11.3%	13	11.7%	12	9.4%	10	6.1%	6	16.0%	16	9.0%	5	13.3%	20	7.3%	3	5.2%	5
£81-£90	3.7%	36	2.1%	2	2.1%	2	8.5%	8	1.0%	1	3.1%	3	11.0%	11	1.0%	1	2.0%	3	3.1%	1	3.1%	3
£91-£100	11.0%	107	14.4%	16	13.4%	16	12.8%	13	9.4%	10	11.2%	11	8.0%	8	13.0%	8	9.2%	14	3.1%	1	12.5%	12
£101-£150	10.1%	98	11.3%	12	13.4%	16	12.8%	13	8.3%	9	5.1%	5	8.0%	8	9.0%	5	12.2%	18	13.5%	6	6.3%	6
£151-£200	0.8%	8	0.0%	0	0.0%	0	3.2%	3	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0
£201-£250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.4%	130	16.5%	18	17.5%	21	8.5%	8	14.6%	15	17.3%	16	10.0%	10	12.0%	7	10.2%	15	11.5%	5	14.6%	14
(Refused)	10.6%	103	5.2%	6	7.2%	8	11.7%	12	11.5%	12	11.2%	11	10.0%	10	11.0%	6	16.3%	24	8.3%	4	10.4%	10
Mean:		*75.6*		*72.9*		*78.7*		*86.0*		*72.1*		*73.3*		*79.9*		*72.8*		*75.7*		*72.1*		*68.5*
Weighted base:		972		109		117		99		105		95		101		58		148		46		94
Sample:		972		97		97		94		96		98		100		100		98		96		96

Q05 How often does your household do a main food and grocery shop?

Those who do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
More than once a week	7.6%	74	7.2%	8	8.2%	10	5.3%	5	10.4%	11	7.1%	7	5.0%	5	5.0%	3	8.2%	12	9.4%	4	9.4%	9
Once a week	59.2%	575	48.5%	53	43.3%	51	43.6%	43	45.8%	48	63.3%	60	71.0%	71	63.0%	37	77.6%	115	64.6%	30	71.9%	68
Once a fortnight	18.4%	179	19.6%	21	23.7%	28	26.6%	26	26.0%	27	14.3%	14	14.0%	14	24.0%	14	11.2%	17	19.8%	9	9.4%	9
Once a month	11.2%	108	16.5%	18	17.5%	21	20.2%	20	15.6%	16	11.2%	11	8.0%	8	6.0%	3	2.0%	3	5.2%	2	6.3%	6
Less often	2.1%	20	6.2%	7	5.2%	6	1.1%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	2	0.0%	0	1.0%	1
(Don't know / varies / no particular pattern)	1.6%	15	2.1%	2	2.1%	2	3.2%	3	1.0%	1	2.0%	2	1.0%	1	2.0%	1	0.0%	0	1.0%	0	2.1%	2
Weighted base:		972		109		117		99		105		95		101		58		148		46		94
Sample:		972		97		97		94		96		98		100		100		98		96		96

Q06 Where did your household last undertake a 'top-up' food and grocery shop?

