

# PLANNING, REGENERATION + INFRASTRUCTURE

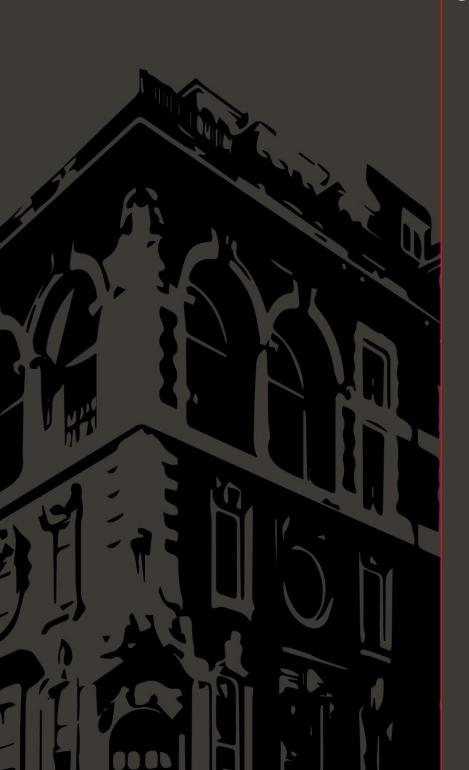
# **COVENTRY RETAIL & CENTRES STUDY**

**STAGE 2 REPORT** 

**APPENDICES** 

FINAL REPORT

**FEBRUARY 2024** 





**APPENDIX A: HEALTH CHECKS** 



### **APPENDIX A1: COVENTRY CITY CENTRE**

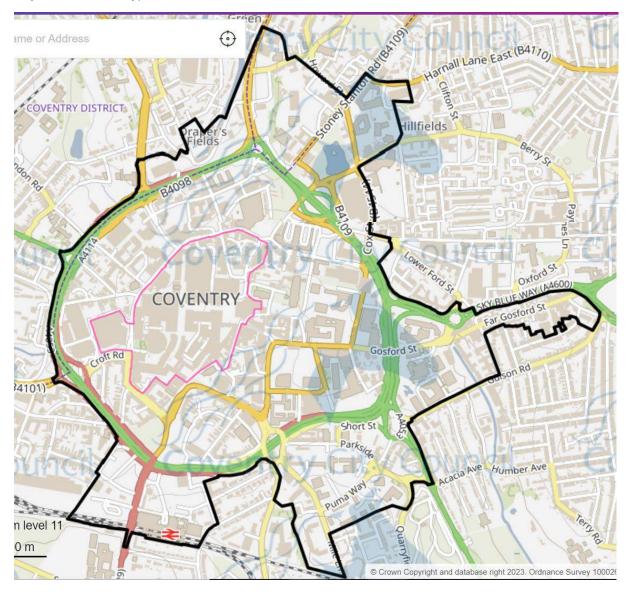


## COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

#### **COVENTRY CITY CENTRE**

#### **Description**

**Current Designation**: City Centre as defined in the Coventry City Local Plan 2017 (at the apex of the City's retail hierarchy).



#### **Description of Centre**

Coventry City Centre is the main shopping and commercial centre in the City of Coventry, comprising a large number of retail and service uses and other civic functions. The centre serves shoppers from across the City and beyond, particularly for comparison shopping.

The City Centre is supported by a network of centres consisting of Major District Centres, District Centres and Local Centres. It is situated around 20 miles east of Birmingham, its principal competitor for shopping and leisure.



#### **Current Planning Policies / Designations:**

- The following Local Plan policies apply to the City Centre:
  - Policy R1 (Delivering Retail Growth)
  - Policy R2 (Coventry City Centre Development Strategy)
  - Policy R3 (The Network of Centres)
  - o Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)
- The Friargate area of the City Centre is subject to a Mixed Use Allocation, for 'Primarily B1a' (offices) in accordance with Local Plan Policy JE2:1.
- Parts of the City Centre lie within designated Conservation Areas, which are subject to the provisions of Policies HE1 (Conservation Areas) and HE2 (Conservation and Heritage Assets) of the Local Plan.
- The City Centre Area Action Plan also applies (adopted in December 2017).

#### **Footfall**

The figure below illustrates the pedestrian heat map for Coventry City Centre, focused on the Primary Shopping Area. It shows a generally even spread of footfall across the centre but with slightly higher levels in Broadgate Square, to the east of the centre, extending towards Upper Precinct (to the west) and Ironmonger Row (to the north). There is also a higher level of footfall close to the market and adjacent multi-storey car park.

#### **Coventry City Centre Footfall Heat Map**



Source: Datscha

A busy section of Coventry City Centre, located at Broadgate Square, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

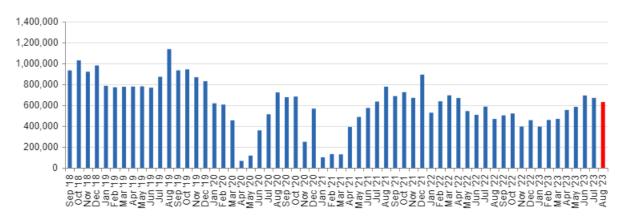


As can be seen in the figure below, footfall was severely impacted in April and May 2020 and again in January, February and March 2021 as a result of pandemic-related restrictions. Pedestrian activity has bounced back since, but not to the levels seen in late 2018 and throughout 2019.

A high during this period was seen in August 2019 (a footfall count of 1,137,000), whilst levels dropped below 150,000 in the months most impacted by COVID-19 restrictions.

When comparing the 12-month period from September 2018 (pre-pandemic) to the 12-month period from September 2022 (post-pandemic), pedestrian activity has fallen by 40% (from 877,000 down to 527,000).

#### Footfall of Coventry City Centre, Broadgate Square (September 2018 - August 2023)



Source: Datscha

Catchment Area

Coventry City Centre straddles Zones 1, 2, 3 and 4 of the household survey study area. As a result, it draws a high proportion of comparison goods trade from these zones in addition to inflows from the wider study area (i.e. Zones 5-8).

The convenience draw of the centre is more localised, reflecting the limited main foodstore provision in the City Centre. The main convenience shopping destinations for residents in Zones 1-4, whilst varying by zone, include Sainsbury's at Fletchamstead Way, Tesco Extra at Arena Park Major District Centre, the Aldi stores at Gallagher Retail Park and Cannon Park Major District Centre respectively, and Asda at Brade Drive District Centre.

#### **Use of Centre**

The household survey responses indicate that 'shopping in general' is the main reason for visiting Coventry City Centre (35%) followed by 'non-food shopping' (27%), which highlights the importance and draw of comparison offer in particular. Visits to cafes, restaurants and takeaways (8%) is the next main reason for visiting the centre.

These findings are reflected in the frequency of visits to the City Centre, with 17% of respondents visiting at least once a week and 42% visiting at least once a month. Only 7% visit more than once a week.

#### **Customer Views**

The top five main likes about Coventry City Centre cited by respondents to the household survey are:

- good range of non-food shops (14%)
- attractive environment / nice place (13%)
- close to home (8%) (identified principally by residents in Zones 1-4)
- easy to get to on foot (5%) (identified principally by residents in Zones 1-4) and



• traditional (4%).

However, around a third of respondents (34%) suggested they like 'nothing / very little' about the City Centre. Suggested improvements included:

- more national multiple shops / High Street shops (26%)
- more / better comparison retailers (11%)
- free car parking (7%)
- cleaner streets (5%)
- more / better parking (5%)

The household survey responses indicate that free car parking and cleaner streets could also be important factors to encourage more regular visits to Coventry City Centre during the evening time. Other suggested improvements in this respect include better security / more police presence, more / better places for eating out, and more / better entertainment.

#### **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised Coventry City Centre's strengths and weaknesses as follows:

#### Strengths

- The centre provides a reasonable range and mix of both national multiple retailers and independent comparison retailers.
- The centre has a number of anchor department stores, attracting customers to the city centre.
- The centre has a good range and choice of non-retail services. There is a good mix and choice of food and drink establishments.
- The centre is easily accessible by public transport and provides several major public car parks.
- The centre has a thriving evening economy, providing a range of entertainment uses.

#### Weaknesses

- For a city, the centre has a low proportion of comparison goods retailers.
- The centre's vacancy rate is higher than the national average, which suggests demand for premises is weak.
- Some areas of the centre are in need of regeneration and investment.

#### Diversity of Uses (April 2022)1

The Category Goad Report published for Coventry is based on a survey undertaken in April 2022. The table below shows that Coventry has a total 614 outlets with an overall quantum of 193,441 sqm of floorspace. There are 172 Retail (Comparison and Convenience Retail combined) outlets which is made up of 121 Comparison Retail outlets and 51 Convenience Retail Outlets. The total retail floorspace is 58,705 sqm. The number of retail outlets and floorspace is lower compared to the UK average, particularly in relation to floorspace, Comparison Retail being almost 10 percentage points lower than the UK average (21.5% compared to 30.1% respectively) and Convenience Retail almost half of the national average (8.8% compared to 15.6% respectively).

The city centre has a strong Leisure Service representation, with the sector having the most outlets (185) and the largest amount of floorspace (64,363 sqm), both of which are higher than the national

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<sup>&</sup>lt;sup>1</sup> From Stage 1 report



average. Retail Service has the lowest representation overall, with 60 outlets and only 4,710 sqm of floorspace, lower than the UK average. Financial and Businesses Services is similar to the UK average, with the outlets accounting for 11.4% of the total (compared to the UK average of 8.6%) and floorspace accounting for 6.8% (the UK average being 6.6%).

Vacant outlets represent the second highest amount of outlets with a total of 127 and 52,462 sqm of floorspace. Compared to the UK averages, vacant outlets and floorspace is much higher in Coventry City Centre, particularly in relation to floorspace where the amount in the city centre is double the national average (27.1% compared 13.8%).

Table A: Number of Outlets and Floorspace in Coventry City Centre

	No. Outlets	% of Total Outlets Coventry	% of Total Outlets UK Average	Gross Floorspace (sqm)	% of Total Floorspace Coventry	% of Total Floorspace UK Average
Comparison Retail	121	19.7%	26.9%	41,685	21.5%	30.1%
Convenience Retail	51	8.3%	9.3%	17,020	8.8%	15.5%
Retail Services	60	9.8%	15.8%	4,710	2.4%	7.2%
Leisure Services	185	30.1%	25.3%	64,363	33.3%	26.2%
Financial & Business Service	70	11.4%	8.8%	13,201	6.8%	6.6%
Vacant	127	20.7%	13.9%	52,462	27.1%	13.8%
Total	614	99.8%	99.8%	193,441	100.0%	99.4%

Source: Experian Category Goad Report - April 2022

The table below shows the food and beverage offer within the Leisure Service sector with a total of 144 outlets and 29,274 sqm of floorspace. Fast Food & takeaways have the most outlets with 43 closely followed by cafes with 41. Public Houses and Bars both have the lowest number of outlets with 18, although they also have the largest quantum of floorspace (6,364 sqm and 6,308 respectively). Overall, the city centre appears to have a strong Food and Beverage offer which is similar to the UK average.

Table B: Food & Beverage Outlets and Floorspace

	No. F&B Outlets	% of Total Outlets Coventry	% of Total Outlets UK Average	F&B Floorspace (sqm)	% of Total Floorspace Coventry	% of Total Floorspace UK Average
Bars & Wine Bars	18	2.93%	2.24%	6,308	3.26%	2.36%
Cafes	41	6.67%	5.00%	5,779	2.99%	2.83%
Fast Food & Takeaways	43	6.99%	6.05%	4,915	2.54%	3.03%
Public Houses	18	2.93%	2.60%	6,364	3.29%	3.45%
Restaurants	24	3.90%	4.89%	5,909	3.05%	4.16%
Total	144	23.42%	20.78%	29,274	15.13%	15.83%

Source: Experian Category Goad Report – April 2022

The table below shows the changes in outlet number and floorspace since 2013 (with the service-based sectors combined). Between 2013 and 2022 there was a reduction of 69 in Comparison Retail outlets, from 190 to 121, a reduction of -36.3%. Convenience Retail has not changed by any significant margin, only a reduction in 2 outlets. Services overall appear to have gained 75 outlets over this time period which is an increase in over 31%, while vacancies have also increased substantially, by 43 outlets which results in an increase of over 50% vacant outlets.



Table C: Change in Outlets 2013-22

	No. Outlets 2013	No. Outlets 2022	% Total Outlets 2013	% Total Outlets 2022
Comparison Retail	190	121	33.5%	19.7%
Convenience Retail	53	51	9.3%	8.3%
Services	240	315	42.4%	51.2%
Vacant	84	127	14.8%	20.7%
Total	567	614	100.0%	99.8%

Change in Outlets 2013-22	% Change in Outlets 2013- 22
-69	-36.3%
-2	-3.8%
75	31.3%
43	51.2%
47	8.3%

Source: Experian Category Goad Report - April 2022 and Coventry City and Shopping Centres Study 2014

#### Retail Profile

The table below shows the number of outlets represented by national multiples, which occupy a total of 159 outlets and account for 33% of all occupied outlets. The highest representation of multiples is in Comparison Retail, with 65 outlets accounting for over half of all comparison outlets (54%). The second highest representation of multiples is from the Finance and Business sector, with a multiple representation of 39%. Just under a quarter of convenience retail outlets are represented by multiples (24%), which is the same percentage as Leisure Service. The lowest representation of multiples is from the Retail Service sector which has 11 outlets occupied by multiples which accounts for 18%.

Table D: % Multiple Representation of total outlets

	2022	% of Total
Comparison Retail	65	54%
Convenience Retail	12	24%
Retail Service	11	18%
Leisure services	44	24%
Financial & Business Service	27	39%
Total multiples	159	33%

Source: Experian Category Goad Report - April 2022

The table below identifies key national retail, leisure and service operators trading in Coventry City Centre. Since completing this audit, the Wilko store has closed (in October 2023) due to the retailer's collapse and store closures across the UK.

Table E: National Multiple Representation (Selected Key occupiers)

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Convenience	Comparison		Leisure Service		Retail & Financial Service			
Greggs	Argos	Pandora	Bella Italia	Pure Gym	Max Spielmann			
Sainsbury's	Boots	Peacocks	Betfred	Starbucks	Specsavers			
Spar	Bon Marche	Pep&Co	Caffe Nero	Subway	Vision Express			
Tesco Express	British Heart Foundation	Poundland	Coral	Wagamama	Lloyds			
Timpson	Card Factory	Primark	Costa	Zizzi	Barclays			
Nisa	Claire's	River Island	Five Guys		Nationwide			
Iceland	Deichmann	Savers	KFC		Natwest			
	EE	The Body Shop	Ladbrokes					



Footlocker	W H Smith	McDonalds	
	Waterstone		
H&M	S	Nando's	
Home Bargains	Wilko	Odeon	
Lush	HMV	Paddy Power	
Marks & Spencer	Sports Direct	Pizza Express	
New Look	Superdrug	Premier Inn	

The key anchor stores in Coventry are Marks & Spencer within The Precinct and Primark on Broadgate. Until recently, Debenhams anchored the West Orchards shopping centre in the city, and TJ Hughes anchored the Lower Precinct - however both stores closed during 2021.

Fashion provision in the city is largely focused on lower middle/mid-market retailers, with only very limited representation of operators from the upper middle/quality end of the spectrum.

Based on the profile of national multiples, the city centre can be described as offering a basic range of mass-market multiples and high street fashion retailers, set within a compact, almost fully pedestrianised, area that provides a shopper-friendly, though generally dated and rundown, retail environment.

#### **Competitive Position**

According to PMA Promis, which ranks centres across the UK based on the profile and scale of retail offer, Coventry City is classified as a Sub Regional Town but is described as underperforming compared to other towns of its size. This reflects the limited nature of the centre's consumer catchment, due to the proximity of Birmingham and stronger performing sub regional centres such as Royal Leamington Spa. This is evidenced from the current retail study which shows leakage of retail expenditure from Coventry's catchment to these centres.

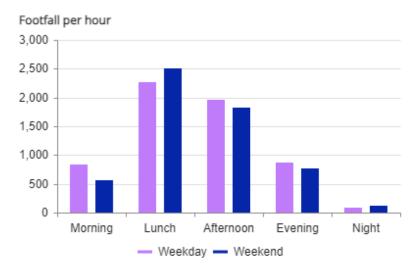
#### **Evening / Night time economy**

As shown in Table B above, Coventry City Centre has 144 F&B outlets. It is particularly well served by fast food & takeaways (43) and cafes (41) and, overall, the centre appears to have a strong F&B offer which is similar to the UK average.

The household survey indicates that 'to visit cafes, restaurants and takeaways' is a top-three reason for visiting the City Centre (cited by 8% of study area respondents).

The footfall data for Broadgate Square below shows the level of activity throughout the day and into the evening:





Source: Datscha

#### **Conclusions on Diversity of Uses**

Services are the dominant use category in Coventry City Centre. The centre has a particularly strong Leisure Service representation, with more outlets and floorspace than Retail (Comparison and Convenience Retail) combined. This includes an F&B offer which is similar to UK average levels in terms of outlets and floorspace, with a high number of outlets dedicated to fast food & takeaways and cafes.

The City Centre has seen a steep decline in the number of Comparison Retail outlets since 2013 (from 190 to 121 outlets) and is currently well below the UK average in this respect. The centre is also underrepresented by Convenience Retail compared with UK average levels, especially in floorspace terms, although the number of outlets has remained relatively stable since 2013.

The centre has a mix of national multiples (33%) and independent businesses (67%).

#### Vacancies (April 2022)

Coventry City Centre includes 127 vacant outlets comprising 52,462 sqm of floorspace, which is well above the UK averages and more than double the average when considered in terms of floorspace (27.1% compared 13.8%).

The number of vacant outlets in the City Centre has increased by more than 50% since 2013.

#### **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

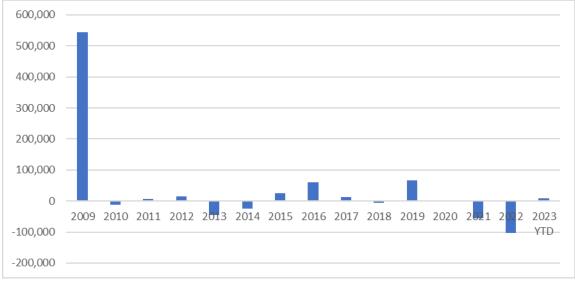
**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Following a large net take-up of space in 2009, the average level dropped to an average of -3,900 sqft per annum (from 2010 onwards). The negative level of net absorption is explained partly by the increase in retail space in the area between 2009 and 2023 the decline of the City Centre as a retail destination.

Despite this, Coventry City Centre remains the largest retail centre in Coventry.



#### Net Absorption rate (sqft)



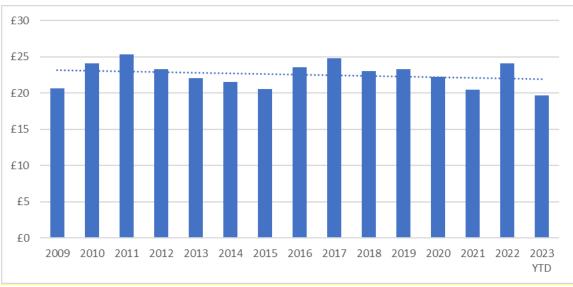
Source: CoStar

#### **Commercial Rents**

Commercial rent for retail properties in Coventry City Centre stands at around £20/sqft/year. In comparison, current average rental value in Coventry is around £17.80/sqft/year.

Rental values in the area have been relatively stable since 2009.

#### Market Rent (£/sqft/year)



Source: CoStar

#### **Accessibility**

#### **Public Transport:**

- Coventry City Centre is served by a number of bus stations and stops, providing regular bus services to and from different parts of the City and neighbouring areas.
- Coventry's railway station is situated on the southern edge of the centre and provides West Coast Main Line direct services to Birmingham, Bristol and Manchester (and a circa one-hour journey time to London).