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Aldi, Northway, Scarborough	0.4%	4	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Jockey Lane, Monks Cross, Huntington, York	1.0%	10	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.0%	2	0.0%	0	4.0%	4
Costcutter, 25 Bridge Street, Helmsley, York	1.6%	16	11.0%	12	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 4-5 Eastgate, Pickering	1.6%	16	0.0%	0	0.0%	0	1.0%	1	12.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Costcutter, 5 Pickering Road, Thornton Dale, Pickering	1.1%	11	0.0%	0	0.0%	0	0.0%	0	9.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 61-63 Commercial Street, Norton	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	7.0%	11	2.0%	1	0.0%	0
Heron Foods, 15-17 Wheelgate, Malton	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	2.0%	3	0.0%	0	5.0%	5
Hovingham Stores, Main Street, Hovingham, York	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Middle Street South, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mill Street, Westgate, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Welham Road, Norton	3.4%	34	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	7.0%	7	2.0%	1	13.0%	20	3.0%	1	3.0%	3
Marks & Spencer Simply Food, Monks Cross, Huntington, York	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 8 Newborough, Scarborough	0.5%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 9 The Pavement, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Castlegate, Malton	13.6%	136	8.0%	9	3.0%	4	3.0%	3	3.0%	3	1.0%	1	16.0%	16	17.0%	10	33.0%	50	23.0%	11	30.0%	29
Morrisons, Dunslow Road, Scarborough	1.3%	13	0.0%	0	0.0%	0	1.0%	1	1.0%	1	9.0%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Foss Islands Retail Park, Foss Islands Road, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Norton Road, Malton	2.5%	25	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	4.0%	4	5.0%	3	7.0%	11	2.0%	1	3.0%	3
One Stop, 2 Hambleton Road, Norton	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	6.0%	9	0.0%	0	0.0%	0
Sainsbury's Local, 1 Edgehill Road, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 25-35 Newbiggin, Malton	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	2	0.0%	0	13.0%	6	22.0%	22
Sainsbury's Local, 62-64 Ramshill Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Scarborough																						
Sainsbury's, 39 The Village, Haxby, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's, Falsgrave Road, Scarborough	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Foss Bank, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jockey Lane, Monks Cross, Huntington, York	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	3	0.0%	0	0.0%	0	1.0%	1
Spar, 22 Market Place, Kirkbymoorside, York	0.9%	9	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Express, 23 Castle Road, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 40 The Village, Strensall, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stirling Road, Clifton Moor Centre, York	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, George Street, Driffield	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Station Road, Thirsk	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Westwood, Valley Bridge, Scarborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, 4 The Square, Stamford Bridge, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	2	0.0%	0	0.0%	0
The Co-operative Food, 59 Champley Mews, Market Place, Pickering	10.2%	102	0.0%	0	4.0%	5	54.5%	58	31.0%	34	2.0%	2	0.0%	0	1.0%	1	0.0%	0	6.0%	3	0.0%	0
The Co-operative Food, 99 Eastgate, Pickering	1.5%	15	0.0%	0	1.0%	1	3.0%	3	9.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
The Co-operative Food, Market Place, Easingwold, York	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, Newquay Road, Endeavour Wharf, Whitby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, Piercy End, Kirkbymoorside, York	5.1%	51	1.0%	1	39.0%	47	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
The Village Shop, 2 High Street, Sherburn, Malton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Village Shop, Spring Villa, West End, Ampleforth, York	0.4%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose Ltd, Foss Islands Road, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ampleforth	1.0%	10	9.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Ryedale Retail Study
for Roger Tym & Partners

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Brompton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Marketplace, Helmsley	3.4%	34	26.0%	29	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ayton, Scarborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Farm, Butterwick, Weaverthorpe	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley Town Centre	1.2%	12	10.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside Town Centre	1.0%	10	0.0%	0	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Kirkbymoorside Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Malton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.0%	9	1.0%	1	5.0%	8	4.0%	2	8.0%	8
Norton Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Pickering Town Centre	1.1%	11	0.0%	0	0.0%	0	3.0%	3	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Pocklington Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer, Scarborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherburn, Malton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snainton, Scarborough	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, East Ayton	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Milton Avenue, Malton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Thornton Dale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ayton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Outside Catchment Area	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3a	0.3%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4b	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5a	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6a	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Internet / delivered	1.4%	14	0.0%	0	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1	2.0%	1	2.0%	3	0.0%	0	2.0%	2
(Don't know / varies)	2.0%	20	3.0%	3	0.0%	0	3.0%	3	0.0%	0	2.0%	2	3.0%	3	3.0%	2	3.0%	5	3.0%	1	1.0%	1
(Don't do top-up food shopping)	20.9%	209	18.0%	20	23.0%	28	17.8%	19	20.0%	22	18.0%	17	23.0%	23	37.0%	21	17.0%	26	35.0%	17	16.0%	16
Weighted base:		1001		112		121		106		110		97		101		58		151		48		98
Sample:		1001		100		100		101		100		100		100		100		100		100		100

Q07 And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?
Those who do top up food shopping at Q06

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Aldi, Kathryn Avenue, Huntington, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Aldi, Northway, Scarborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Jockey Lane, Monks Cross, Huntington, York	1.3%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	6.3%	2	2.4%	3	0.0%	0	2.4%	2
Costcutter, 25 Bridge Street, Helmsley, York	1.6%	12	12.2%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, 4-5 Eastgate, Pickering	2.8%	22	0.0%	0	0.0%	0	8.4%	7	16.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Costcutter, 5 Pickering Road, Thornton Dale, Pickering	1.0%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	5	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Costcutter, 61-63 Commercial Street, Norton	2.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	10.8%	14	1.5%	0	2.4%	2
Heron Foods, 15-17 Wheelgate, Malton	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.2%	1	6.0%	8	0.0%	0	2.4%	2
Hovingham Stores, Main Street, Hovingham, York	0.4%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 2-3 Vernon Road, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Middle Street South, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Welham Road, Norton	2.4%	19	0.0%	0	1.3%	1	2.4%	2	1.3%	1	0.0%	0	6.5%	5	0.0%	0	7.2%	9	1.5%	0	0.0%	0
Marks & Spencer Simply Food, Monks Cross, Huntington, York	0.5%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 8 Newborough, Scarborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 9 The Pavement, York	0.8%	6	2.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	1	1.2%	2	0.0%	0	0.0%	0
Morrisons, Castlegate, Malton	14.0%	111	3.7%	3	5.2%	5	4.8%	4	5.0%	4	2.4%	2	16.9%	13	25.4%	9	26.5%	33	32.3%	10	32.1%	26
Morrisons, Dunslow Road, Scarborough	2.2%	17	0.0%	0	1.3%	1	2.4%	2	1.3%	1	12.2%	10	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Norton Road, Malton	4.0%	32	2.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.9%	3	6.3%	2	10.8%	14	4.6%	1	8.3%	7
One Stop, 2 Hambleton Road, Norton	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.2%	1	6.0%	8	0.0%	0	1.2%	1
Sainsbury's Local, 25-35 Newbiggin, Malton	5.1%	40	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.9%	3	6.3%	2	4.8%	6	23.1%	7	25.0%	21
Sainsbury's, 39 The Village, Haxby, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Sainsbury's, Falsgrave Road, Scarborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Sainsbury's, Foss Bank, York	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jockey Lane, Monks Cross, Huntington, York	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	6.3%	2	1.2%	2	1.5%	0	3.6%	3
Spar, 22 Market Place, Kirkbymoorside, York	1.1%	8	0.0%	0	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 40 The Village, Strensall, York	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stirling Road, Clifton Moor Centre, York	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.2%	1
Tesco Extra, Tadcaster Road, Askham Bar, York	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, George Street, Driffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Westwood, Valley Bridge, Scarborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, 4 The Square, Stamford Bridge, York	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.4%	3	0.0%	0	0.0%	0
The Co-operative Food, 59 Champley Mews, Market Place, Pickering	11.9%	94	0.0%	0	9.1%	8	55.4%	48	37.5%	33	2.4%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
The Co-operative Food, 99 Eastgate, Pickering	1.7%	14	0.0%	0	1.3%	1	2.4%	2	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.2%	1
The Co-operative Food, Market Place, Easingwold, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Co-operative Food, Piercy End, Kirkbymoorside, York	5.7%	45	0.0%	0	42.9%	40	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
The Village Shop, 2 High Street, Sherburn, Malton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Village Shop, Spring Villa, West End, Ampleforth, York	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose Ltd, Foss Islands Road, York	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampleforth	1.0%	8	8.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Marketplace, Helmsley	3.3%	26	25.6%	24	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ayton, Scarborough	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Farm, Butterwick, Weaverthorpe	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley Town Centre	1.3%	10	11.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside Town Centre	1.4%	11	0.0%	0	11.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Local Market, Helmsley Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Kirkbymoorside Town Centre	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.1%	7	1.6%	1	3.6%	5	4.6%	1	9.5%	8
Norton Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Pickering Town Centre	1.4%	11	0.0%	0	1.3%	1	4.8%	4	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Pocklington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seamer, Scarborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherburn, Malton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snainton, Scarborough	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Street, East Ayton	3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Milton Avenue, Malton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Thirk Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Dale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ayton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Outside Catchment Area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 1	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3a	0.4%	3	0.0%	0	1.3%	1	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.2%	10	0.0%	0	2.6%	2	0.0%	0	2.5%	2	0.0%	0	1.3%	1	3.2%	1	2.4%	3	0.0%	0	0.0%	0
(Don't know / varies)	6.0%	47	9.8%	9	3.9%	4	9.6%	8	1.3%	1	4.9%	4	6.5%	5	9.5%	3	4.8%	6	9.2%	3	4.8%	4
(Don't do top-up food shopping)	3.7%	29	6.1%	6	0.0%	0	0.0%	0	2.5%	2	4.9%	4	13.0%	10	3.2%	1	3.6%	5	3.1%	1	1.2%	1
Weighted base:		792		92		93		87		88		79		78		37		125		31		82
Sample:		776		82		77		83		80		82		77		63		83		65		84