#### Car Accessibility:

- The Ring Road (A4053) forms a complete dual-carriageway loop around the centre, serving the main shopping and business areas. It has junctions with three other A roads (the A4114, A4600 and A429) as well as Foleshill Road, the main arterial route serving the northern part of the City.
- The centre has a number of multi-storey and surface car parks for both long and short stays.
- The household survey reveals that 'more / better parking' is a top-five suggested improvement to encourage more regular visits to Coventry City Centre for shopping, leisure and accessing services.

#### **Pedestrian Accessibility:**

- The City Centre is a relatively compact and walkable centre, with easily accessible links to surrounding residential areas. However, we understand that there is a perception within the local residential community that the ring road acts as a barrier, reducing the likelihood of visits. Linkage between the various parts of the centre could also be improved to improve integration, or the perception of integration.
- Large sections of the Primary Shopping Area, containing the centre's main shopping facilities, are pedestrianised.

#### Perception of Safety and Occurrence of Crime<sup>2</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Around 9% of all Coventry City crimes were committed in the City Centre, with violence and sexual offences being the most reported (33%), although this represents less than 10% of all such crimes in the Council area. Levels of theft from the person, bicycle theft and drug related crimes are proportionally higher within the area as a whole with over 20% of such crimes occurring within the City Centre.

Crimes occur across the City Centre area, with no evidence of a particular locational issue.

#### **Environmental Quality**

Feature

Ranking (0-5)³

Comments

Conservation Area

4 There are 7 Conservation Areas in the City Centre, each of which have their own distinctive characteristics, yet some suffer from poor settings and/or poor linkages with other parts of the centre.

Significant / Listed buildings

4 The centre has a significant number of listed buildings (including 117 within the City Centre Area Action Plan boundary) such as Coventry

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<sup>&</sup>lt;sup>2</sup> Source: UKCrimeStats

<sup>&</sup>lt;sup>3</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



		Market, St Mary's Guildhall and Coventry's 1960s railway station.
Street lighting	3	Most of the shopping streets and pavements are reasonably well lit.
Public seating	4	Good quality seating is generally available in the public spaces and close to the main shopping attractions.
Litter bins	3	A limited number of litter bins are available throughout the centre.
Pedestrianised areas	4	Large sections of the Primary Shopping Area are pedestrianised including in and around the Lower Precinct and West Orchards shopping centres.
Building quality	3	Building quality varies throughout the centre, ranging from major medieval buildings to post-war redevelopments and more modern buildings.
Green spaces	3	There are limited green spaces in the City Centre (e.g. Greyfriars Green, Lady Herbert's Gardens, Speaker's Corner) which are generally well maintained and accessible from the main shopping areas.
Built environment (eg no graffiti)	3	The centre's built environment is of varied quality but generally satisfactorily.
Presence/absence of litter / street cleaning	3	The shopping areas and streets are reasonably clean, although 'cleaner streets' was a top-five suggested improvement in the household survey responses.
Traffic levels	3	Beyond the pedestrianised shopping streets, traffic levels are relatively high (in part a consequence of the Ring Road which encircles the centre and other post-war highway schemes).
Provision of pedestrian crossings	4	Pedestrian crossings are generally available at suitable locations throughout the centre.
Pavement widths	4	Pavement widths are generally appropriate throughout the centre and tend to be wider in the busier locations (e.g. close to bus stops).
Cycle parking	4	Some cycle parking is available including within or close to the main shopping areas. West Midlands Cycle Hire stands are provided at various points around the centre.
Planters / Trees	3	There are good examples in the City Centre (e.g. Broadgate Square, southern section of Trinity Street adjacent to Primark, Queen Victoria Road



		close to St John the Baptist Church) while other parts of the centre lack planters / trees.
Quality of shop fronts / displays	4	Varies throughout the centre although shop fronts in the main shopping areas are of reasonable to good quality.

#### **Investment Plans and Development Opportunities**

Coventry City Council has seen significant investment by both the public and private sectors in recent years and this is expected to continue in the future. These include:

- Awarded the title UK City of Culture 2021, a year long arts and cultural programme that was
  estimated to have generated £172 million of investment in improvements to cultural venues and
  public realm, and the events and activities that ran throughout the programme.
- In early 2022, Flannels opened a large new store in part of the former BHS department store on Market Way.
- Work is expected to commence in 2024 on a £450m residential mixed-use development on land at Bull Yard, Shelton Square, Market Way, City Arcade and Hertford Street. The development, known as City Centre South<sup>4</sup> will deliver up to 1,500 new homes, over 8,000sqm of new commercial space and 17,000sqm of public open space. The proposals also include:
  - o a new covered servicing yard for Coventry Retail Market;
  - new pedestrian-friendly routes connecting this quarter to the city centre, Friargate and new Coventry Cultural Gateway Centre;
  - o Integration of existing and opportunities for new public art including the relocation/replicas of the Three Tuns and other William Mitchell artworks; and
  - transport initiatives including cycle parking, new cycle hire docking stations, car club spaces and working with the CCC Very Light Railway.
- A second major regeneration proposal the development of Friargate, adjacent to Coventry railway station, which will create a new business district. Along with offices the scheme will include two hotels, retail and leisure floorspace.
- Plans for the reoccupation of the former IKEA unit which closed in 2020 include the use of the
  upper floors by Coventry University for a gallery, library, studios and other arts facilities. Other
  parts are to be occupied by groups including Arts Council England, the British Council and
  Coventry group CV Life.
- Planning permission was granted in July 2023 for the change of use of the former Debenhams
  unit at West Orchard Shopping Centre from Class E(a) to a mixed use comprising Family
  Entertainment Centre/Competitive Socialising multi-activity venue (Class E(d)) and drinking
  establishment with expanded food provision (Sui Generis).

#### **Barriers to Business**

There are no known barriers to business relating specifically to Coventry City Centre.

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<sup>4</sup> www.coventrycitycentresouth.co.uk/



#### **SWOT Analysis**

#### **Strengths**

- A relatively compact, walkable city centre.
- Strong retail anchors in the form of M&S and Primark, attracting customers to the City Centre.
- The centre has a good range of services, including a strong leisure services offer, including F&B.
- Recent developments have provided new modern buildings, public realm enhancements and shared spaces.
- Good quality museums, theatres, cathedrals and other significant heritage assets serve to improve the 'place' offer and broaden the range of attractions.
- Good range of leisure / entertainment activities.
- Regular bus services to and from different parts of the City and neighbouring areas.
- The highway network including a Ring Road enables movement around the City Centre and the wider City by car.

#### Weaknesses

- A limited Comparison Retail offer beyond principally mass-market multiples and high street fashion retailers.
- A high and rising vacancy rate, well above national average levels, suggesting over-supply and/or a lack of demand.
- Declining footfall;
- Poor gateways or perception of poor gateways into the City Centre with the ring road discouraging pedestrian visits.
- Parts of the centre have poor pedestrian and/or cycling environments.
- Perception of poor integration and accessibility within the centre.

#### **Opportunities**

- Emerging developments and regeneration proposals, including City Centre South and Friargate, acting as a catalyst for further inward investment and 'place' improvements.
- The introduction of improved evening economy uses, including more / better places to eat out (identified by household survey respondents as an area for improvement) would improve dwell time and extend the hours of activity into the evening, building on existing leisure offer.
- Improved access or signposting of access to the City Centre and within it to improve integration and local awareness.

#### **Threats**

- Trends in the retail sector (i.e. retailers 'downsizing' to fewer prime locations and online shopping) and the implications for retailer demand may make it difficult to reverse the trend of rising vacancies and below average comparison provision.
- Competition from competing centres and stores both within and outside of Coventry for retail occupiers.
- Competition from competing centres for emerging leisure uses or closures of existing businesses.



#### **Conclusions**

Coventry City Centre is generally a vital and viable centre, serving shoppers from across the City and beyond, particularly for comparison shopping. However, it is demonstrating clear signs of weakness, including a declining comparison offer and high and increasing vacancy rates.

However, the centre has a strong leisure service-orientated function, including a reasonably strong F&B offer. This provides a good basis for a diversified city centre offer which, together with the delivery of planned new developments and improvements, will help to ensure the City Centre's continued health and role at the top of the City's retail hierarchy. Key to this will be identifying and implementing an appropriate policy response to addressing the issue of rising vacancies.



### **APPENDIX A2:** MAJOR DISTRICT CENTRES

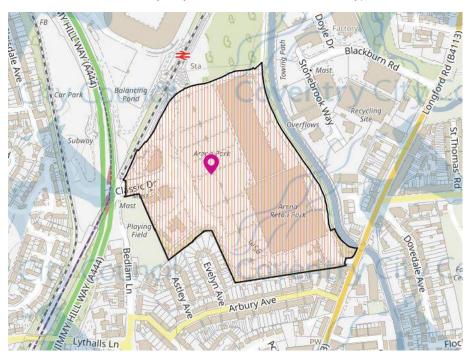


## COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

#### ARENA PARK MAJOR DISTRICT CENTRE

#### **Description**

**Current Designation**: Major District Centre as defined in the Coventry City Local Plan 2017 (a second tier centre below Coventry City Centre in the retail hierarchy).



Designated Centre 2016

#### **Description of Centre**

Arena Park is a purpose-built shopping park with extensive surface car parking. It is located to the north of the City and accessed off Jimmy Hill Way (A444) which connects with the M6 (Junction 3) to the north. The centre is anchored by a Tesco Extra superstore and several other large format stores, including M&S and Next. There is also an indoor shopping arcade formed of smaller units and additional Food & Beverage outlets located within the wider site.

Coventry Arena train station is situated to the immediate north of the centre – beyond which lies the Coventry Building Society Arena. The nearest other defined centre is Longford (Local Centre) approximately 1km to the northeast.

#### **Current Planning Policies / Designations:**

- As a defined Major District Centre, the following Local Plan policies apply to the centre:
  - Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)



- The entire centre lies within a designated Local Wildlife Site and is therefore subject to the provisions of Policy GE3 (Biodiversity, Geological, Landscape and Archaeological Conservation).
- Bordering the centre to the east is a Conservation Area (i.e. Coventry Canal) which is subject to the provisions of Policy HE1 (Conservation Areas) and Policy HE2 (Conservation and Heritage Assets).

#### **Footfall**

The figure below illustrates the pedestrian heat map for Arena Park and shows a slight concentration of footfall to the south of the retail park, reflecting the location of the bus stops. Footfall levels decline to the north of the retail park where Currys and Decathlon are located, as indicated by the darker segments of green.

#### Arena Park Footfall Heat Map



Source: Datscha

A busy section of Arena Park was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

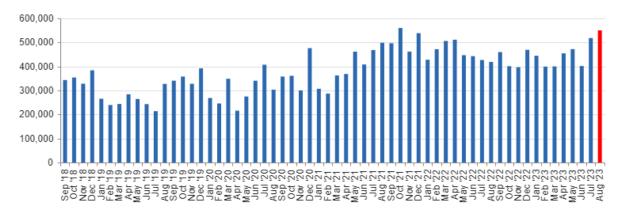
As can be seen in the figure below, footfall levels have been growing in recent years, with peak months coming in October and December 2021 and August 2023 where monthly figures comfortably surpassed 500,000 (c.550,000 in the most recent month, August 2023).

The impact of the pandemic and restrictions on travel and movement cannot be seen here, other than as a short term impact. This is likely due to the presence of the Tesco Extra which remained open as an essential form of retail throughout the COVID-19 period. However, footfall levels soon returned to the pre-pandemic levels and by early 2021 were exceeding them on a consistent basis.

When comparing the 12-month period from September 2018 (pre-pandemic) to the 12-month period from September 2022 (post-pandemic), pedestrian activity has increased by 56% (up from 287,000 to 447,000).



#### Footfall of Arena Park (September 2018 - August 2023)



Source: Datscha

#### **Catchment Area**

Arena Park lies within Zone 3 of the household survey study area but immediately adjoining Zone 2. As a result it draws trade from both zones and is the main convenience shopping destination for Zone 2 residents. It is also one of the main destinations for residents in Zone 3, along with Brade Drive District Centre, Binley Road Local Centre and Aldi at the Gallagher Retail Park.

However, the convenience draw of the centre extends beyond these two zones to include trade from Zones 1, 4 5 and 6.

The trade draw for comparison goods is similar with the made trade coming from Zones 2 and 3 but with some inflows from Zones 1,4,5 and 6, and a small inflow from Zone 7.

#### **Use of Centre**

The household survey results indicate that although Tesco occupies the largest unit in the centre, the overall draw of the comparison offer means comparison sales exceed convenience, showing the centre is used as both a convenience and comparison shopping location.

This is confirmed by the household survey responses which indicate that 'shopping in general' is the main reason for visiting the centre (56%), followed by food shopping (21%) and non-food shopping (18%).

The importance of comparison shopping means the centre is visited less often than some of the other MDCs, with only 23% of respondents visiting at least once a week. However, 71% visit at least once a month, the highest for all MDCs.

#### **Customer Views**

Of the household survey respondents who said Arena Park is their closest centre (335 respondents in total) the top five main likes are:

- good range of non-food shops (32%)
- easy to park (22%)
- closeness to home (17%)
- attractive environment / nice place (14%) and
- easy to get to by car (14%).



#### **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised Arena Park's strengths and weaknesses (as a Major District Centre) as follows:

#### Strengths

- The centre has no vacant units, which indicates the centre is healthy, vital and viable.
- National multiple retailers provide a higher order shopping offer than other centres.
- There is a good provision of surface level car parking serving the centre.

#### Weaknesses

- Although identified as a major district centre, the centre functions as an out of centre retail park, with limited ancillary services.
- There is little public realm within the centre to enhance its overall attractiveness.

#### Diversity of Uses (April 2022)<sup>5</sup>

The data for Arena Park is based an Experian Goad survey undertaken in April 2022. This shows the centre has a total of 38 outlets with an overall floorspace of 25,070 sqm. Unlike traditional district centre formats, Arena Park is a purpose-built shopping park. As such, the centre largely comprises Comparison Retail (16 outlets) representing 42% of the overall outlet offer and in terms of floorspace, the overall retail offer accounts for over 85% representation (48.5% and 37.3% respectively). These figures are above the UK average, particularly in relation to floorspace (the UK average being 45.6%). This means that although just under half of the outlets are in non-retail use, they account for less than 15% of the remaining floorspace. There are currently 5 vacant outlets, which is on par with the UK average, although vacant floorspace only covers 1,200 sqm which is 4.8% of the total meaning the vacancy rate by floorspace is considerably lower than the UK average.

Table A: Number of Outlets and Floorspace in Arena Park

	No. Outlets	% of Total Outlets Arena Park	% of Total Outlets UK Average	Gross Floorspace (sqm)	% of Total Floorspace Arena Park	% of Total Floorspace UK Average
Comparison Retail	16	42.1%	26.9%	12,150	48.5%	30.1%
Convenience Retail	4	10.5%	9.3%	9,360	37.3%	15.5%
Retail Services	7	18.4%	15.8%	790	3.2%	7.2%
Leisure Services	5	13.2%	25.3%	1,380	5.5%	26.2%
Financial & Business Service	1	2.6%	8.8%	190	0.8%	6.6%
Vacant	5	13.2%	13.9%	1,200	4.8%	13.8%
Total	38	100.0%	100.0%	25,070	100.0%	100.0%

Source: Experian Category Goad Report - April 2022

All of the 5 Leisure Service outlets are within the food and beverage classifications and comprise 2 fast food takeaways, 2 restaurants and 1 café.

-

<sup>&</sup>lt;sup>5</sup> From Stage 1 report



Table B: Food & Beverage Outlets and Floorspace

	No. F&B Outlets	% of Total Outlets Arena Park	% of Total Outlets UK Average	F&B Floorspace (sqm)	% of Total Floorspace Arena Park	% of Total Floorspace UK Average
Bars & Wine Bars	0	0.%	2.2%	0	0.0%	2.4%
Cafes	1	2.6%	5.0%	280	1.1%	2.8%
Fast Food & Takeaways	2	5.3%	6.1%	400	1.6%	3.0%
Public Houses	0	0.0%	2.6%	0	0.0%	3.5%
Restaurants	2	5.2%	4.9%	700	2.8%	4.2%
Total	5	13.2%	20.8%	1,380	5.5%	15.8%

Source: Experian Category Goad Report - April 2022

In terms of how the centre offer has changed over time, a comparison with the 2013 health check indicates that the centre has expanded during the period adding 11 outlets between 2013 and 2022, an increase of over 40%. This is evenly split across the retail and service sectors. However, there has also been an increase in 5 vacancies.

Table C: Change in Outlets 2013-22

	Outlets 2013	Outlets 2022	% Total 2013	% Total 2022
Comparison Retail	14	16	51.9%	42.1%
Convenience Retail	2	4	7.4%	10.5%
Services	11	13	40.7%	34.2%
Vacant	0	5	0.0%	13.2%
Total	27	38	100.0%	100.0%

Change in Outlets 2013-22	% Change in Outlets 2013-22
2	14.3%
2	100.0%
2	18.2%
5	-
11	40.7%

Source: Experian Category Goad Report - April 2022 and Coventry City and Shopping Centres Study 2014

Below is a table containing the main multiple retailer representation by sector. The centre is anchored by the Tesco Extra which provides over 9,000 sqm of floorspace.

**Table D: National Multiple Representation** 

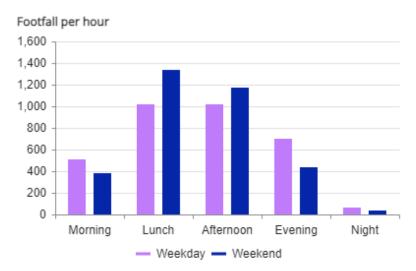
Convenience	Comparison		Leisure Service	Retail Service
Greggs	Boots	Marks & Spencer	Burger King	Max Speilmann
Holland & Barrett	Card Factory	New Look	Costa	Tesco filling station
Tesco Extra	Currys	Next	Nando's	Vision Express
Timpson	Decathlon	O2	Pizza Hut	
	Game	Shoezone	Subway	
	Just for Pets			

#### **Evening / Night time economy**

As shown in Table B above, F&B provision is limited to a café, two takeaways and two restaurants. The centre has no large format commercial leisure facilities (e.g. cinema). Therefore, beyond its hot-food catering offer (namely Burger King, Nando's and Pizza Hut), Arena Park has a limited evening / night time economy offer.



The household survey indicates a very low percentage of respondents living close to Arena Park (0.40%) primarily visit the centre to use its cafes, restaurants and takeaways and this is confirmed by the footfall data:



Source: Datscha

#### **Conclusions on Diversity of Uses**

Retail dominates the uses at Arena Park with the Tesco Extra superstore 'anchor' and a number of comparison retailers, occupying the large format stores, including Decathlon, Marks & Spencer and Next.

Small-scale convenience retail provision includes Greggs, Holland & Barrett and Timpson and there are 7 retail services (e.g. photo printing, opticians) to serve the day-to-day needs of the centre's users. Arena Park's leisure offer is limited to five F&B outlets and is well below UK average figures.

The centre is dominated by national multiples.

#### Vacancies (April 2022)

Arena Park has five vacant outlets, equating to 13.2% of the total number of outlets but representing just 4.8% of the total floorspace. The centre's vacancy rate is therefore similar to the UK average of 13.9% in terms of units and represents a significant increase on 2013 levels, when no vacant outlets were recorded. However, the vacancy rate in terms of floorspace is considerably lower than the UK average (13.8%).

#### **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

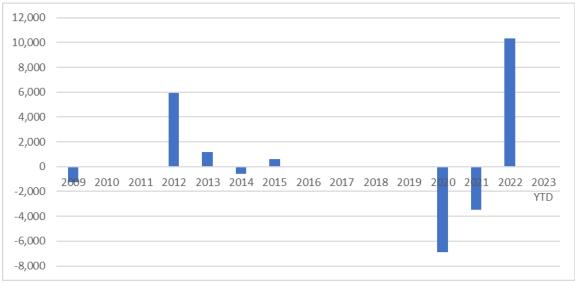
**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Net absorption between 2009 and 2023 has averaged 730 sqft per year, demonstrating demand for space in the area. However net absorption has been nil many years between 2009 and 2023 which is explained by the lack of vacant units available.