Q08 Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?

Those who do top up food shopping at Q06

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
£0-£5	12.7%	101	14.6%	13	5.2%	5	6.0%	5	15.0%	13	18.3%	15	14.3%	11	7.9%	3	18.1%	23	9.2%	3	11.9%	10
£6-£10	21.7%	172	19.5%	18	22.1%	21	18.1%	16	26.3%	23	19.5%	16	27.3%	21	19.0%	7	18.1%	23	21.5%	7	26.2%	22
£11-£15	13.0%	103	12.2%	11	10.4%	10	13.3%	12	10.0%	9	15.9%	13	13.0%	10	12.7%	5	15.7%	20	13.8%	4	13.1%	11
£16-£20	0.5%	4	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.1%	1	0.0%	0
£21-£30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31-£40	2.1%	17	2.4%	2	2.6%	2	1.2%	1	1.3%	1	2.4%	2	0.0%	0	1.6%	1	4.8%	6	1.5%	0	1.2%	1
£41-£50	2.9%	23	3.7%	3	1.3%	1	7.2%	6	2.5%	2	2.4%	2	1.3%	1	4.8%	2	2.4%	3	4.6%	1	1.2%	1
£51+	2.3%	18	2.4%	2	2.6%	2	3.6%	3	1.3%	1	1.2%	1	5.2%	4	3.2%	1	2.4%	3	0.0%	0	0.0%	0
(Don't know / varies)	33.9%	268	36.6%	34	45.5%	42	33.7%	29	35.0%	31	29.3%	23	31.2%	24	39.7%	15	26.5%	33	33.8%	10	32.1%	26
(Refused)	10.9%	87	8.5%	8	9.1%	8	15.7%	14	8.8%	8	11.0%	9	7.8%	6	9.5%	3	12.0%	15	12.3%	4	14.3%	12
Mean:		*15.7*		*15.8*		*16.9*		*23.2*		*12.5*		*13.2*		*15.3*		*20.0*		*16.6*		*14.6*		*11.1*
Weighted base:		792		92		93		87		88		79		78		37		125		31		82
Sample:		776		82		77		83		80		82		77		63		83		65		84

Q09 How often does your household normally do its top-up food shopping?

Those who do top up food shopping at Q06

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Daily	7.0%	55	8.5%	8	15.6%	14	7.2%	6	7.5%	7	3.7%	3	3.9%	3	7.9%	3	3.6%	5	0.0%	0	8.3%	7
More than 3 times a week	5.5%	43	7.3%	7	6.5%	6	2.4%	2	8.8%	8	7.3%	6	2.6%	2	1.6%	1	3.6%	5	6.2%	2	7.1%	6
Two or three times a week	23.3%	184	28.0%	26	24.7%	23	20.5%	18	27.5%	24	19.5%	16	24.7%	19	15.9%	6	24.1%	30	29.2%	9	16.7%	14
Once a week	49.4%	392	39.0%	36	40.3%	37	53.0%	46	47.5%	42	51.2%	41	58.4%	45	50.8%	19	50.6%	63	43.1%	13	59.5%	49
Once a fortnight	7.0%	55	7.3%	7	6.5%	6	9.6%	8	3.8%	3	8.5%	7	5.2%	4	15.9%	6	6.0%	8	12.3%	4	3.6%	3
Less often	4.6%	36	4.9%	4	0.0%	0	3.6%	3	2.5%	2	4.9%	4	5.2%	4	1.6%	1	9.6%	12	6.2%	2	4.8%	4
(Don't know / varies / no particular pattern)	3.3%	26	4.9%	4	6.5%	6	3.6%	3	2.5%	2	4.9%	4	0.0%	0	6.3%	2	2.4%	3	3.1%	1	0.0%	0
Weighted base:		792		92		93		87		88		79		78		37		125		31		82
Sample:		776		82		77		83		80		82		77		63		83		65		84

Q10 Does your household also spend money on food and groceries in small shops (i.e. not supermarkets)?

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Yes	64.8%	648	68.0%	76	73.0%	88	67.3%	71	63.0%	69	53.0%	51	64.0%	64	48.0%	28	65.0%	98	73.0%	35	68.0%	67
No	35.2%	353	32.0%	36	27.0%	33	32.7%	35	37.0%	41	47.0%	46	36.0%	36	52.0%	30	35.0%	53	27.0%	13	32.0%	31
Weighted base:		1001		112		121		106		110		97		101		58		151		48		98
Sample:		1001		100		100		101		100		100		100		100		100		100		100

Q11 Where are these small shops located?
Those who said Yes at Q10

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Beverley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Driffield Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easingwold Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guisborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haxby District Centre, York	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helmsley Town Centre	7.9%	51	57.4%	44	4.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.5%	2	1.4%	0	0.0%	0
Kingston upon Hull City Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkbymoorside Town Centre	11.7%	76	0.0%	0	83.6%	74	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Knaresborough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malton Town Centre	30.2%	196	14.7%	11	1.4%	1	2.9%	2	1.6%	1	7.5%	4	29.7%	19	50.0%	14	55.4%	54	67.1%	23	98.5%	66
Middlesbrough City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northallerton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Town Centre	8.2%	53	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	18.8%	12	4.2%	1	38.5%	38	2.7%	1	0.0%	0
Pickering Town Centre	20.9%	135	0.0%	0	4.1%	4	89.7%	64	81.0%	56	9.4%	5	3.1%	2	0.0%	0	0.0%	0	11.0%	4	1.5%	1
Pocklington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redcar Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ripon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough Town Centre	3.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	18	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockton-on-Tees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thirsk Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	1.5%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampleforth	1.2%	8	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brompton	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	10	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
East Ayton, Scarborough	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Misperton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Other, Outside Catchment Area	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	12.5%	3	1.5%	2	2.7%	1	0.0%	0
Other, Zone 1	1.7%	11	14.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 2	0.9%	6	1.5%	1	2.7%	2	0.0%	0	1.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3a	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4b	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	15	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 5a	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	1.4%	0	0.0%	0
Seamer, Scarborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherburn, Malton	1.0%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	1.4%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Snainton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strensall, York	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Swinton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Thornton Dale	1.7%	11	0.0%	0	0.0%	0	0.0%	0	12.7%	9	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	6.3%	2	1.5%	2	2.7%	1	0.0%	0
Weighted base:		648		76		88		71		69		51		64		28		98		35		67
Sample:		643		68		73		68		63		53		64		48		65		73		68