It can be noted that Covid-19 has had a temporary impact on the area, with occupancy dropping in 2020 and 2021 (negative net absorption). However, demand for space returned in 2022, demonstrating the strong performance of the area as a retail destination.



#### Net Absorption rate (sqft)

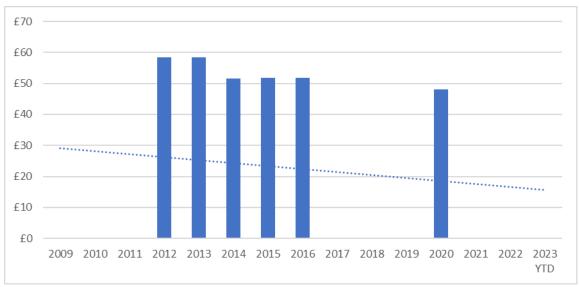


Source: CoStar

#### **Commercial Rents**

Commercial rents for retail properties in Arena Park are very high, with an average of £48/sqft/year in 2020. In comparison, current average rental value in Coventry City Centre is around £20.00/sqft/year.

Rental values in the area have been slightly decreasing between 2012 and 2020, but remain high.



Source: CoStar

#### **Accessibility**

#### **Public Transport:**

- Arena Park is served by a number of bus routes, with stops located on the centre's northern boundary (close to the train station) and at a bus terminus provided within the site, to the south of the Tesco unit.
- Coventry Arena train station is situated immediately north of the centre and is a short walk to/from the main shopping attractions at Arena Park.



#### Car Accessibility:

- The centre benefits from direct access from the A444 via a lights controlled junction.
- The centre has substantial surface car parking (over 1,600 spaces including disabled spaces and parent-and-child spaces). Parking is free for 5 hours and is conveniently located close to the main shopping areas.
- The household survey reveals that 'easy to park' is a main like about the centre (21.7% of respondents using Arena Park cited this) while 14.0% said the centre is easy to get to by car.

#### **Pedestrian Accessibility:**

- The site is located away from the main residential areas to the west, north and east and pedestrian access from these areas involves crossing either the A444 or the Coventry canal.
- Pedestrian access from the south is from the Foleshill Road.
- The external pedestrian environment is dominated by the centre's extensive customer car park. However, the car park is flat and there are a limited number of crossing points to/from the main shopping areas.
- The pedestrianised areas to the front of the shopping park are flat, kerb-free and relatively spacious for ease of walking. Seating is available and provides opportunities for rest.
- The indoor shopping area comprising the entrance to Tesco Extra and the shopping arcade formed of smaller units also provides good quality of pedestrian accessibility.

#### Perception of Safety and Occurrence of Crime<sup>6</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Crime rates in Arena Park are generally low, accounting for just 1% of total reported crimes in Coventry but have been increasing gradually since 2019. The most reported crimes in the 12 months to August 2023 related to violence and sexual offences (26%), anti-social behaviour (18%) and shoplifting (16%).

#### **Environmental Quality**

Feature	Ranking (0-5) <sup>7</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	0	
Street lighting	5	The car park and the shopping areas are well lit.
Public seating	4	Seating is available to the front of the shopping park and within the indoor shopping arcade.
Litter bins	3	A limited number of litter bins are available.

-

<sup>&</sup>lt;sup>6</sup> Source: UKCrimeStats

<sup>&</sup>lt;sup>7</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



Pedestrianised areas	5	Beyond the car park the centre provides a car- free shopping environment and these pedestrianised areas are good quality.
Building quality	4	The purpose-built shopping park is modern and of above-average quality.
Green spaces	0	
Built environment (eg no graffiti)	4	The built environment is modern and above-average quality.
Presence/absence of litter / street cleaning	4	The shopping areas are relatively clean and well maintained.
Traffic levels	4	Beyond the car park the centre provides a car- free shopping environment.
Provision of pedestrian crossings	3	The car park contains a limited number of pedestrian crossings.
Pavement widths	4	The pedestrianised areas to the front of the shopping park are relatively spacious, so too is the route through the indoor shopping arcade.
Cycle parking	3	There are limited cycle stands available within the centre.
Planters / Trees	2	The car park includes a very limited number of trees and there is a small number of planters within the centre.
Quality of shop fronts / displays	4	The shop fronts are modern and generally well maintained.

#### **Investment Plans and Development Opportunities**

The MDC was developed by Tesco and remains in a single ownership. Whilst there are no known development or investment plans, the single ownership allows a comprehensive approach to be taken to the management of the site.

#### **Barriers to Business**

There are no known barriers to business relating specifically to Arena Park MDC.

#### **SWOT Analysis**

#### **Strengths**

- The centre is a modern, purpose-built retail centre in a single ownership.
- Tesco Extra is an important anchor, catering for the main food shopping needs of the immediate area and attracting high visitor numbers to the centre.
- The centre has a strong comparison retail line-up including Decathlon, M&S and Next.
- Footfall has increased significantly since pre-pandemic levels, while pedestrian activity remained strong during the pandemic (most likely due to the presence of the Tesco Extra superstore which remained open).
- The centre is served by rail (via Coventry Arena train station) and bus services.



• The centre is easily accessible by car and has extensive surface car parking.

#### Weaknesses

- The centre is lacking a broad range of services commensurate with its role and function as a
  Major District Centre (i.e. to meet the day-to-day needs of local residents and reduce their
  need to travel for such provision).
- The centre's leisure offer consists of limited F&B options and no other evening economy provision (necessary to improve customer 'dwell time' within the centre).
- The centre provides modern shopping facilities yet the overall shopping environment is dominated by extensive customer car parking.

#### **Opportunities**

- The centre is in a single ownership aiding the management and longer term planning for the centre.
- The introduction of more services and evening economy uses would complement the centre's strong retail offer.

#### **Threats**

· Competition from other centres and stores.

#### **Conclusions**

Arena Park MDC is a strong, modern purpose-built shopping centre anchored by a large Tesco Extra superstore and providing large footprint retail units for a number of major comparison retailers (i.e. Decathlon, M&S and Next). Footfall data shows the centre attracts high and increasing visitor numbers and the centre is healthy, vital and viable.

However, the centre needs a broader range of retail and leisure services – including F&B options – to improve its role and function as a Major District Centre serving the north of the City, whilst not competing with the City Centre offer.

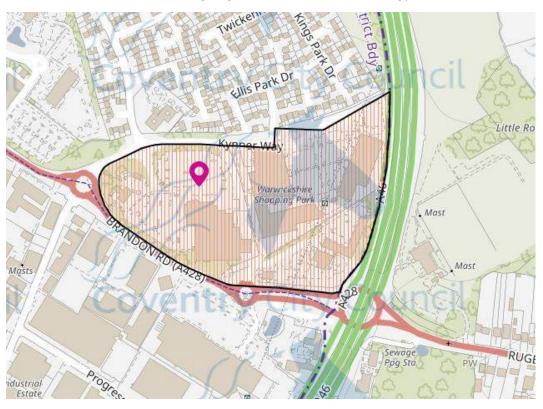


### COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

#### **BRANDON ROAD MAJOR DISTRICT CENTRE**

#### **Description**

**Current Designation**: Major District Centre as defined in the Coventry City Local Plan 2017 (a second tier centre below Coventry City Centre in the retail hierarchy).



Designated Centre 2016

#### **Description of Centre**

Brandon Road lies on the eastern edge of the City, adjacent to the A46, with direct access off the A428. The centre consists of three main areas: Warwickshire Shopping Park (which opened in 2013 and includes M&S Simply Food, Next Outlet and The Range) to the east; a Morrisons foodstore and customer car park to the west and Premier Inn (hotel), TGI Fridays (restaurant) and Costa (drive-thru) to the south.

Beyond the centre boundary, to the south of Brandon Road (A428), is a large retail area comprising Lidl, B&Q, Topps Tiles and several trade outlets.

#### **Current Planning Policies / Designations**

- As a defined Major District Centre, the following Local Plan policies apply to the centre:
  - Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)



Policy CO1 (New or improved social community and leisure premises)

#### **Footfall**

The figure below illustrates the pedestrian heat map for Brandon Road MDC and shows a particular concentration of footfall in the Warwickshire Shopping Park. It also shows pedestrian linkage between this and the adjoining Morrisons along Kynner Way.



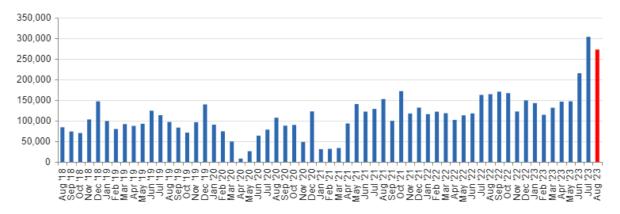
Source: Datscha

A busy section of Brandon Road District Centre, located within Warwickshire Shopping Park, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has been growing during this period, with the exception of lows occurring during times of COVID-19 restrictions. The most recent three months (June, July and August 2023) have seen a sharp increase in pedestrian activity, with monthly figures above 200,000, peaking in July 2023 at 304,000.



#### Footfall of Warwickshire Shopping Park (September 2018 - August 2023)



Source: Datscha

#### **Catchment Area**

Brandon Road Major District Centre lies within Zone 1 of the household survey area. However, the centre draws almost equal amounts of convenience trade from Zone 3 as Zone 1. There is also some trade inflow from Zones 5, 6 and particularly Zone 7.

For comparison shopping the centre has a strong draw from Zone 1 being the second most visited centre after the City Centre, although a number of the retail parks in the city have a stronger draw. The MDC attracts around two-thirds of its trade from outside Zone 1, including a high proportion of trade from Zone 6 (Outer North) and, to a lesser extent Zone 3.

#### **Use of Centre**

Based on the household survey results, just 5.0% of households in this 'home' zone normally shop at the centre's Morrisons foodstore for their main food and grocery shopping needs, reflecting the extent of the Zone and alternative convenience offer within it. The most popular foodstores for Zone 1 households are Asda at Brade Drive (12.5%), Asda at Abbey Park (11.7%) and Sainsbury's at Fletchamstead Highway (11.8%). Morrisons does however appear to be a popular destination for occasional main food shopping trips and top-up shopping.

The survey results indicate a varied pattern of comparison retail trade draw with limited trade secured from most catchment area zones and no specific element of the comparison offer being a particular draw. For Zone 1 households Brandon Road MDC is largely used when shopping for clothing and footwear (excluding sportswear), toys/games/pet products etc, personal care items and other personal goods.

Of the household survey respondents who said Brandon Road is their closest centre (95 respondents in total):

- A third (33%) of respondents use the centre at least a week for shopping, leisure and services and 55% visit the centre at least once a month. About a quarter of respondents (26%) never visit Brandon Road.
- The main reasons for visiting are shopping in general (42%) and food shopping (33%). Non-food shopping (was only mentioned by 11% of respondents.

#### **Customer Views**

Of the household survey respondents who said Brandon Road is their closest centre (95 respondents in total). The top five main likes are:



- closeness to home (46%);
- easy to park (18%);
- good range of non-food shops (17%);
- good food stores (10%); and
- attractive environment / nice place (8%).

#### **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised Brandon Road's strengths and weaknesses (as a District Centre, not a Major District Centre as currently defined) as follows:

#### Strengths

- The Morrisons store is suitable for main and bulk food shopping needs.
- The new Warwickshire Shopping Park development provides a range of high quality, modern retail units.
- The centre is easily accessible and provides a good level of surface car parking adjacent to the retail units.

#### Weaknesses

- There is currently a high vacancy rate for the centre as the new units have not yet been let.
- The centre has a very limited range of ancillary service uses.

#### **Diversity of Uses (February 2023)**

Brandon Road MDC comprises the Warwickshire Shopping Park and a Morrisons superstore. Based on the February 2023 audit, there are a total of 28 outlets in the Major District Centre, with 33.3% of these being occupied by comparison retail (9 outlets), higher than the UK average. There are 3 convenience food outlets, which is similar to the UK average. The service offer is slightly below average, especially the leisure services which occupy 18.5% of units compared with 25.3% nationally. There currently 4 vacant outlets although 2 of these are reportedly under offer.

**Table A: Outlets in Brandon Road MDC** 

		% of Total Outlets		
	No. Outlets	Brandon Road/ Warwickshire Retail Park	UK Average	
Comparison Retail	9	33.3%	26.9%	
Convenience Retail	3	11.1%	9.3%	
Retail Services	5	18.5%	15.8%	
Leisure Services	5	18.5%	25.3%	
Financial & Business Service	1	3.7%	8.8%	
Other (Learning Centre)	N/a	N/a	N/a	
Vacant*	4	14.8%	13.9%	
Total	27	100.0%	100.0%	

Source: February 2023 - based on review of the shopping park website (<a href="http://www.warwickshireshoppingpark.co.uk/">http://www.warwickshireshoppingpark.co.uk/</a>) and Completely Retail (<a href="https://completelyretail.co.uk/scheme/5157">https://completelyretail.co.uk/scheme/5157</a>) (Education use excluded from Diversity of Uses for consistency with Goad data)



Since the February 2023 audit, 3 of the 4 vacant outlets have become occupied, including one by The Range.

Comparing the retail offer with that provided in 2013, the key change is that the new units being provided in 2013 have now been largely occupied

Table B: Change in Outlets 2013-22

	Outlets 2013	Outlets 2023	% Total 2013	% Total 2023
Comparison Retail	6	9	22.2%	33.3%
Convenience Retail	2	3	7.4%	11.1%
Services	2	11	7.4%	40.7%
Vacant	17	4	63.0%	14.8%
Total	27	27	100.0%	100.0%

Change in Outlets 2013-23	% Change in Outlets 2013-23
3	+50.0%
1	+50.0%
9	450.0%
-13	-76.5%
0	0.0%

Source: LSH Audit and Coventry and Shopping Centres Study 2014

The table below identifies the major retailers located in the centre:

**Table C: National Multiple Representation** 

Convenience Retail	Comparison Retail		Leisure Service	Finance & Business Service
Greggs	Asda Living	Boots	Puregym	Coventry Building Society
M&S Simply Food	Barnado's	Card Factory	Costa (x2)	
Morrisons	Cancer Research	HSL	Premier Inn	
	Next Outlet	O2	TGI Fridays	
	Sports Direct			

Source: LSH Audit (February 2023)

#### **Evening / Night time economy**

Brandon Road's F&B offer is limited to two Costa's (including a Costa drive-thru) and a TGI Fridays restaurant. The centre also includes a Premier Inn. Footfall in the Shopping Park area is limited outside of standard shop opening hours as would be expected, with most activity around the leisure offer or Morrison's store.





#### **Conclusions on Diversity of Uses**

A third (33.3%) of the total number of outlets are occupied by comparison retailers, which is above the UK average of 26.9%. The centre's comparison retail provision is characterised by large format national multiple stores and includes Asda Living, Next Outlet, Sports Direct and (in late 2023) The Range.

Morrisons and M&S Simply Food cater for the main food shopping needs of the centre's users. Brandon Road MDC also has a reasonable service offering, represented by 4 leisure services operators in 5 units (18.5% of the total number of outlets), 5 retail services (18.5%) and 1 financial & business services unit (4.1%).

#### Vacancies (February 2023)

Brandon Road has four vacant outlets, equating to 14.8% of the total number of outlets, based on Table A above. The centre's vacancy rate is slightly above the UK average of 13.9% but reflects a notable improvement on 2013 levels, when 17 vacant outlets were recorded, coinciding with the opening of Warwickshire Shopping Park.

As identified previously, since the February 2023 audit, 3 of the 4 vacant outlets have become occupied. The centre currently has just one vacant outlet (measuring 1,389 sqft according to Completely Retail) within Warwickshire Shopping Park.

#### **Changes in Representation and Market Demand**

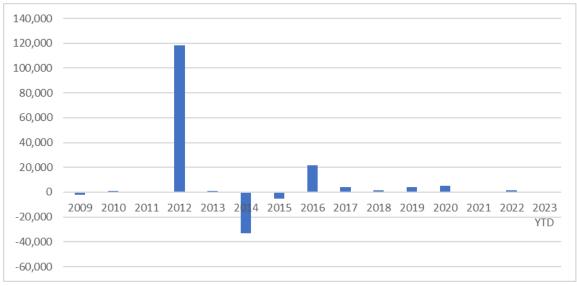
Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

As suggested by vacancy data, net absorption has been low since 2017, due to the lack of vacant/available retail properties in the area.

It can be noted the high amount of net absorption in 2012, following the delivery of new floorspace in this area, which was immediately taken up by occupiers.

#### Net Absorption rate (sqft)



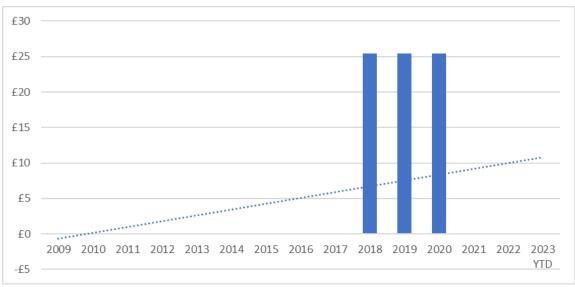
Source: CoStar



#### **Commercial Rents**

Commercial rent in Brandon Road is relatively high, with figures for 2018, 2019 and 2020 of circa £25/sqft/year (against £20.00/sqft/year in Coventry City Centre). However, this is likely to be byased on a small number of transactions.

#### Market Rent (£/sqft/year)



Source: CoStar

#### **Accessibility**

#### **Public Transport:**

- The centre is served by bus routes, with stops located along Kynner Way and Brandon Road (to the north and south of the Morrisons customer car park). There is also a bus stop within the car park at Warwickshire Shopping Park, close to its main shopping attractions.
- The centre is not served by a train station.

#### Car Accessibility:

- The centre benefits from direct access from the A428, adjacent to the A46.
- The centre has substantial surface car parking (including disabled spaces and parent-andchild spaces). The main car parks are located close to Morrisons and Warwickshire Shopping Park respectively.
- The household survey reveals that 'easy to park' is a main like about the centre (18.12% of respondents living close to Brandon Road cited this).

#### **Pedestrian Accessibility:**

- The site is located away from the main residential areas to the east and west and pedestrian access from these areas involves crossing either the A46 or the A428.
- Pedestrian access from the residential areas to the north is more convenient via Kynner Way.
- The external pedestrian environment is dominated by the centre's extensive customer car
  parking. However, the main car parks are flat and there are a limited number of crossing
  points to/from the main shopping areas.



- The pedestrian connections between the main shopping areas (namely Morrisons and Warwickshire Shopping Park) are limited and provide a poor quality of pedestrian accessibility.
- The pedestrianised areas to the front of the Shopping Park are flat, kerb-free and relatively spacious for ease of walking. Limited seating provides opportunities for rest.

#### Perception of Safety and Occurrence of Crime<sup>8</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Brandon Road Major District Centre accounts for just over 1% of all crimes in the City, although rates have been rising since mid 2019. 'Other' theft, shoplifting and vehicle crime are the most frequently recorded.

#### **Environmental Quality**

Feature	Ranking (0-5) <sup>9</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	0	
Street lighting	4	The main car parks and shopping areas are well lit, although the routes between the main shopping areas (i.e. Morrisons and Warwickshire Shopping Park) are less inviting.
Public seating	3	Limited seating is available within the Shopping Park's public realm and close to the entrance to the Morrisons foodstore.
Litter bins	3	A limited number of litter bins are available.
Pedestrianised areas	4	Beyond the access roads and car parks the centre provides a car-free shopping environment, and these pedestrianised areas are generally good quality.
Building quality	4	The purpose-built Shopping Park is modern and the centre's other buildings are above-average quality.
Green spaces	1	The centre contains very limited green spaces around the main car parks.
Built environment (eg no graffiti)	4	The built environment is generally above-average quality.

<sup>&</sup>lt;sup>8</sup> Source: UKCrimeStats

<sup>&</sup>lt;sup>9</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



Presence of litter / street cleaning	4	The shopping areas are relatively clean and well maintained.
Traffic levels	4	Beyond the access roads and car parks the centre provides a car-free shopping environment.
Provision of pedestrian crossings	3	The main car parks contain a limited number of pedestrian crossings.
Pavement widths	4	The pedestrianised areas to the front of the Shopping Park and the Morrisons foodstore are relatively spacious.
Cycle parking	3	There are limited cycle stands available within the centre.
Planters / Trees	3	The main car parks include a limited number of trees and hedges, and there are some planters within Warwickshire Shopping Park's public realm.
Quality of shop fronts / displays	4	The shop fronts are modern and generally well maintained.

# **Investment Plans and Development Opportunities**

There are no known investment or development plans for Brandon Road MDC.

# **Barriers to Business**

There are no known barriers to business relating specifically to Brandon Road MDC.

# **SWOT Analysis**

# **Strengths**

- The Centre provides a range of large, modern format stores suitable for modern retailer requirements.
- Morrisons and M&S Simply Food cater for the main food shopping needs of the centre's users
- The Centre has seen a sharp increase in pedestrian activity during 2023.
- The centre is easily accessible, with a prominent location off the A46 and extensive surface car parking.
- The centre is served by local bus services routes.

## Weaknesses

- The centre is lacking a broad range of services commensurate with its role and function as a Major District Centre (i.e. to meet the day-to-day needs of local residents and reduce their need to travel for such provision).
- Brandon Road has a limited F&B offer and the main units are not well integrated with the main shopping attractions.
- The overall shopping environment is dominated by extensive customer car parking.



# **Opportunities**

- Improving pedestrian connections between the main shopping areas (namely Morrisons and Warwickshire Shopping Park) to provide better levels of pedestrian accessibility and experience.
- Introduce a wider range of services to cater for the basic needs of local residents and other
  users of the centre, including but not limited to retail services and more F&B options to
  improve dwell time.

### **Threats**

- Trends in the retail sector (i.e. retailers 'downsizing' to fewer prime locations, online shopping) and the implications for occupier demand.
- Competition from competing centres and stores.

# **Conclusions**

Brandon Road appears to be a healthy centre with strong retail attractions, rising levels of footfall and few vacant outlets at present. The centre has a strong shopping function but needs a broader range of retail and leisure services – including F&B options – to improve its role and function as a Major District Centre serving the east of the City, whilst not competing with the City Centre offer.

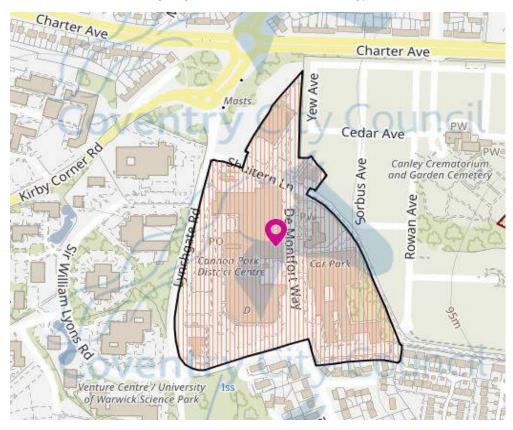


# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

# **CANNON PARK MAJOR DISTRICT CENTRE**

# **Description**

**Current Designation**: Major District Centre as defined in the Coventry City Local Plan 2017 (a second tier centre below Coventry City Centre in the retail hierarchy).



Designated Centre 2016

# **Description of Centre**

Cannon Park is located to the southwest of the City and accessed off Lynchgate Road, close to the A45. The centre comprises a purpose-built shopping centre (including Tesco superstore) with surface car parking, a more recent Aldi foodstore and customer car park and Cannon Park multi-storey car park on De Montfort Way. A large student accommodation development (Vita Student) lies within the centre boundary to the southeast.

The nearest other defined centre of note is Earlsdon (District Centre) approximately 2.5km to the northeast.

# **Current Planning Policies / Designations:**

- As a defined Major District Centre, the following Local Plan policies apply to the centre:
  - Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - o Policy R5 (Retail Frontages and Ground Floor Units in defined centres)



- o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
- Policy CO1 (New or improved social community and leisure premises)
- Bordering the centre to the south is designated Local Green Space and a Local Wildlife Site.

### **Footfall**

The figure below illustrates the pedestrian heat map for Cannon Park and shows a particular concentration of footfall along the shopping centre frontage leading to the main entrance.

# **Cannon Park Footfall Heat Map**



Source: Datscha

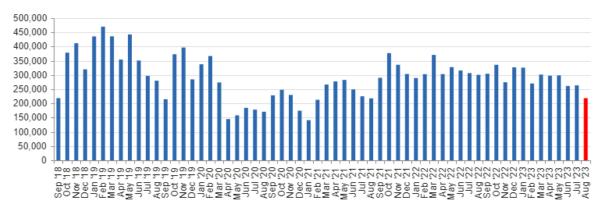
A busy section of Cannon Park was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has been relatively stable outside of the peak pandemic periods (April 2020 to August 2020, December 2020 and January 2021). A pre-pandemic vs. post-pandemic decline in footfall can be seen (monthly figures of between 400,000 and 450,000 seen in 2018 and 2019 have not been matched since), but the drop has not been extreme.

When comparing the 12-month period from September 2018 (pre-pandemic) to the 12-month period from September 2022 (post-pandemic), pedestrian activity has fallen by 21% (down from 366,000 to 290,000).



# Footfall of Cannon Park (September 2018 - August 2023)



Source: Datscha

### **Catchment Area**

Cannon Park lies within Zone 4 of the household survey study area. The centre is a main convenience shopping destination for Zone 4 residents and is one of the most popular destinations for residents in Zone 5. The main competing convenience retail provision is Sainsbury's at Fletchamstead Highway (securing a 34% market share from Zone 4) and Morrisons at Holyhead Road (14% from Zone 4).

Cannon Park secures very limited market shares for most types of comparison retail goods. The main exceptions are personal care, medical goods and toys/games/pet products, recognising that these types of purchases are often linked with a 'localised' food shopping trip. For households in Zone 4 the most popular comparison shopping destinations include the city/town centres of Coventry, Solihull and Leamington Spa; in addition to Airport Retail Park, Arena Park and Alvis Retail Park for larger comparison retail goods such as audio-visual goods, other domestic electrical goods, DIY goods, flooring and furniture.

## **Use of Centre**

Reflecting the draw of the centre's convenience retail provision (namely Aldi and Tesco) the household survey results indicate that 'food shopping' is the main reason for visiting the centre (42%). This is followed by shopping in general (27%), non-food shopping (20%) and to visit cafes, restaurants and takeaways (8%).

In terms of the frequency of visits to Cannon Park MDC, 27% of respondents use the centre on an at least weekly basis for shopping, leisure and services, with 57% visiting at least monthly. Some 22% never visit Cannon Park.

# **Customer Views**

Of the household survey respondents who said Cannon Park is their closest centre (172 respondents in total) the top five main likes are:

- closeness to home (34%)
- good range of non-food shops (23%)
- easy to park (17%)
- attractive environment / nice place (10%)
- good food stores (8%)

Some 13% of respondents said they like nothing / very little about Cannon Park MDC.



# Previous Retail Study Findings

The Coventry City Wide Shopping and Centres Study 2014 Update summarised Cannon Park's strengths and weaknesses (as a Major District Centre) as follows:

## Strengths

- The purpose built shopping centre provides a traffic free environment for shoppers.
- The centre is anchored by a large Tesco store that is suitable for both main/bulky and top up food shopping.
- Access to the centre for pedestrians and cars is good, and the centre has a large surface car park.
- The quality of the landscaping around the outside of the centre is good.

#### Weaknesses

- The centre has a high proportion of vacant units, significantly above the national average. The
  fact that the number of vacant units has not changed since 2005 suggests limited demand for
  retailers to locate within the centre.
- The centre provides only limited ancillary service uses.

# Diversity of Uses (April 2022)

The Category Goad Report published for Cannon Park is based on a survey undertaken in April 2022. The table below shows that the centre has 36 outlets in total, with a total quantum of 14,391 sqm in floorspace. Comparison Retail has the most outlets with 14 (38.9%) which is above the UK average. However, when floorspace is considered, provision is similar to the UK average, suggesting units at Cannon Park are generally smaller than average. Convenience Retail has the largest amount of floorspace with 8,426 sqm, significantly higher than the national average (58.6% compared to 15.5%). The proportion of units is also above average. Retail Service provision is close to average, but there is an underrepresentation of Leisure Service outlets and, in particular, floorspace with the 399 sqm accounting for only 2.8% of the overall floorspace, compared to the UK average of 26.2%. There is only 1 recorded vacant outlet in Cannon Park which means that the total number of vacant outlets and floorspace is substantially lower than the UK average.

Table A: Outlets and Floorspace in Cannon Park

	No. Outlets	% of Total Outlets Cannon Park	% of Total Outlets UK Average	Gross Floorspace (Sqm)	% of Total Floorspace Cannon Park	% of Total Floorspace UK Average
Comparison Retail	14	38.9%	26.9%	4,701	32.7%	30.1%
Convenience Retail	8	22.2%	9.3%	8,426	58.6%	15.5%
Retail Services	7	19.4%	15.8%	585	4.1%	7.2%
Leisure Services	4	11.1%	25.3%	399	2.8%	26.2%
Financial & Business Service	2	5.6%	8.8%	149	1.0%	6.6%
Vacant	1	2.8%	13.9%	130	0.9%	13.8%
Total	36	100.0%	100.0%	14,391	100.0%	99.4%

Source: Experian Category Goad Report - April 2022



Between 2013 and 2022, the centre saw an overall reduction in 1 outlet, although the most significant reduction was in vacancies which went from 8 to 1. Comparison Retail lost 2 outlets while Convenience Retail gained 5 outlets. The numbers of outlet for Retail Services increased by 30%, from 10 to 13 outlets.

Table B: Change in Outlets 2013-22

	Outlets 2013	Outlets 2022	% Total 2013	% Total 2022
Comparison Retail	16	14	43.2%	38.9%
Convenience Retail	3	8	8.1%	22.2%
Services	10	13	27.0%	36.1%
Vacant	8	1	21.6%	2.8%
Total	37	36	99.9%	100.0%

Change in Outlets 2013-22	% Change in Outlets 2013-22
-2	-12.5%
5	166.7%
3	30.0%
-7	-87.5%
-1	-2.7%

Source: Experian Category Goad Report - April 2022 and Coventry and Shopping Centres Study 2014

An audit of the centre has identified 21 multiples, representing a total of 60% of the occupied outlets. Comparison has the most outlets occupied by multiples, however proportionally convenience has the highest representation, with 6 outlets resulting in a 75% representation.

Table C: % Multiple Representation of total outlets

	Multiples 2022	% of Total Outlets
Comparison Retail	8	57%
Convenience Retail	6	75%
Retail Service	4	57%
Leisure services	2	50%
Financial & Business Service	1	50%
Total Multiples	21	60%

Source: LSH

The table below shows the main national multiples located within the centre. The Tesco supermarket is the main anchor and has 5,300 sqm in floorspace. The other larger stores in the centre include the Wilko with around 1,900 sqm in floorspace and the Aldi supermarket with approximately 1,750 sqm in floorspace. The retail type is generally more budget or discount orientated with Aldi, Iceland, Bargain Buys and Peacocks although the centre also has some mid-market operators such as Holland & Barrett.

**Table D: National Multiple Representation** 

Convenience	Comparison	Leisure Service	Retail Service
Aldi	Bargain Buys	Costa	Hays Travel
Greggs	CEX	Subway	
Holland & Barrett	Peacocks	Simply Gym	
Tesco	Wilko		
Timpson	Card Factory		
Iceland	Boots		
	Sports Direct		

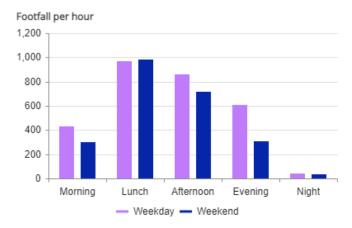
Source: LSH Audit



Since completing the audit, the Wilko store has closed (in October 2023) due to the retailer's collapse and store closures across the UK.

## **Evening / Night time economy**

Cannon Park's F&B offer is limited to Costa (there is also a Subway sandwich shop) and there is no evening / night time economy offer. This is despite the high student population in the immediate area.



Source: Datscha

## **Conclusions on Diversity of Uses:**

The centre's principal draw – evidenced by the market share findings – is its convenience retail offer including Aldi, Iceland and the Tesco superstore, which ensures convenience retail floorspace is the dominant use category in floorspace terms (59% compared with the UK average of around 15%).

Cannon Park has a higher number of comparison retailers occupying 14 outlets (down from 16 outlets in 2013), with a focus on value-orientated retail, notwithstanding the recent Wilko store closure.

The number of retail service outlets (7 or 19%) is above the UK average (16%) while the proportion of outlets dedicated to leisure services (11%) and financial and business services (6%) is below UK average levels. There is no evening / night time economy provision.

### Vacancies (April 2022)

The vacancy rate is a good indicator of a centre's overall health and to that end, Cannon Park had just one vacant outlet in 2022. This compares with the 8 vacant outlets recorded in 2013. Following the closure of Wilko there continues to be just the single vacancy, with the previously vacant unit now occupied.

# **Changes in Representation and Market Demand**

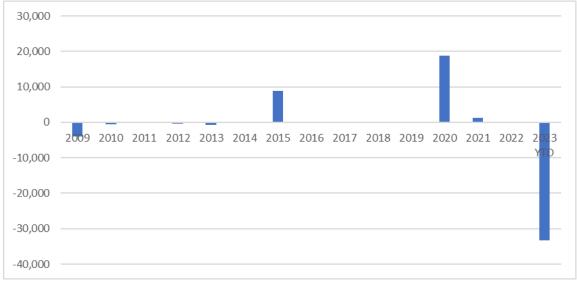
Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Net absorption between 2009 and 2019 was fairly limited, with very few transactions recorded. Net absorption turned negative in 2023 due to the closure of the Wilko store in October 2023.



### Net Absorption rate (sqft)

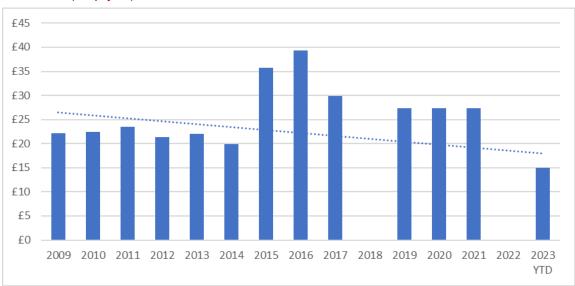


Source: CoStar

### **Commercial Rents**

Commercial rent for retail properties in Cannon Park were £15/sqft/year in 2023, which is below the Coventry City Centre average (£20.00/sqft/year). The average rent in the area dropped slightly from previous years following average rental values of circa £28/sqft/year between 2015 and 2021.

## Market Rent (£/sqft/year)



Source: CoStar

## **Accessibility**

# **Public Transport:**

- Cannon Park is served by bus routes, with stops located along De Montfort Way and Lynchgate Road to the east and south respectively.
- Canley is the nearest train station, approximately than 1.5km (circa 20-minute walk) to the northeast.



# Car Accessibility:

- The centre is very accessible by car, located off the A45, and the main surface car park has 375 spaces. This car park is free with a maximum stay of three hours.
- Parking is also available within the multi-storey car park on De Montfort Way and at Aldi.
- The household survey reveals that 'easy to park' is a main like about the centre (17% of respondents using Cannon Park cited this).

# **Pedestrian Accessibility:**

- The centre is easily accessible from the main residential areas to the south and east via De Montfort Way.
- Pedestrian access to the centre from the main residential areas to the north involves crossing Charter Avenue and/or the A45.
- The centre's external pedestrian environment is largely dominated by the customer car parks. The surface car parks are flat and provide a limited number of crossing points to/from the main shopping attractions.
- The multi-storey car park is relatively modern and offers a good level of pedestrian accessibility, including lifts within the car park and a single signal-controlled crossing to/from the shopping centre.
- There is no pedestrian crossing point linking the shopping centre with the Aldi foodstore.
- The pavements outside the shopping centre are flat yet relatively narrow in places and there is step-free access into the covered shopping centre.

# Perception of Safety and Occurrence of Crime<sup>10</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Crime rates in Cannon Park have been relatively low and stable since mid 2019, accounting for just 1% of the City's crimes. Shoplifting, violence & sexual offences and 'other' theft are the most reported, but only shoplifting rates are above the City average.

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>11</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	0	
Street lighting	4	The centre's car parks and the main shopping areas are generally well lit.
Public seating	4	Limited seating is available in and around the shopping centre, and there are picnic benches

<sup>10</sup> Source: UKCrimeStats

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<sup>&</sup>lt;sup>11</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



		within the public open space close to the centre's main entrance.
Litter bins	3	A limited number of litter bins are available.
Pedestrianised areas	4	Beyond the access roads and car parks the centre provides a car-free shopping environment, and these pedestrianised areas are generally good quality.
Building quality	4	The purpose-built shopping centre and the centre's other buildings are above-average quality.
Green spaces	2	The centre contains limited green space in and around the main car parks.
Built environment (eg no graffiti)	4	The built environment is generally above- average quality.
Presence of litter / street cleaning	4	The shopping areas are relatively clean and well maintained.
Traffic levels	4	Beyond the access roads and car parks the centre provides a car-free shopping environment.
Provision of pedestrian crossings	2	The main surface car park contains a limited number of pedestrian crossings, although there is no crossing point linking the shopping centre with the Aldi foodstore.
Pavement widths	3	The pavements outside the shopping centre are relatively narrow in places although inside, the pedestrianised areas are relatively spacious; while pavements widths elsewhere within the centre are satisfactory.
Cycle parking	3	There are limited cycle stands available within the centre.
Planters / Trees	3	The centre contains limited trees, hedges and planters.
Quality of shop fronts / displays	4	The shop fronts / displays are generally well maintained.

# Investment Plans and Development Opportunities

There are no known investment or development plans for Cannon Park MDC. The purpose-built shopping centre is in single management which allows for a comprehensive approach to be taken to the management of the centre.



#### **Barriers to Business**

There are no known barriers to business relating specifically to Cannon Park MDC.

# **SWOT Analysis**

## **Strengths**

- Strong convenience retail offer in the form of Tesco, Aldi and Iceland.
- A limited selection of national multiple comparison retailers and range of independent stores, with a focus on value-orientated retail.
- Limited range of services to meet the day-to-day needs of local residents and other users of the Major District Centre.
- A very low and declining vacancy rate.
- Good accessibility by car and substantial car parking.
- Proximity to a substantial student population, including the Vita Student development within the centre boundary.
- The centre is served by local bus services routes.

#### Weaknesses

• The centre is under-represented in terms of leisure services including F&B, and there is no evening / night time economy provision.

# **Opportunities**

- Introduce a wider range of services including F&B options, which would help to sustain dwell time and levels of activity into the evening.
- Improve pedestrian connections between the main shopping areas, including a crossing point linking the shopping centre with the Aldi foodstore.
- Greater provision for student population (noting that use may not be year round).

# **Threats**

- Trends in the retail sector (i.e. retailers 'downsizing' to fewer prime locations, online shopping) and the implications for occupier demand.
- Further decline in pedestrian activity.
- Competition from competing centres and stores, including future development at Eastern Green MDC.

#### **Conclusions**

Cannon Park appears to be a healthy centre. It has a very low vacancy rate, a strong line-up of foodstores (namely Tesco, Aldi and Iceland) and a selection of value-orientated comparison retailers and retail services, notwithstanding the recent Wilko store closure.

That said, footfall data suggests that pedestrian activity has not recovered to pre-pandemic levels despite the Vita Student development and proximity to Warwick University, which are likely to be key footfall drivers during term times.

The centre needs a broader range of retail and leisure services – including F&B options – to improve its role and function as a Major District Centre serving the south of the City, whilst not competing with the City Centre offer.