Q12 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?
Those who said Yes at Q10

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
£0-£5	16.9%	109	11.8%	9	15.1%	13	13.2%	9	27.0%	19	15.1%	8	14.1%	9	16.7%	5	20.0%	20	15.1%	5	19.1%	13
£6-£10	24.9%	161	16.2%	12	23.3%	21	25.0%	18	28.6%	20	28.3%	15	34.4%	22	20.8%	6	21.5%	21	19.2%	7	30.9%	21
£11-£15	10.8%	70	8.8%	7	11.0%	10	8.8%	6	4.8%	3	17.0%	9	15.6%	10	14.6%	4	9.2%	9	17.8%	6	8.8%	6
£16-£20	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.4%	0	0.0%	0
£21-£30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£31-£40	1.5%	10	4.4%	3	0.0%	0	0.0%	0	1.6%	1	3.8%	2	0.0%	0	2.1%	1	1.5%	2	1.4%	0	1.5%	1
£41-£50	1.7%	11	2.9%	2	0.0%	0	4.4%	3	0.0%	0	5.7%	3	0.0%	0	2.1%	1	1.5%	2	1.4%	0	0.0%	0
£51+	2.0%	13	4.4%	3	1.4%	1	1.5%	1	1.6%	1	1.9%	1	3.1%	2	6.3%	2	1.5%	2	0.0%	0	0.0%	0
(Don't know / varies)	31.8%	206	35.3%	27	28.8%	25	36.8%	26	28.6%	20	26.4%	14	25.0%	16	29.2%	8	38.5%	38	34.2%	12	30.9%	21
(Refused)	10.2%	66	16.2%	12	20.5%	18	10.3%	7	7.9%	5	1.9%	1	7.8%	5	6.3%	2	6.2%	6	9.6%	3	8.8%	6
Mean:		*13.4*		*19.2*		*11.8*		*15.6*		*9.8*		*16.7*		*12.9*		*18.2*		*12.2*		*11.3*		*9.3*
Weighted base:		648		76		88		71		69		51		64		28		98		35		67
Sample:		643		68		73		68		63		53		64		48		65		73		68

Q13 How often do you normally visit these other small shops for food and groceries shopping?
Those who said Yes at Q10

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4A		Zone 4B		Zone 5A		Zone 5B		Zone 6A		Zone 6B	
Daily	4.8%	31	4.4%	3	6.8%	6	4.4%	3	7.9%	5	3.8%	2	6.3%	4	2.1%	1	1.5%	2	0.0%	0	7.4%	5
More than 3 times a week	5.2%	33	10.3%	8	9.6%	8	1.5%	1	3.2%	2	3.8%	2	3.1%	2	0.0%	0	4.6%	5	4.1%	1	5.9%	4
Two or three times a week	17.5%	113	20.6%	16	20.5%	18	16.2%	12	25.4%	18	11.3%	6	10.9%	7	2.1%	1	13.8%	14	21.9%	8	23.5%	16
Once a week	43.8%	284	39.7%	30	37.0%	33	63.2%	45	47.6%	33	32.1%	16	42.2%	27	43.8%	12	43.1%	42	47.9%	17	42.6%	28
Once a fortnight	14.7%	95	11.8%	9	12.3%	11	7.4%	5	6.3%	4	26.4%	14	20.3%	13	29.2%	8	15.4%	15	20.5%	7	13.2%	9
Less often	10.2%	66	10.3%	8	6.8%	6	4.4%	3	4.8%	3	20.8%	11	14.1%	9	8.3%	2	20.0%	20	5.5%	2	2.9%	2
(Don't know / varies / no particular pattern)	3.9%	25	2.9%	2	6.8%	6	2.9%	2	4.8%	3	1.9%	1	3.1%	2	14.6%	4	1.5%	2	0.0%	0	4.4%	3
Weighted base:		648		76		88		71		69		51		64		28		98		35		67
Sample:		643		68		73		68		63		53		64		48		65		73		68