**APPENDIX A3: DISTRICT CENTRES** 



# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

# **BALL HILL DISTRICT CENTRE**

# **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy).



Designated Centre 2016

# **Description of Centre**

Ball Hill is a linear centre, located along Walsgrave Road. The centre lies to the east of Coventry City Centre and serves the eastern suburbs of Coventry. It comprises a traditional high street with a reasonable number of units covering convenience shopping, comparison shopping and services.

# **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - o Policy R1 (Delivering Retail Growth)
  - o Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - o Policy CO1 (New or improved social community and leisure premises)



#### **Footfall**

The figure below illustrates the pedestrian heat map for Ball Hill District Centre and shows a relatively high level of footfall along Walsgrave Road, with lower levels on nearby side streets.

# **Ball Hill Footfall Heat Map**



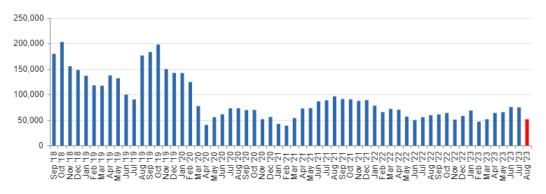
Source: Datscha

A section of Ball Hill, located along Walsgrave Road, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall levels were severely impacted at the beginning of the pandemic when guidance on the restriction of travel and movement were first put in place. Pedestrian activity has struggled to recover since then and the impacts of COVID-19 look to be long-lasting. Between September 2018 and February 2020, monthly footfall counts were regularly exceeding 100,000. Since March 2020, footfall counts have not surpassed 100,000 in any single month.

When comparing the 12-month period from September 2018 (pre-pandemic) to the 12-month period from September 2022 (post-pandemic), pedestrian activity has fallen by 57% (down from 141,000 to 61,000).

Footfall of Walsgrave Road, Ball Hill (September 2018 – August 2023)



Source: Datscha

#### **Catchment Area**

Ball Hill lies within Zone 3 of the household survey study area and immediately adjacent to Zone 1. As such, the centre secures market share from both zones, albeit relatively modest levels in respect of convenience retail trade. The centre performs a stronger 'top-up' food shopping role, given the lack of



foodstores catering for main food shopping needs. The most popular main food shopping destinations for Zone 3 households are the Asda at Brade Drive District Centre and the Tesco at Clifford Bridge Road.

Unsurprisingly, given the limited scale and nature of its comparison retail offer, the survey results include very low or no responses identifying Ball Hill as a location where households normally do most of their non-food shopping.

#### **Use of Centre**

The household survey results indicate that 'shopping in general' (35%) followed by food shopping (30%) are the main reasons for visiting the centre. Around 13% of respondents who said Ball Hill is their closest centre (85 respondents in total) indicated that non-food shopping is the main reason for visiting, while 9% mentioned using the centre's health services.

Around 16% use the centre at least once a week for shopping, leisure and services, while 27% use the centre at least once a month. Half of respondents stated that their household never visits the centre.

# **Customer Views**

Of the household survey respondents who said Ball Hill is their closest centre (85 respondents in total) the top five main likes are:

- good food stores (19%)
- good range of non-food shops (16%).
- traditional (10%)
- easy to park (10%)
- Heron Foods (9%)

A third of respondents said they like nothing / very little about Ball Hill.

# **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised Ball Hill's strengths and weaknesses as follows:

# Strengths

- The centre provides a reasonable range of lower order shops and services to serve the day to day needs of local residents.
- The centre caters well for top up convenience goods shopping trips.
- The centre is very accessible by public transport, served by a number of bus routes and with bus stops located within the centre.

## Weaknesses

- Walsgrave Road is a busy, main road and can create a barrier for pedestrians within the centre.
- The centre has limited representation by national multiple retailers.
- The centre does not cater for main/bulk food shopping.
- The appearance of the centre is poor quality, with some of the façades in need of improvement.

## Diversity of Uses (April 2022)

The Category Goad Report published for Ball Hill is based on a survey undertaken in April 2022. There are a total of 101 outlets, which comprise a relatively even representation of commercial town centre categories. Comparison and Convenience Retail outlets total 18 and 19 respectively and provide a combined floorspace of 4,022 sgm. The Convenience Retail offer in Ball Hill is higher than the national



average, both in terms of number of outlets and amount of floorspace, while the Comparison Retail offer is the opposite, with both outlet numbers and floorspace being substantially lower than the UK average. This is typical of many smaller centres.

Retail Services account for the highest number of outlets with 25, which is 25% of the overall representation. It is also the second largest quantum of floorspace and is considerably greater than would be expected based on UK averages. The centre's representation by Leisure Services is slightly lower than average (in both outlet and floorspace terms), and Financial and Business Services have a slightly higher representation compared to the UK average. There are a total of 6 vacant outlets in the centre which account for 483 sqm in floorspace, considerably lower than the UK average.

Table A: Outlets and Floorspace in Ball Hill

	No. Outlets	% of Total Outlets Ball Hill	% of Total Outlets UK Average	Gross Floorspace (Sqm)	% of Total Floorspace Ball Hill	% of Total Floorspace UK Average
Comparison Retail	18	17.8%	26.9%	1,672	17.7%	30.1%
Convenience Retail	19	18.8%	9.3%	2,350	24.9%	15.5%
Retail Services	25	24.8%	15.8%	2,062	21.9%	7.2%
Leisure Services	21	20.8%	25.3%	1,867	19.8%	26.2%
Financial & Business Service	12	11.9%	8.8%	994	10.5%	6.6%
Vacant	6	5.9%	13.9%	483	5.1%	13.8%
Total	101	100.0%	99.8%	9,430	100.0%	99.4%

Source: Experian Category Goad Report - April 2022

The table below shows how the sectors have changed since the previous study. Overall, the total number of outlets has decreased from 105 in 2013 to 101 in 2022, a reduction of 3.8%. The Comparison Retail offer has almost halved since 2013 and Convenience Retail has increased by 6 outlets (or 46.2%). Vacant outlets have reduced by 40%, from 10 vacant outlets in 2013, down to 6 in 2022.

Table B: Change in Outlets 2013-22

	Outlets 2013	Outlets 2022	% Total 2013	% Total 2022	Change in Outlets 2013-22	% Change in Outlets 2013-22
Comparison Retail	34	18	32.4%	17.8%	-16	-47.1%
Convenience Retail	13	19	12.4%	18.8%	6	46.2%
Services	48	58	45.7%	57.4%	10	20.8%
Vacant	10	6	9.5%	5.9%	-4	-40.0%
Total	105	101	100.0%	100.0%	-4	-3.8%

Source: Experian Category Goad Report - April 2022 and Coventry and Shopping Centres Study 2014

The representation of national multiples in Ball Hill is relatively low with only 13 outlets being occupied by multiples which accounts for 14% of all occupied units. The highest proportionate representation of multiples is in the Financial & Business Services sector, with 3 outlets accounting for 25% of the sector. The lowest representation is in Comparison Retail and Retail Services, with only one multiple outlet in each category.

**Table C: National Multiple Representation** 

	Multiple Outlets 2022	% of Total Outlets
Comparison Retail	1	6%
Convenience Retail	4	21%
Retail Service	1	4%
Leisure services	4	19%
Financial & Business Service	3	25%
Total multiples	13	14%

Source: Experian Category Goad Report - April 2022

The leisure offer in Ball Hill is almost exclusively food and beverage related. The table below shows most of the Leisure Service classifications represented within the centre. The highest number of outlets is represented by Fast Food and Takeaways (7) and the largest amount of floorspace is occupied by restaurants, with a total of 474 sqm, which is around 30% of the total Leisure Service offer. However, overall provision is close to the UK average.

Table D: Food & Beverage Outlets and Floorspace

	F&B Outlets	% of Total Outlets Ball Hill	% of Total Outlets UK Average	F&B Floorspace (Sqm)	% of Total Floorspace Ball Hill	% of Total Floorspace UK Average
Bars & Wine Bars	1	1.0%	2.2%	46	0.5%	2.4%
Cafes	4	4.0%	5.0%	288	3.1%	2.8%
Fast Food & Takeaways	7	6.9%	6.1%	418	4.4%	3.0%
Public Houses	1	1.0%	2.6%	316	3.4%	3.5%
Restaurants	4	4.0%	4.9%	474	5.0%	4.2%
Total	17	16.8%	20.8%	1,542	16.3%	15.8%

Source: Experian Category Goad Report - April 2022

The major retailers in Ball Hill are set out in the table below. The convenience retail sector is particularly well represented by national multiples.

Table E: National Multiple Representation

Convenience	Comparison	Leisure Service	Financial & Business Service	Retail Service
Greggs	Sense	Subway	Barclays	Vision Express
Heron Foods			Natwest	
Nisa			Post Office	
Tesco Express				

Source: LSH Audit

# **Evening / Night time economy**

As shown above, 17 of the centre's 21 Leisure Service outlets are dedicated to F&B provision comprising 7 takeaways, 4 cafes and 4 restaurants. The footfall data for Ball Hill, set out in the graph below, indicates good use of the centre during the evening, but more limited activity at night.





Source: Datscha

# **Conclusions of Diversity of Uses:**

Ball Hill District Centre comprises 101 outlets providing a reasonable mix of uses. It has a strong convenience and services orientated offer, with the number of outlets dedicated to such uses (19 and 58 respectively) increasing since 2013. The number of comparison retail outlets in the centre (18) has almost halved over the same period.

Ball Hill is characterised by a high proportion of independent businesses a limited number of national multiples, which occupy just 14% of the total number of outlets.

# Vacancies (April 2022)

The centre has 6 vacant outlets based on April 2022 survey data, equating to a vacancy rate of 5.9% (relative to the UK average of 14%). A more recent LSH visit to the centre (in August 2023) identified just 4 vacant outlets. The number of vacant outlets is currently lower than the 10 recorded in the Coventry City Wide Shopping and Centres Study 2014 Update.

## **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Net absorption between 2009 and 2023 has been balanced, with vacant space reoccupied relatively quickly due to sustained demand by new occupiers for space.



# Net Absorption rate (sqft)



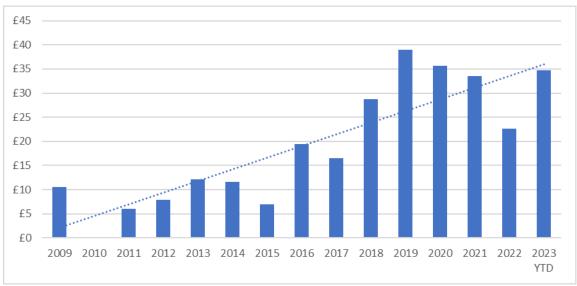
Source: CoStar

#### **Commercial Rents**

Commercial rent for retail properties in Ball Hill increased between 2009 and 2023, particularly from 2018 onwards, to reach £34/sqft/year in 2023. In comparison, average commercial rent in Coventry City Centre is around £20.00/sqft/year.

An increase in market rents would suggest the area is performing well, with good level of demand for retail space (which leads to low level of vacancy in the absence of additional stock being delivered).

### Market Rent (£/sqft/year)



Source: CoStar

# Accessibility

# **Public Transport:**

- The centre is served by a number of bus routes, with stops located at regular intervals along Walsgrave Road, providing direct services to/from the City Centre and surrounding areas.
- The centre is not served by a train station.



# Car Accessibility:

- The centre is easily accessible by car and has limited on-street car parking available along sections of Walsgrave Road. Provision is typically limited to short stays (up to 40 minutes).
- There is a small off-street car park off Clay Lane and some provision at individual businesses.

# **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- The pedestrian routes through the centre, along Walsgrave Road, are also generally well maintained but narrow in places where there are bus shelters and/or street furniture.
- There are a limited number of signal-controlled crossing points across Walsgrave Road and adjacent streets, with dropped kerbs and tactile paving.
- There is limited provision of seating in order to provide opportunities for rest.

# Perception of Safety and Occurrence of Crime<sup>12</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Around 2% of all Coventry City crimes were committed in the Ball Hill centre, with violence and sexual offences being the most reported followed by shoplifting. There appears to be a particular concentration of crimes reported in the area around the Clay Lane car park.

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>13</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	3	There is one listed building, the Old Ball Hotel, at the western end of the centre. The are no other significant buildings.
Street lighting	3	The centre's pavements and crossing points are reasonably well lit.
Public seating	2	There is a lack of public seating along Walsgrave Road.
Litter bins	3	A limited number of litter bins are available.
Pedestrianised areas	3	There are no pedestrianised shopping streets within the centre although the pedestrian routes along Walsgrave Road and adjacent streets are generally safe and well maintained, even if relatively narrow in places.

<sup>12</sup> Source: UKCrimeStats

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<sup>&</sup>lt;sup>13</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0

Building quality	3	The centre's overall building quality is average.
Green spaces	1	The centre lacks green spaces along Walsgrave Road.
Built environment (eg no graffiti)	2	The quality of the built environment is generally below average.
Presence of litter / street cleaning	3	The pavements are reasonably clean and well maintained, with limited occurrences of littering.
Traffic levels	2	Levels of traffic and congestion along Walsgrave Road are high.
Provision of pedestrian crossings	3	There are signal-controlled crossing points across Walsgrave Road and adjacent streets, with dropped kerbs and tactile paving.
Pavement widths	3	The pavement widths are generally satisfactory but do narrow in places.
Cycle parking	3	Cycle parking / stands are provided along sections of Walsgrave Road.
Planters / Trees	1	The centre lacks street trees and planters.
Quality of shop fronts / displays	2	A number of the centre's shop fronts / displays require improvement.

# **Investment Plans and Development Opportunities**

There is no information available on investment proposals for the centre.

### **Barriers to Business**

There are no known barriers to business relating specifically to Ball Hill.

# **SWOT Analysis**

# **Strengths**

- The centre has a good selection of convenience retail outlets, including both national multiples and independents.
- Ball Hill is well represented by a range of day-to-day services.
- The centre's vacancy rate (as a proportion of the total number of outlets) has fallen since 2013 and currently stands at less than half the UK average.
- The centre is well served by local bus services.

### Weaknesses

- The centre lacks a main foodstore to anchor the centre and cater for local residents' main food shopping needs.
- Levels of footfall within the centre have not returned to pre-pandemic levels.
- High traffic flows have a detrimental effect on the shopping environment and disconnect the businesses on either side of Walsgrave Road.
- The appearance of the centre is below average.



# **Opportunities**

- Half of household survey respondents living close to Ball Hill said their household never visits the centre. There are good opportunities to increase the local customer base, as well as encourage existing users to visit the centre more frequently for shopping and services.
- Targeted environmental improvements (such as public seating, planters and shop front improvements) to enhance the centre's attractiveness and environmental quality.

### **Threats**

- Competition from larger centres nearby and out-of-centre retail and leisure provision.
- Further decline if footfall.

### **Conclusions**

Ball Hill shows signs of being a vital and viable centre given its low vacancy rate and strong convenience and services orientated offer, which appears relevant to the day-to-day needs of local residents. Notwithstanding this, footfall data indicates that pedestrian activity has not returned to pre-pandemic levels, while the centre is faced with environmental quality issues including traffic flows / congestion along Walsgrave Road and the general appearance of the centre.

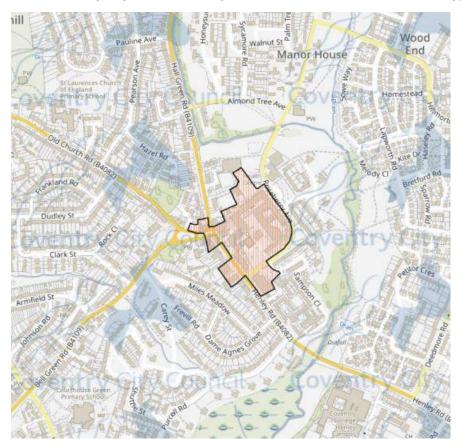


# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

# **BELL GREEN DISTRICT CENTRE**

# **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy)



Designated Centre 2016

# **Description of Centre**

Bell Green is a District Centre situated to the northeast of the Coventry urban area. The centre primarily serves the day-to-day shopping and service needs of local residents in the Foleshill and Bell Green residential areas. The centre caters for convenience shopping, comparison shopping, services and also provides some community facilities.

# **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - o Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)



#### **Footfall**

The figure below illustrates the pedestrian heat map for Bell Green District Centre. As can be seen, footfall data is not available within the shopping centre itself. There is however data related to the car park and neighbouring roads/ areas indicates that the southern part of the centre is likely to be the busiest.

# **Bell Green Footfall Heat Map**

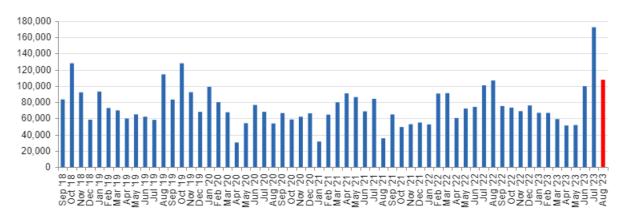


Source: Datscha

A section along Henley Road, close to the Riley Square pedestrian entrance was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has been relatively stable during this period. Particular lows came in April 2020 and January 2021, las a result of COVID-19 related restrictions. However, these pandemic related lows were not long lasting and footfall has recovered well since. July 2023 represents a footfall peak for this period (172,000), with June and August 2023 also indicating strong levels of pedestrian activity in recent months.

# Footfall of Bell Green, Henley Road (September 2018 - August 2023)



Source: Datscha



#### **Catchment Area**

Bell Green District Centre lies within Zone 3 of the household survey study area and close to Zone 2.

Given the relatively limited scale and nature of shopping facilities available, the centre does not feature notably in the household survey results. However, it is expected to cater for the day-to-day shopping needs of its localised catchment.

## **Use of Centre**

The household survey respondents indicate that 'shopping in general' (42%) and 'food shopping' (41%) are the main reasons for visiting the centre, followed by 'visiting financial services' (9%). The 'financial services' response is likely to be attributable to the centre's Post Office on the basis Bell Green does not contain any banks or building society branches.

Around 17% of respondents who said Bell Green is their closest centre indicated that they visit the centre one day a week for shopping, leisure and services, while less than 3% use the centre more frequently. Some 39% said their household never visits the centre.

#### **Customer Views**

Of the household survey respondents who said Bell Green District Centre is their closest centre (42 respondents in total) the top five main likes are:

- attractive environment / nice place (16%)
- closeness to home (11%)
- easy to get to by bus (9%)
- good financial services (7%)
- easy to park (2%)

Some 63% of respondents said they like nothing / very little about Bell Green.

### **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised the District Centre's strengths and weaknesses as follows:

# Strengths

- The Aldi store provides an anchor for the centre, and together with the other convenience stores in the centre, caters well for the day to day convenience shopping needs of local residents.
- The centre is reasonably well connected via public transport and is easily accessible for pedestrians.

### Weaknesses

- Riley Square has a poor quality physical appearance.
- The vacancy rate is significantly higher than the national average, and there is a concentration of vacant units within Riley Square.
- There is a limited choice of comparison goods retailers and limited ancillary services.

# Diversity of Uses (April 2022)

The Category Goad Report published for Bell Green is based on a survey undertaken in April 2022. Bell Green has a total of 40 outlets the majority of which are dedicated to Convenience Retail (12) which accounts for 30% of the overall outlets. Convenience Retail also has the largest quantum of floorspace with a total of 3,632 sqm. This represents over 50% of the total floorspace in Bell Green, much higher



than the UK average of 15.5%. There are 8 Retail Service outlets which occupy 734 sqm of floorspace and 5 Leisure Service outlets (372 sqm) meaning that the former is slightly above average, but the latter is underrepresented. There are a total of 6 vacant outlets, which is 15% of the total number and is similar to the UK average.

Table A: Outlets and Floorspace in Bell Green

	No. Outlets	% of Total Outlets Bell Green	% of Total Outlets UK Average	Gross Floorspace (Sqm)	% of Total Floorspace Bell Green	% of Total Floorspace UK Average
Comparison Retail	9	22.5%	26.9%	1,459	20.3%	30.1%
Convenience Retail	12	30.0%	9.3%	3,632	50.6%	15.5%
Retail Services	8	20.0%	15.8%	734	10.2%	7.2%
Leisure Services	5	12.5%	25.3%	372	5.2%	26.2%
Financial & Business Service	0	0.0%	8.8%	0	0.0%	6.6%
Vacant	6	15.0%	13.9%	985	13.7%	13.8%
Total	40	100.0%	100.0%	7,181	100.0%	99.4%

Source: Experian Category Goad Report - April 2022

Compared to the previous study, the table below shows that there has been an overall reduction in 4 outlets. There has also been a reduction in vacant outlets (-7). The Service based sectors experienced the largest increase in the number of outlets with 4, an increase of 44.4%. Comparison Retail reduced by 2 outlets and Convenience Retail gained 1. This is despite the closure of the Aldi during this period.

Table B: Change in Outlets 2013-22

	Outlets 2013	Outlets 2022	% Total 2013	% Total 2022	Change in Outlets 2013-22	% Change in Outlets 2013-22
Comparison Retail	11	9	25.0%	22.5%	-2	-18.2%
Convenience Retail	11	12	25.0%	30.0%	1	9.1%
Services	9	13	20.4%	32.5%	4	44.4%
Vacant	13	6	29.5%	15.0%	-7	-53.8%
Total	44	40	100.0%	100.0%	-4	-9.1%

Source: Experian Category Goad Report - April 2022 and Coventry and Shopping Centres Study 2014

Out of the 5 Leisure Service outlets 2 of them were identified as being in the café classification and 2 in the Fast Food % Takeaways classification and only account for 260 sqm in floorspace.

Eleven of the outlets are occupied by national multiples, which represents 32% of the total occupied units. Comparison Retail has the highest representation with 44% while Convenience Retail and Retail Services share the lowest multiple representation at 25%. There are no major retailers within the Financial and Business Sector.



Table C: % Multiple Representation of total outlets

	Multiples (Outlets) 2022	% of Total Outlets
Comparison Retail	4	44%
Convenience Retail	3	25%
Retail Service	2	25%
Leisure services	2	40%
Financial & Business Service	0	0%
Total multiples	11	32%

Source: LSH

The table below identifies the national multiples within the centre. The centre is anchored by Farmfoods and the Post Office is located within the Nisa convenience store.

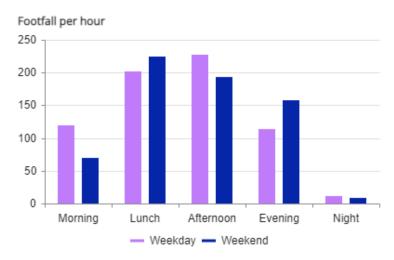
**Table D: National Multiple Representation** 

Convenience	Comparison	Leisure Service	Retail Service
Farmfoods	Around a Pound	Domino's	Post Office
Food Plus	ExtraCare	Betfred	
Mace	Lloyds Pharmacy		
Nisa			

Source: LSH

# Evening / Night time economy

Four of the centre's 5 Leisure Service outlets are dedicated to F&B provision comprising 2 cafes and 2 fast food & takeaways. There is no evening / night time economy provision of note, which is reflected in levels of footfall on weekdays in particular:



Source: Datscha



## **Conclusions on Diversity of Uses:**

Bell Green includes 40 outlets and has a strong convenience-based function. Aside from the Post Office, however, the centre lacks a main food convenience anchor following the closure of Aldi and also has no other Financial & Business Service uses. There is no evening / night time economy provision of note.

Around a third of the centre's outlets are occupied by national multiples.

# Vacancies (April 2022)

The centre has 6 vacant outlets based on April 2022 survey data, equating to a vacancy rate of 15% (relative to the UK average of 14%).

The findings of the Coventry City Wide Shopping and Centres Study 2014 Update suggest the centre's vacancy rate has been falling since 2013, when 13 vacant outlets were recorded.

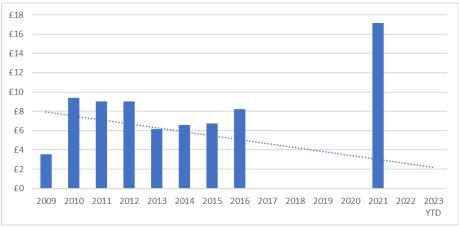
# **Changes in Representation and Market Demand**

Information on Market Demand is not available for Bell Green due to its limited size.

#### **Commercial Rents**

Information on commercial rent in Bell Green is very limited with no data available for 2017 – 2020 and from 2022 onwards. The data for 2021 suggests a significant improvement in rental levels compared with earlier information but may be an outlier based on a limited number of transactions.

### Market Rent (£/sqft/year)



Source: CoStar

### **Accessibility**

### **Public Transport:**

- The centre is served by a number of bus routes, with stops located along Roseberry Avenue and Henley Road, providing direct services to/from the City Centre and surrounding areas.
- The centre is not served by a train station.

# Car Accessibility:

- The centre is easily accessible by car along Henley Road and Roseberry Avenue.
- There are two surface level car parks available for shoppers and other users of the centre.



# **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- Riley Square is a car-free shopping precinct with reasonable levels of pedestrian accessibility to/from the centre's adjacent car parks.

# Perception of Safety and Occurrence of Crime<sup>14</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Around 1% of all Coventry City crimes were committed in the Bell Green district centre, with violence and sexual offences being the most reported (39%).

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>15</sup>	Comments	
Conservation Area	0		
Significant / Listed buildings	0		
Street lighting	3	The centre and its car parks are reasonably well lit.	
Public seating	3	Limited seating is available within the shopping precinct.	
Litter bins	3	A limited number of litter bins are provided along the main pedestrian routes.	
Pedestrianised areas	2	Riley Square shopping precinct is pedestrianised but the quality of the public realm is generally poor.	
Building quality	2	The centre's overall building quality is below average, with some of the buildings in a poor state of repair.	
Green spaces	2	The centre lacks green spaces, with limited provision along Roseberry Avenue.	
Built environment (eg no graffiti)	2	The quality of the built environment is below average, with areas of graffiti including within the car parks.	
Presence of litter / street cleaning	2	Some littering along the main pedestrian routes and within the shopping precinct.	

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<sup>&</sup>lt;sup>14</sup> Source: UKCrimeStats

<sup>&</sup>lt;sup>15</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



Traffic levels	4	Henley Road is a reasonably busy vehicular route, although Riley Square provides a car-free shopping environment.
Provision of pedestrian crossings	3	There are signal-controlled crossing points along Henley Road, including close to the Lido supermarket at the junction with Roseberry Avenue.
Pavement widths	3	The pedestrianised areas are relatively spacious, and the pavement widths around the centre are generally adequate.
Cycle parking	3	There are limited cycle stands available within the centre, including at the main entrance to Riley Square (off Henley Road) and at the Lido supermarket.
Planters / Trees	2	The centre contains limited street trees and is lacking in planters.
Quality of shop fronts / displays	2	A number of the centre's shop fronts / displays require improvement.

# **Investment Plans and Development Opportunities**

There are long standing plans to redevelop Riley Square, but progress to date has been limited.

# **Barriers to Business**

There are no known barriers to business relating specifically to Bell Green District Centre.

# **SWOT Analysis**

# **Strengths**

- The centre caters reasonably well for the basic shopping and service needs of the centre's users.
- The centre's vacancy rate (as a proportion of the total number of outlets) has reduced over the period since 2013 and is now close to the UK average.
- The centre has seen strong levels of pedestrian footfall since the pandemic.
- The centre contains free surface level car parking and is well served by local bus services.

# Weaknesses

- The centre has no main food store anchor following the closure of Aldi.
- The centre has a limited comparison shopping offer.
- The centre lacks Financial & Business Service uses to serve the day-to-day needs of local residents.
- The centre's F&B offer lacks choice and there are no restaurants, bars or public houses.
- Riley Square has a poor quality physical appearance.

# **Opportunities**

- Proposed redevelopment / investment of Riley Square.
- Potential to introduce more services and community facilities within the centre's vacant outlets.
- Environmental improvements including a new public realm within Riley Square, signage, seating, planters and shop front improvements.



# **Threats**

- Continued uncertainty as to when the investment plans for the centre will be realised.
- Competition from nearby larger centres (e.g. Arena Park) and out-of-centre retail and leisure provision.

### **Conclusions**

Bell Green District Centre appears to be a vital and viable centre overall within the limitations of its convenience-based function and localised catchment. Its strengths include a reasonable convenience shopping offer, a declining vacancy rate, and relatively strong levels of pedestrian footfall.

However, the District Centre is lacking Financial & Business Services and diversity in its F&B / evening economy offer and has experienced the closure of Aldi. The centre is also faced with environmental quality issues at Riley Square, and planned investment has still to come forward.



# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

# **BRADE DRIVE DISTRICT CENTRE**

# **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy)



Designated Centre 2016

# **Description of Centre**

Brade Drive is situated to the northeast of the City of Coventry, close to Junction 2 of the M6. The centre was designated to predominantly serve the Walsgrave, Woodway Park, Potter's Green and Wyken area of the City.

# **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - o Policy R1 (Delivering Retail Growth)
  - o Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)



### **Footfall**

The figure below illustrates the pedestrian heat map for Brade Drive, showing relatively low levels of footfall across the centre.

### **Brade Drive Footfall Heat Map**



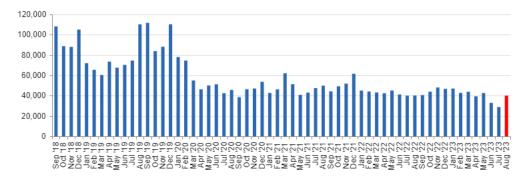
Source: Datscha

A section of Brade Drive District Centre, located within the Asda car park, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has fallen significantly during this period. Highs of over 100,000 counts per month were seen in 2018 and 2019, however, footfall counts have rarely surpassed 60,000 since March 2020.

There was a noticeable drop in pedestrian activity in March 2020, which marks the beginning of the COVID-19 pandemic. Footfall levels have been stable since then and have not returned to anything like pre-pandemic levels.

# Footfall of Brade Drive, Asda Car Park (September 2018 - August 2023)



Source: Datscha



#### **Catchment Area**

Brade Drive District Centre lies within Zone 3 of the household survey study area. The centre (specifically the Asda store) is a main convenience shopping destination for Zone 3 residents and it further secures convenience trade from Zones 1 and 2. In terms of competing provision, the Tesco at Clifford Bridge Road and the Tesco Extra at Arena Park Major District Centre are the main alternative destinations for Zone 3 households.

Reflecting the Asda store's limited non-food shopping offer, the survey results indicate modest levels of comparison trade draw from Zones 1-3.

# **Use of Centre**

The household survey results suggest that the Asda store is used as both a convenience and comparison shopping location. To that end, the responses indicate that 'shopping in general' is the main reason for visiting the centre (46%), followed by food shopping (29%) and non-food shopping (25%).

More than one-third of the household survey respondents who said Brade Drive is their closest centre visit the centre at least once a week, with 51% visiting at least once a month and 29% never visiting.

#### **Customer Views**

Of the household survey respondents who said Brade Drive District Centre is their closest centre (46 respondents in total) the top five main likes are:

- closeness to home (38%)
- traffic free shopping environment (17%)
- easy to park (10%)
- attractive environment / nice place (8%)
- easy to get to by bus (8%)

# **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised the District Centre's strengths and weaknesses as follows:

#### Strengths

- The Asda store anchors the centre and is suitable for main and bulk food shopping.
- The centre has no vacant units, which indicates the centre is healthy, vital and viable.
- There is a good provision of surface level car parking serving the centre.

## Weaknesses

- The centre has a very limited selection of comparison retailers.
- Although identified as a district centre, the centre functions as an out of centre superstore, with limited ancillary services and facilities.

# Diversity of Uses (April 2022)

Brade Drive District Centre comprises a total of 7 outlets within the defined District Centre boundary with a total floorspace of 11,330 sqm. It includes 4 Retail Service units but is dominated by two large units occupied by Asda (8,290 sqm) and Buzz Bingo (2,660 sqm), which account for over 97% of the overall centre floorspace.



The District Centre forms part of a wider retail and town centre offer in the area, with a number of large format retail units located immediately north of the centre at the Crosspoint Business Park. These include national multiples including Home Bargain, Tesco Extra and leisure services such as a Showcase Cinema and Tenpin Bowling Alley.

Table A: Outlets and Floorspace in Brade Drive District Centre

	No. Outlets	% of Total Outlets Brade Drive	% of Total Outlets UK Average	Gross Floorspace (sqm)	% of Total Floorspace Brade Drive	% of Total Floorspace UK Average
Comparison Retail	0	0.0%	26.9%	0	0.0%	30.1%
Convenience Retail	2	28.6%	9.3%	8,340	73.6%	15.5%
Retail Services	4	57.1%	15.8%	330	2.9%	7.2%
Leisure Services	1	14.3%	25.3%	2,660	23.5%	26.2%
Financial & Business Service	0	0.0%	8.8%	0	0.0%	6.6%
Vacant	0	0.0%	13.9%	0	0.0%	13.8%
Total	7	100.0%	100.0%	11,330	100.0%	100.0%

Source: Experian Category Goad Report - April 2022

The table below shows the change in outlets since 2013. During this period the number of units at the centre has increased by 1 as a result of the development of a Timpsons outlet within the Asda car park. However, the two comparison units trading in 2013 have now been replaced by service uses.

Table B: Change in Outlets 2013-22

	Outlets 2013	Outlets 2022	% Total 2013	% Total 2022
Comparison Retail	2	0	33%	0%
Convenience Retail	2	2	33%	29%
Services	2	5	33%	71%
Vacant	0	0	0%	0%
Total	6	7	100%	100%

			2010-22	2013-22
0	33%	0%	-2	-100.0%
2	33%	29%	0	0.0%
5	33%	71%	3	150.0%
0	0%	0%	0	0.0%
7	100%	100%	1	16.7%

Change in

Outlets

% Change in

**Outlets** 

Source: Experian Goad and Coventry and Shopping Centres Study 2014

# Evening / Night time economy

As set out previously, the centre includes a large Buzz Bingo outlet but no supporting F&B provision. This contributes to lower levels of pedestrian activity into the evening (as the graph below shows).





## **Conclusions on Diversity of Uses:**

Brade Drive District Centre contains just 7 outlets. The centre is anchored by an Asda store and includes a small number of retail services and a large leisure service unit (bingo). There is no F&B provision in the centre.

For a District Centre, it lacks a basic range of services, including any comparison provision outside of that sold by Asda, F&B and financial & business services. The out of centre retail provision to the north provides a complementary comparison offer, but is again dominated by retail outlets.

#### Vacancies (April 2022)

The vacancy rate in Brade Drive District Centre has been nil since 2009. This was confirmed by LSH's site survey which found no vacant units in the centre.

# **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area. However, in this case there have been no vacancies since 2009, with new tenants moving in as soon as units have become available.

# **Commercial Rents**

CoStar does not provide any data on commercial rents in this area, given the limited siuze of the centre and the lack of transactions.

# Accessibility

#### **Public Transport:**

- The centre's bus stops are located along Brade Drive, immediately adjacent to the Asda surface car park.
- The centre is not served by a train station.

## Car Accessibility:

- The centre benefits from direct access from the A4600 (Hinkley Road) via a lights controlled junction.
- The centre's anchor store, Asda, has a substantial surface car park (including disabled spaces and parent-and-child spaces).
- The household survey reveals that 'easy to park' is a main like about the centre (10% of respondents living close to Brade Drive cited this).



# **Pedestrian Accessibility:**

- The closest residential areas are to the immediate south and west of the centre boundary, beyond Brade Drive.
- Pedestrian access from those residential areas further west involves crossing the A4600.
- The centre's pedestrian environment is dominated by the extensive customer car parking. However, the main car parks are flat and there are a limited number of crossing points.

## Perception of Safety and Occurrence of Crime<sup>16</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Just under 3% of all Coventry City crimes were committed in the Brade Drive District Centre, with violence and sexual offences being the most reported followed by vehicle crime and shoplifting.

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>17</sup>	Comments
Conservation Area	0	
Significant / Listed		
buildings	0	
		The car parks and the areas around the Asda store
		are well lit, although the route between Asda and
Street lighting	3	Buzz Bingo is less inviting.
Public seating	1	The centre lacks public seating.
		A number of litter bins are available close to the Asda
Litter bins	4	store and within its customer car park.
		Beyond the access roads and car parks, the centre's
Pedestrianised areas	3	pedestrianised areas are satisfactory.
		The Asda store is above-average quality although the
		Buzz Bingo premises appear somewhat dated and
Building quality	3	poor quality.
		The centre contains very limited green spaces
Green spaces	1	around the main car parks.
Built environment (eg no		
graffiti)	3	The built environment is generally of average quality.
Presence of litter / street		The external pedestrianised areas and car parks are
cleaning	4	relatively clean and well maintained.
		Beyond the access roads and car parks, traffic levels
		do not have a notable impact on the centre's
Traffic levels	3	environmental quality.
		Brade Drive includes a limited number of pedestrian
Provision of pedestrian		crossings (not signal controlled) and the Asda car
crossings	4	park contains some crossing points.

<sup>16</sup> Source: UKCrimeStats

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<sup>&</sup>lt;sup>17</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0

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		The pavements and pedestrianised areas adjacent to
Pavement widths	4	the Asda store are relatively spacious.
		There is good provision of cycle parking / stands
Cycle parking	4	adjacent to the Asda store.
		The main car parks and access roads include a
Planters / Trees	3	limited number of trees and hedges.
		The centre's limited shop fronts / displays are
Quality of shop fronts /		reasonable quality, although the Buzz Bingo
displays	3	premises appear somewhat dated.

# **Investment Plans and Development Opportunities**

There are no known investment plans for the centre.

#### **Barriers to Business**

The main barrier to new business opening at Brade Drive District Centre would be the lack of outlets and specifically, the presence of any vacant units that could be occupied. However, it should be noted that this has not prevented Timpsons from coming to the centre through the installation of an additional 'pod' unit.

# **SWOT Analysis**

# **Strengths**

- The Asda store is a strong anchor and caters for the main food shopping needs of the centre's users, as well as providing a basic range of comparison goods.
- The centre is served by local bus services.
- The centre is accessible by car and there is good provision of surface level car parking.

#### Weaknesses

- The centre lacks a basic range of services and comparison retail outlets.
- The centre has no F&B offer to support the evening / night time economy.
- The lack of vacant outlets may be a barrier to new businesses.
- Levels of footfall within the centre have not bounced back to pre-pandemic levels.

# **Opportunities**

- Potential to extend the centre offer by more intensive use of the site, particularly the extensive surface car parking.
- Introduction of a wider range of uses commensurate with the role of the District Centre, including the introduction of new F&B / evening economy uses to improve dwell time.

#### **Threats**

- Competition from the adjoining out of centre retail park and larger centres (e.g. Arena Park) nearby.
- Failure to develop the range of offer leaving the Asda to function as a standalone store.
- Further decline in footfall.



## **Conclusions**

Brade Drive is the City's smallest District Centre (in terms of the number of outlets) with just 7 outlets. It is anchored by a large Asda store which provides a main food shopping function in addition to a limited non-food shopping and services offer. The store helps to sustain the centre's small-scale retail services. There is also a Buzz Bingo.

Despite being a vital and viable centre within the limitations of its overall offer, footfall data shows that pedestrian activity within the centre remains well short of pre-pandemic levels. Brade Drive needs a broader range of services – including F&B options – to ensure its future health and improve its role and function as a District Centre.

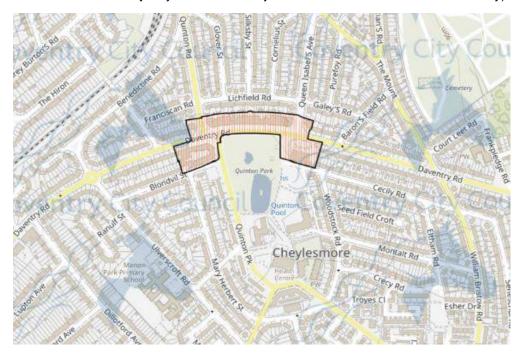


# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

## DAVENTRY ROAD DISTRICT CENTRE

# **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy).



Designated Centre 2016

# **Description of Centre**

Daventry Road District Centre primarily serves the day-to-day shopping and service needs of local residents in the Cheylesmore area to the south of the City Centre and comprises a number of small shop units to the north of Daventry Road and Quinton Park, and a large Asda supermarket and further parade of shop units to the south of the road and to the east and west of the park respectively.

# **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - o Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)



#### **Footfall**

The figure below illustrates the pedestrian heat map for Daventry Road and shows a particular concentration of footfall to the west of Cheylesmore Shopping Parade and along the eastern part of Quinton Parade.

# **Daventry Road Footfall Heat Map**

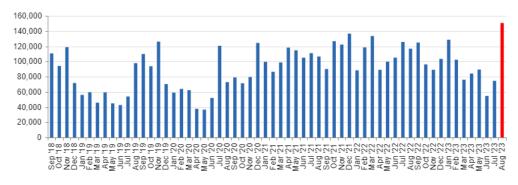


Source: Datscha

A section of Daventry Road District Centre, located along Cheylesmore Shopping Parade, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has consistently been at higher levels post-pandemic than it was pre-pandemic, although there does appear to have been quite significant variation month on month. Despite an unusually low month in June 2023, monthly footfall counts have generally been above 80,000 since December 2020. The most recent month recorded, August 2023, represents the peak month for this period with a footfall count of 151,000.

# Footfall of Daventry Road, Cheylesmore Shopping Parade (September 2018 – August 2023)



Source: Datscha

#### **Catchment Area**

Daventry Road District Centre lies within Zone 1 of the household survey study area. The household survey results indicate that the centre's trade draw is localised, with the Asda store securing convenience and (to a lesser extent) comparison trade from Zone 1 but not beyond.



The other main food shopping destinations for Zone 1 residents include the Asda stores at Brade Drive District Centre and Abbey Park, Aldi at the Airport Retail Park and Brandon Road MDC.

#### **Use of Centre**

The household survey responses indicate that 'shopping in general' (32%) is the main reason for visiting the centre, followed by food shopping and non-food shopping (both 16%) specifically. The financial services are also an important draw (14%).

Around 41% of respondents who said Daventry Road is their closest centre indicated that they visit the centre at least once a month for shopping, leisure and services and only 26% never visit.

#### **Customer Views**

Of the household survey respondents who said Daventry Road District Centre is their closest centre (59 respondents in total) the top five main likes are:

- closeness to home (42%)
- good food stores (27%)
- good range of non-food shops (17%)
- free car parking (7%)
- easy to park (7%)

Only 9% of respondents said they like nothing / very little about Daventry Road.

# **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised the District Centre's strengths and weaknesses as follows:

#### Strengths

- The centre has a good range of small shops and services serving the day to day needs of local residents.
- The centre has a low vacancy rate, suggesting that the centre is relatively healthy.
- The centre is well connected via public transport.
- The adjacent Quinton Park contributes to the attractiveness of the centre.

#### Weaknesses

- The centre lacks an anchor store, such as a medium to large supermarket.
- The centre provides only a limited range of lower order comparison goods retailers, and has a high proportion of second hand/charity shops.

## Diversity of Uses (April 2022)

Daventry Road is based on a survey undertaken in April 2022. There are total of 50 outlets in Daventry Road, which occupy 5,110 sqm of floorspace. Together, Comparison and Convenience Retail have 20 outlets combined (40%) and almost 2,500 sqm of floorspace, which accounts for just under half of the overall floorspace. Individually, Comparison floorspace is almost half that of the national average and Convenience floorspace is double that of the national average. Retail Services also have a much higher representation in both outlet numbers and total floorspace compared to the UK average while Leisure Services are underrepresented. Financial & Business Service provision is slightly above average (5 units and 548 sqm accounting for 10.7% of floorspace). The centre has a



limited Leisure Service offer, the most floorspace occupied by casinos / betting offices at approximately 185 sqm.

There are a total of 7 vacant outlets in the centre, 14% of the total outlets, which is close to the UK average. However, the vacancies only account for 437 sqm or 8.6% of all floorspace suggesting the vacant units are generally small.

Table A: Outlets and Floorspace in Daventry Road

	No. Outlets	% of Total Outlets Daventry Rd	% of Total Outlets UK Average	Gross Floorspace (sqm)	% of Total Floorspace Daventry Rd	% of Total Floorspace UK Average
Comparison Retail	12	24.0%	26.9%	808	15.8%	30.1%
Convenience Retail	8	16.0%	9.3%	1,654	32.4%	15.5%
Retail Services	12	24.0%	15.8%	1,171	22.9%	7.2%
Leisure Services	6	12.0%	25.3%	492	9.6%	26.2%
Financial &						
Business Service	5	10.0%	8.8%	548	10.7%	6.6%
Vacant	7	14.0%	13.9%	437	8.6%	13.8%
Total	50	100.0%	100.0%	5,110	100.01%	100.0%

Source: Experian Category Goad Report - April 2022

The table below shows that the centre has gained 3 outlets since 2013, including the Asda supermarket. Despite this there has been a reduction in Convenience outlets by 1 and Comparison outlets by 5. There has also been an increase in units in Service uses and vacancies.

Table B: Change in Outlets 2013-22

	Outlets 2013	Outlets 2022	% Total 2013	% Total 2022	Change in Outlets 2013-22	% Change in Outlets 2013-22
Comparison Retail	16	12	34.0%	24.0%	-4	-25.0%
Convenience Retail	9	8	19.1%	16.0%	-1	-11.1%
Services	19	23	40.4%	46.0%	4	21.1%
Vacant	3	7	6.4%	14.0%	4	133.3%
Total	47	50	100.0%	100.0%	3	6.4%

Source: Source: Experian Category Goad Report - April 2022 and Coventry and Shopping Centres Study 2014

There are 19 national multiples in Daventry Road centre, which is 44% of all occupied outlets. The highest representation of multiples is in the Financial & Business Service sector and the lowest representation has been identified in Comparison Retail with 17%.

Table C: % Multiple Representation of total outlets

	Multiples (Outlets) 2022	% of Total Outlets
Comparison Retail	2	17%
Convenience Retail	4	50%
Retail Service	5	42%
Leisure services	4	67%



Financial & Business Service		4	80%	
	Total multiples	19	44%	

Source: Experian Category Goad Report - April 2022

The table below lists the majority of major retailers within the centre. The major operators in the Financial & Business Service sector uses are banks / building societies and the centre is anchored by Asda.

**Table D: National Multiple Representation** 

Convenience	Comparison	Leisure Service	Finance & Business Service	Retail Service
Asda	Boots	Subway	Lloyds Bank	Post Office
Timpson	Card Factory	Domino's Pizza	Coventry Building Society	Specsavers
Greggs		William Hill	HSBC UK	Boots Opticians
		Bet Fred		

Source: LSH

# Evening / Night time economy

Two of the centre's four Leisure Service outlets are occupied by fast food & takeaway operators. No other F&B / evening economy uses are represented within the centre, which contributes to lower levels of pedestrian activity into the evening (as the graph below shows).



# **Conclusions on Diversity of Uses:**

Daventry Road comprises 50 outlets and has a relatively balanced mix of uses, with 20 retail outlets (12 comparison and 8 convenience including an Asda foodstore) and 23 services. The centre therefore caters well for the day-to-day shopping and service needs of local residents. However, there is a limited leisure provision which contributes to a low level of evening activity.

A relatively high proportion of the centre's outlets (44%) are occupied by national multiples.

## Vacancies (April 2022)

The centre has 7 vacant outlets based on April 2022 survey data, equating to a vacancy rate of 14% (broadly in line with the UK average). This compares with just 3 vacancies recorded in 2013 as shown in Table B above.



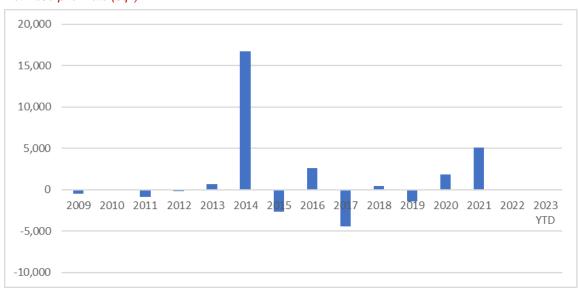
# **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

The large take-up of space in 2014, was due to additional floorspace being delivered in the area (+48%) and immediately taken-up by Asda. However, following years have seen both negative and positive absorption rates, suggesting saome reoccupation of vacant space.

## Net Absorption rate (sqft)

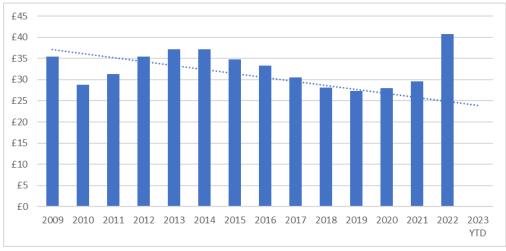


Source: CoStar

#### **Commercial Rents**

Commercial rent in Daventry Road has fluctuated around £30/sqft/in recent years, representing a level considerably above the £20/sqft/year being achieved in the City Centre. However, the trend appears to be downwards, albeit 2022 saw an improvement. However, this is likely to be based on limited transaction data.

## Market Rent (£/sqft/year)



Source: CoStar



# Accessibility

# **Public Transport:**

- The centre is served by a number of bus routes, with stops located close along Daventry Road, Quinton Road, Quinton Park and Queen Isabels Avenue.
- The centre is not served by a train station.

# Car Accessibility:

- The centre is easily accessible by car along Daventry Road, which connects with the A4114 to the east.
- Off-street car parking is available to the front of the shops and services along Daventry Road (free for two hours) and the Asda foodstore has a dedicated customer car park.

## **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- Pavement widths are generally satisfactory and there are crossing points along Daventry Road at either end of the District Centre (only the crossing to the west is signal-controlled).

# Perception of Safety and Occurrence of Crime<sup>18</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Crime rates in Daventry Road District Centre are generally low, accounting for less than 0.5% of all crimes recorded in Coventry City. Of those reported over half relate to violence and sexual offences or vehicle related crimes.

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>19</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	0	
Street lighting	4	The centre and its pavements are reasonably well lit.
Public seating	2	The centre lacks provision of public seating, although the adjacent Quinton Park provides some seating and opportunities for rest.
Litter bins	4	A limited number of litter bins are provided along the centre's main pedestrian routes.

<sup>18</sup> Source: UKCrimeStats

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<sup>&</sup>lt;sup>19</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



Pedestrianised areas	3	There are no pedestrianised shopping streets within the centre although the pedestrian routes are generally safe and well maintained.
Building quality	4	The centre's overall building quality is above average.
Green spaces	4	The centre itself lacks green spaces but the adjacent Quinton Park compensates for this.
Built environment (eg no graffiti)	4	The quality of the built environment is reasonable to good.
Presence of litter / street cleaning	4	The pavements are generally clean and well maintained.
Traffic levels	3	Daventry Road is a busy vehicular route, although most of the centre's shops and services are setback (separated by off-street car parking).
Provision of pedestrian crossings	3	There are crossing points along Daventry Road at either end of the District Centre (only the crossing to the west is signal-controlled).
Pavement widths	3	The pavement widths are generally satisfactory.
Cycle parking	3	There is limited provision of cycle stands available within the centre.
Planters / Trees	4	The centre contains a good number of planters along Daventry Road, while the adjacent Quinton Park includes more planters / trees.
Quality of shop fronts / displays	4	The quality of shop fronts / displays is generally above average.

# **Investment Plans and Development Opportunities**

There is no information available on investment proposals for the centre.

# **Barriers to Business**

There are no known barriers to business relating specifically to Daventry Road District Centre.

# **SWOT Analysis**

# **Strengths**

- Daventry Road District Centre caters well for the day-to-day shopping and service needs of the centre's users.
- The centre is anchored by a modern Asda supermarket.
- The centre includes a good mix of national multiples and independent businesses.
- The centre has strong levels of pedestrian footfall since the pandemic.
- The centre is well served by off-street car parking in addition to local bus services.
- The adjacent Quinton Park contributes to the attractiveness of the centre.



#### Weaknesses

- There is a lack of leisure services (including F&B) within the centre.
- The centre has a reasonably limited and declining comparison shopping offer in terms of the number of outlets.

# **Opportunities**

• The introduction of F&B / evening economy uses to improve dwell time and extend activity into the evening.

## **Threats**

- Loss of bank and financial services offer.
- Competition from nearby larger centres and out-of-centre retail and leisure provision.

#### **Conclusions**

Daventry Road District Centre appears to be a healthy, vital and viable centre. It includes a modern Asda store together with a good range of small shops and services which cater for the day-to-day needs of local residents. It also has a popular financial services offer. A relatively high proportion of the centre's outlets (44%) are occupied by national multiples, and footfall levels in the centre are higher than pre-pandemic. The centre's vacancy rate has risen since 2013 but remains broadly in line with the UK average.

Daventry Road would benefit from an expanded leisure offer, including evening / night time economy uses, to extend the hours of activity and improve its role and function as a District Centre.



# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

## **EARLSDON DISTRICT CENTRE**

## **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy)



Designated Centre 2016

# **Description of Centre**

Earlsdon is a traditional linear centre located along Earlsdon Street, to the southwest of Coventry City Centre. It consists of various retail and leisure units of mixed age and character extending south westwards from the junction of Earlsdon Avenue North and South and Albany Road.

# **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - Policy R1 (Delivering Retail Growth)
  - o Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)

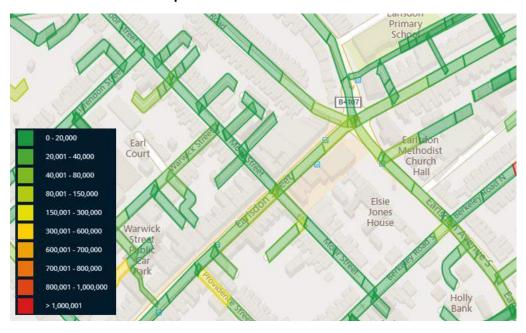


 The entire centre lies within a designated Conservation Area and is therefore subject to the provisions of Policies HE1 (Conservation Areas) and HE2 (Conservation and Heritage Assets) of the Local Plan.

#### **Footfall**

The figure below illustrates the pedestrian heat map for Earlsdon and shows similar levels of footfall throughout the centre.

# **Earlsdon Footfall Heat Map**

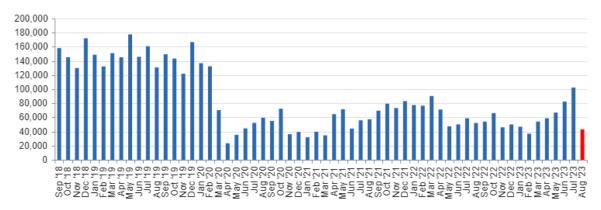


Source: Datscha

A section of Earlsdon District Centre, located along Earlsdon Street, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall fell dramatically in April 2020 at the beginning of the COVID-19 pandemic. Although footfall count figures have grown from this point onwards, they remain significantly below the levels seen pre-pandemic. Where monthly numbers were regularly above 120,000 in 2018 and 2019, they now rarely surpass 80,000.

# Footfall of Earlsdon, Earlsdon Street (September 2018 - August 2023)



Source: Datscha



#### **Catchment Area**

Earlsdon District Centre lies within Zone 4 of the household survey study area. The household survey results indicate that the District Centre's trade draw is localised, given the limited scale of retail provision, As a result Earlsdon does not feature notably in the household survey results for main food or non-food shopping. However, the centre is a popular 'top-up' food shopping destination for Zone 4 residents.

The main convenience retail destinations for Zone 4 households are Cannon Park Major District Centre (including Tesco and Aldi), the Sainsbury's at Fletchamstead Highway and the Morrisons at Holyhead Road.

#### **Use of Centre**

The household survey responses indicate that visiting cafes, restaurants and takeaways is the main reason for visiting the District Centre (34%), followed by 'shopping in general' (16%). Only 9% of respondents who said Earlsdon is their closest centre indicated that 'food shopping' is the main reason for visiting.

The centre is used more frequently than most of the District Centres, with 26% of respondents visiting at least once a week, although 31% indicated that they never visit the centre.

#### **Customer Views**

The centre seems to be popular with local residents. Of the household survey respondents who said Earlsdon District Centre is their closest centre (107 respondents in total) the top five main likes are:

- attractive environment / nice place (51%)
- good pubs, cafes or restaurants (28%)
- closeness to home (16%)
- good range of non-food shops (14%)
- close to friends or relatives (6%)

# **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised the District Centre's strengths and weaknesses as follows:

# Strengths

- The centre has no vacant units, which indicates the centre is healthy, vital and viable.
- The centre has a good range of restaurants/cafes and pubs, suggesting a strong evening economy.
- The buildings are of good quality and the centre is generally well maintained.

# Weaknesses

- On-street parking in the centre causes some congestion and impedes pedestrian flow.
- There is a limited choice of comparison goods retailers, and the centre lacks large retail units that would be suitable to accommodate national multiple retailers.

## Diversity of Uses (January 2023)

The data for Earlsdon is based on a street survey of outlets undertaken by LSH in January 2023. The audit recorded a total of 58 outlets in the District Centre. Comparison and Convenience Retail



together total 20 outlets, accounting for approximately 35% of the total number of outlets and on par with the UK average. The number of Retail Service outlets is almost 10 percentage points higher than the UK average (24.1% compared to 15.8%). Leisure Services occupy the highest proportion of outlets with 31% representation, again above the UK average. There are 5 vacant outlets which equates to a vacancy rate of 8.6%, well below the UK average of 13.9%.

Table A: Outlets in Earlsdon

	No. Outlets	% of Total Outlets Earlsdon	% of Total Outlets UK Average
Comparison Retail	13	22.4%	26.9%
Convenience Retail	7	12.1%	9.3%
Retail Services	14	24.1%	15.8%
Leisure Services	18	31.0%	25.3%
Financial & Business Service	1	1.7%	8.8%
Vacant	5	8.6%	13.9%
Total	58	100.0%	100.0%

Source: LSH Audit

Since 2013 the overall number of outlets has decreased by 1 (from 59 to 58). The most substantial change has been in Comparison Retail, which experienced a loss of 9 outlets (from 22 to 13). The number of vacant outlets has increased from nil to 5 outlets and the service offer has also increased. This is consistent with national trends.

Table B: Change in Outlets 2013-23

	Outlets 2013	Outlets 2023	% Total 2013	% Total 2023
Comparison Retail	22	13	37.3%	22.4%
Convenience Retail	8	7	13.6%	12.1%
Services	29	33	49.2%	56.9%
Vacant	0	5	-	8.6%
Total	59	58	100.1%	100.0%

Change in Outlets 2013-23	% Change in Outlets 2013-23
-9	-40.9%
-1	-12.5%
4	13.8%
5	-
-1	-1.7%

Source: LSH Audit and Coventry and Shopping Centres Study 2014

The table below identifies the food and beverage outlets and shows the centre has a strong cafe (7) and restaurant (6) offer. Fast food and takeaways are under-represented.

**Table C: Food and Beverage Outlets** 

	F&B Outlets	% of Total Outlets Earlsdon	% of Total Outlets UK Average
Bars & Wine Bars	0	0.00%	2.2%
Cafes	7	12.1%	5.0%
Fast Food & Takeaways	2	3.5%	6.1%
Public Houses	2	3.5%	2.6%
Restaurants	6	10.3%	4.9%
Total	17	29.3%	20.8%

Source: LSH Audit



The table below lists the national multiple retailers within the centre. These include two convenience stores (Co-op and One Stop) and a limited number of comparison retailers and leisure services.

**Table D: National Multiple Representation** 

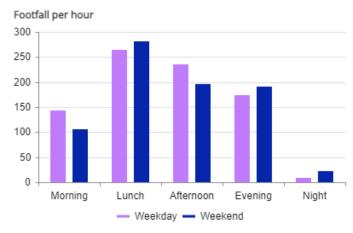
Convenience	Comparison	Leisure Service	Retail Service
Co-operative	Age UK	Wetherspoon's	Post Office
One Stop	Lloyds Pharmacy	Subway	
Greggs	Sense		

Source: LSH Audit

#### Evening / Night time economy

As shown in Table C above, Earlsdon District Centre has 17 F&B outlets, representing almost a third of the total number of outlets in the centre.

The household survey indicates that 'to visit cafes, restaurants and takeaways' is the principal reason for visiting the District Centre (cited by 34% of respondents who said Earlsdon is their closest centre) and the centre is well served by cafes and restaurants in addition to 2 public houses. There is also a theatre (The Criterion) located to the rear of centre, which help to extend activity into the evening. This results in strong footfall during the evening period.



Source: Datscha

# **Conclusions on Diversity of Uses:**

Earlsdon District Centre comprises 58 outlets and provides a balanced mix of uses, with 20 retail outlets (13 comparison and 7 convenience including a Co-op convenience store) and 33 services. The services offer includes a good range of F&B uses, although there are no financial services available in the centre.

The centre includes a mix of national multiples and independent businesses.

## Vacancies (January 2023)

The centre has 5 vacant outlets based on the January 2023 street survey. This equates to a vacancy rate of 8.6% which is below the UK average (13.9%) but a notable increase on 2013 levels, when no vacant outlets were recorded in the centre.

# **Changes in Representation and Market Demand**

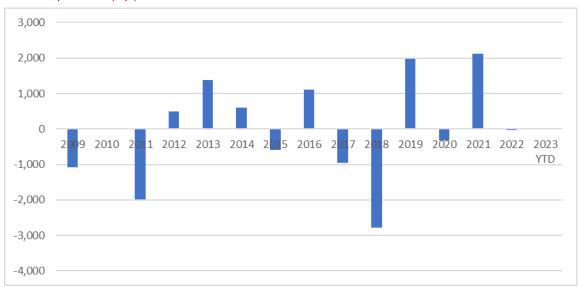
Market demand can be assessed by looking at net absorption of retail floorspace in the area.



**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Net absorption of retail floorspace in Earlsdon is directly correlated with vacancy rate, with a variable performance between 2009 and 2018, before better performance (and positive take-ups) from 2019 onwards.

## Net Absorption rate (sqft)

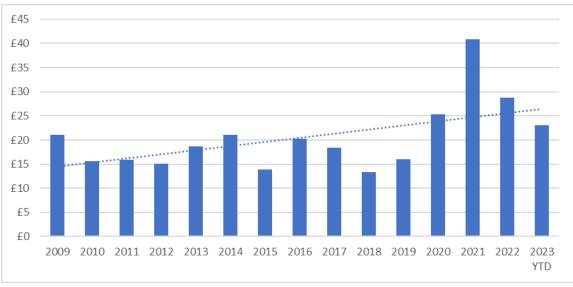


Source: CoStar

# **Commercial Rents**

Commercial rent in Earlsdon has progressively increased from an average of circa £15/sqft/year observed between 2009 and 2018 to circa £20 - 25/sqft/year between 2020 and 2023, which is similar to/above the City Centre average of around £20/sqft/year. This demonstrates the relatively good performance of the area as a retail and leisure destination and willingness of occupiers to pay more to be located in this centre.

## Market Rent (£/sqft/year)



Source: CoStar



# Accessibility

# **Public Transport:**

- The centre is served by a number of bus stops along Earlsdon Street, close to the shops and services, providing services to/from the City Centre and surrounding areas.
- The centre is not served by a train station.

# Car Accessibility:

- The centre is easily accessible by car along Earlsdon Street and via surrounding residential streets.
- There are limited on-street parking bays focused along Earlsdon Street (restricted to one-hour of free parking) and adjacent streets.

# **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- The centre lacks safe crossing points close to the shops and services, with just one crossing
  point (a zebra crossing) along Earlsdon Street. The roundabout and road junctions at the
  eastern end of the centre also provide zebra crossings, but not at the Earlsdon Street
  junction.

# Perception of Safety and Occurrence of Crime<sup>20</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Crime rates in Earlsdon are generally low with violence & sexual offences, vehicle crime and burglary the most frequently reported.

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>21</sup>	Comments
Conservation Area	4	The entire centre lies within a Conservation Area.
Significant / Listed buildings	4	The eastern end of the centre (fronting the roundabout) includes some listed buildings, including the City Arms public house, the Methodist Church and the library.
Street lighting	4	The centre and its pavements are reasonably well lit.
Public seating	2	Public seating is limited to a bench outside the library building at the eastern end of the centre.

<sup>20</sup> Source: UKCrimeStats

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<sup>&</sup>lt;sup>21</sup> Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0

Litter bins	4	A limited number of litter bins are provided along the centre's main pedestrian routes.
Pedestrianised areas	3	There are no pedestrianised shopping streets within the centre although the pedestrian routes are generally safe and well maintained.
Building quality	4	The centre's overall building quality is above average.
Green spaces	1	There are no green spaces of note within the centre.
Built environment (eg no graffiti)	4	The quality of the built environment is generally good.
Presence of litter / street cleaning	4	The pavements are generally clean and well maintained.
Traffic levels	2	Traffic levels along Earlsdon Street have an adverse impact on the centre's shopping environment.
Provision of pedestrian crossings	2	There is just one safe crossing point (a zebra crossing) along Earlsdon Street, which is insufficient given the long and linear nature of the centre.
Pavement widths	3	The pavement widths are generally satisfactory but do narrow in places.
Cycle parking	3	There is limited provision of cycle stands available within the centre.
Planters / Trees	4	There are a limited number of planters on the pavements along Earlsdon Street.
Quality of shop fronts / displays	4	The quality of shop fronts / displays is generally above average.

# **Investment Plans and Development Opportunities**

There is no information available on investment proposals for the centre.

#### **Barriers to Business**

There are no known barriers to business relating specifically to Earlsdon District Centre.

# **SWOT Analysis**

## **Strengths**

- Convenience retail provision in Earlsdon District Centre caters well for the top-up food shopping needs of the centre's users.
- The centre has a reasonable range of service and community facilities, including a library.
- The centre has a strong F&B offer including cafes, restaurants and pubs.
- The Criterion theatre is located within walking distance of the centre.
- The centre includes a good mix of national multiples and independent businesses.
- The centre is well served by on-street parking bays in addition to local bus services.
- The centre is within a conservation area and provides an attractive environment with a range of architectural styles represented.



#### Weaknesses

- The centre lacks a main foodstore to cater for local residents' main food shopping needs.
- There are no financial services (e.g. banks) within the centre.
- Levels of footfall have not recovered to pre-pandemic levels.
- The centre has a lack of safe crossing points along Earlsdon Street.

# **Opportunities**

- The centre is a popular evening destination.
- Targeted environmental and public realm improvements such as more crossing points, modern paving and landscaping materials could encourage dwell time and enhance the centre's appeal to customers.

#### **Threats**

- Competition from nearby larger centres and out-of-centre retail and leisure provision.
- · Continued decline in daytime footfall.

#### **Conclusions**

Earlsdon District Centre is an attractive, traditional linear centre within a designated Conservation Area. It includes a mix of national multiples and independent businesses and the centre's vacancy rate is below the UK average. The centre therefore appears healthy and offers a balanced mix of uses to serve its localised catchment, catering well in terms of top-up food shopping and service and community facilities. Earlsdon also has a strong F&B offer including cafes, restaurants and pubs and a theatre on the edge of the centre.

However, footfall remains below pre-pandemic levels and the centre has seen a decline in its retail offer. Environmental improvements including safe crossing points along Earlsdon Street may assist in ensuring the centre maintains a vibrant daytime economy to complement the evening

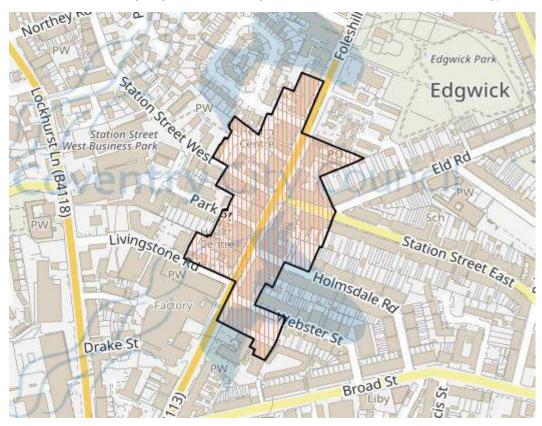


# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

# **FOLESHILL DISTRICT CENTRE**

# **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy)



Designated Centre 2016

# **Description of Centre**

Foleshill is a traditional, linear centre focused along Foleshill Road (B4113) broadly equidistant between Coventry City Centre to the south and Arena Park Major District Centre to the north. It is one of the largest district centres in Coventry, in terms of the number of units. The centre has a substantial residential 'walk-in' catchment and primarily serves the day-to-day shopping and service needs of this population and passers-by.

# **Current Planning Policies / Designations:**

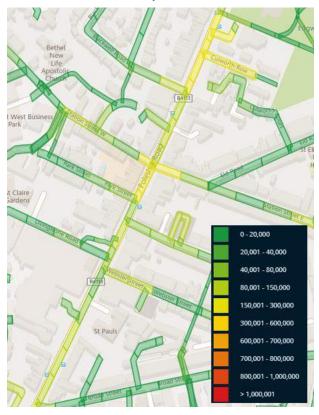
- As a defined District Centre, the following Local Plan policies apply to the centre:
  - Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - o Policy CO1 (New or improved social community and leisure premises)



#### **Footfall**

The figure below illustrates the pedestrian heat map for Foleshill and shows footfall along the length of Foleshill Road, with slightly higher levels at the northern end of the centre.

# Foleshill Footfall Heat Map

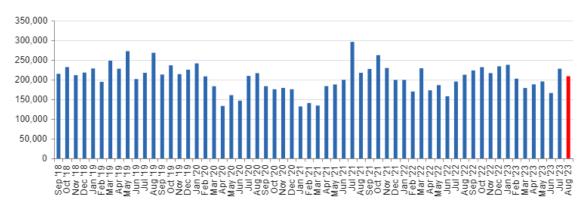


Source: Datscha

A busy section of Foleshill District Centre, located along Foleshill Road, was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has been stable during this period. Whilst there were low periods during the pandemic (April, May and June 2020 and January, February and March 2021), footfall has recovered to levels comparable to pre-pandemic. A footfall count peak came in July 2021 (296,000).

Footfall of Foleshill, Foleshill Road (September 2018 - August 2023)



Source: Datscha



#### **Catchment Area**

Foleshill District Centre lies within Zone 2 of the household survey study area. Based on the household survey results, the centre has a very localised catchment area for convenience retail and secures limited market share even from its 'home' zone. Just 1.8% of zone 2 households normally shop at Foleshill District Centre (specifically the Food City supermarket) for their main food and grocery shopping needs; while 6.4% normally do most of their top-up food shopping at Food City. The most popular foodstores for Zone 2 households are Aldi at Gallagher Retail Park, Tesco Extra at Arena Park and Sainsbury's at Fletchamstead Highway.

Unsurprisingly, given the limited scale and nature of its comparison retail offer, the survey results include very low or no responses identifying Foleshill District Centre as a location where households normally do most of their non-food shopping. Main comparison retail destinations for Zone 2 households are Coventry City Centre and Arena Park MDC.

## **Use of Centre**

The household survey results confirm that convenience shopping is the principal reason for visiting the centre. Of the household survey respondents who said Foleshill District Centre is their closest centre (75 respondents in total), 60% said food shopping is the main reason for visiting, followed by shopping in general (21%) and non-food shopping (9%).

Only 16% of respondents use the centre at least once a week for shopping, leisure and services, and only 22% visit at least once a month. More than two-thirds (67%) said their household never visits the centre.

#### **Customer Views**

Of the household survey respondents who said Foleshill District Centre is their closest centre (75 respondents in total) the top five main likes are:

- closeness to home (31%)
- good food stores (26%)
- traditional (10%)
- quiet (10%)
- good range of non-food shops (10%).

Some 42% of respondents said they like nothing / very little about Foleshill.

# **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised Foleshill's strengths and weaknesses (as a District Centre) as follows:

## Strengths

- The centre provides a selection of specialist and ethnic food stores.
- The centre is easily accessible by public transport, served by a number of bus routes and with bus stops located within the centre.
- The vacancy rate is lower than the national average.

#### Weaknesses

- The centre does not have a main anchor store such as a medium to large supermarket.
- The centre only provides a limited range of lower order, comparison goods retailers.



- The centre lacks large retail units that would be suitable to accommodate national multiple retailers.
- The appearance of the centre is poor quality, with some of the façades in need of improvement.

## Diversity of Uses (April 2022)

The data for Foleshill is based on an Experian Goad survey in April 2022 which covers a more extensive area than the defined district centre. As a result of the boundary differences we are unable to compare the Experian Goad data against the Land Use Survey data from 2012.

Experian Goad identifies a total of 149 outlets with an overall floorspace of 15,561 sqm. Retail has an overall number of 65 outlets, Comparison having 32 and Convenience 33 and a combined floorspace of 6,782 sqm (2,852 sqm and 3,930 sqm respectively). The Convenience offer is significantly above the UK average while Comparison offer is noticeably below in terms of floorspace.

The Retail and Leisure Services offer is similar in terms of the number of units, but Leisure Services has the greater floorspace at 3,363 sqm. This is below the UK average, whilst the retail Service offer is above. There are 13 Financial & Business service outlets with 1,180 sqm of floorspace which is similar to the UK average.

There are 16 vacant outlets and this results in 2,471 sqm in vacant floorspace, which is marginally higher than UK average in terms of floorspace, although it is below the average in terms of the proportion of units (15.9% compared to 13.8% and 10.7% and 13.9% respectively).

Table A: Outlets and Floorspace in Foleshill District Centre

	No. Outlets	% of Total Outlets Foleshill	% of Total Outlets UK Average	Gross Floorspace (Sqm)	% of Total Floorspace Foleshill	% of Total Floorspace UK Average
Comparison Retail	32	21.5%	26.9%	2,852	18.3%	30.1%
Convenience Retail	33	22.2%	9.3%	3,930	25.3%	15.5%
Retail Services	27	18.1%	15.8%	1,765	11.3%	7.2%
Leisure Services	28	18.8%	25.3%	3,363	21.6%	26.2%
Financial & Business Service	13	8.7%	8.8%	1,180	7.6%	6.6%
Vacant	16	10.7%	13.9%	2,471	15.9%	13.8%
Total	149	100.0%	100.0%	15,561	100.0%	100.0%

Source: Experian Category Goad Report - April 2022

Out of the 28 Leisure Service outlets there are 18 which are in food and beverage use. This comprises of 3 cafes, 11 fast food & takeaways and 4 restaurants. There are no bars or public houses in the Goad area. Compared to the UK averages fast food and takeaway representation is high in terms of floorspace.



Table B: Food & Beverage Outlets and Floorspace

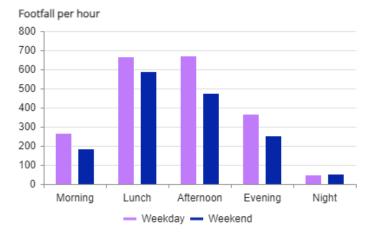
	F&B Outlets	% of Total Outlets Foleshill	% of Total Outlets UK Average	F&B Floorspace (sqm)	% of Total Floorspace Foleshill	% of Total Floorspace UK Average
Bars & Wine Bars	0	0.00%	2.24%	0	0.00%	2.20%
Cafes	3	2.01%	5.00%	204	1.31%	2.73%
Fast Food & Takeaways	11	7.38%	6.05%	966	6.21%	2.90%
Public Houses	0	0.00%	2.60%	0	0.00%	3.47%
Restaurants	4	2.68%	4.89%	325	2.09%	4.11%
Total	18	12.07%	20.78%	1,496	9.61%	15.41%

Source: Source: Experian Category Goad Report - April 2022

National multiple representation in the centre is very limited, with just 6 (4% of outlets) occupied by national chains. This includes Greggs, Paddy Power and Lloyds Bank.

## Evening / Night time economy

As shown in Table B above, 18 of the centre's 28 Leisure Service outlets are dedicated to F&B provision comprising 11 takeaways, four restaurants and three cafes. There is no other evening / night time economy provision of note, although the footfall graph below indicates reasonable levels of activity into the evening and night.



Source: Datscha

#### **Conclusions on Diversity of Uses:**

Foleshill is one of the City's largest District Centres (149 outlets in total) and it has a good mix of retail and service uses. The proportion of convenience retail outlets and floorspace is well above the UK average, as is the centre's representation by retail services. These findings reflect the strong convenience-based function of the centre.

Foleshill has a strong independent offer with few national multiples represented, providing a good selection of specialist and ethnic food and non-food stores. The F&B offer is dominated by fast food and takeaways (above UK average levels) and a limited number of restaurants and cafes.



# Vacancies (April 2022)

The centre has a vacancy rate close to the UK average, with the proportion of vacant units being slightly below average and floorspace being slightly above.

The findings of the Coventry City Wide Shopping and Centres Study 2014 Update would suggest the number of vacant outlets has increased from 8 in 2013 to 16 in 2022. However, as noted previously, the 2014 Update considered a smaller area than the latest Experian Goad data.

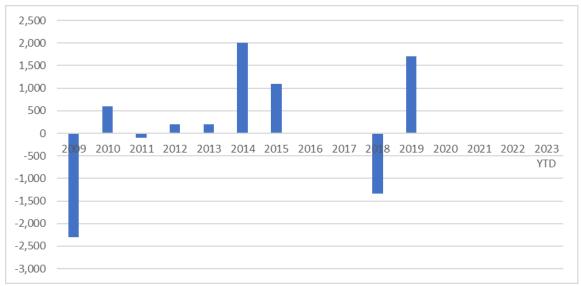
#### Changes in Representation and Market Demand

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

As suggested by the vacancy data, net absorption has been positive in Foleshill, with the exception of 2009 and 2018. There is no data available for the period from 2020 onwards.

## Net Absorption rate (sqft)



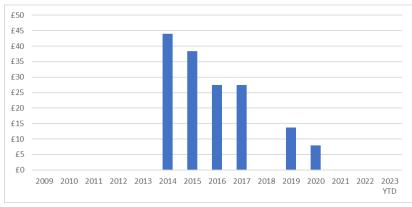
Source: CoStar

#### **Commercial Rents**

Commercial rent in the Foleshill area has decreased significantly since 2014, although there is no data available for the period since 2020.



#### Market Rent (£/sqft/year)



Source: CoStar

# Accessibility

# **Public Transport:**

- The centre is served by a number of bus routes, with stops located at regular intervals along Foleshill Road, providing direct services to/from the City Centre and surrounding areas.
- The centre is not served by a train station.

# Car Accessibility:

- The centre has limited on-street car parking available along sections of Foleshill Road. Provision is typically limited to short stays (i.e. up to 30 minutes).
- Some of the centre's larger outlets (i.e. grocery stores) have free customer car parking to the rear.

## **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- The pedestrian routes through the centre, along Foleshill Road, are also generally safe and well maintained. However, considering the centre's busyness, the pavements are relatively narrow in places (due to street furniture, bus shelters and the occasional on-street deliveries to local businesses).
- There are several signal-controlled crossing points across Foleshill Road and adjacent streets, with dropped kerbs and tactile paving.
- There is limited provision of seating in order to provide opportunities for rest.

# Perception of Safety and Occurrence of Crime<sup>22</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

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<sup>&</sup>lt;sup>22</sup> Source: UKCrimeStats



Around 1.7% of all Coventry City crimes were committed in the Foleshill centre, with violence and sexual offences being the most reported, followed by shoplifting and vehicle crimes.

# **Environmental Quality**

Feature	Ranking (0- 5) <sup>23</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	2	There are a few buildings of merit, namely St Paul's Church and the Shri Guru Ravidass Temple building at the southern end of the centre.
Street lighting	3	The centre's pavements and crossing points are reasonably well lit.
Public seating	3	Limited seating is available along Foleshill Road close to the main shopping facilities.
Litter bins	3	A limited number of litter bins are available.
Pedestrianised areas	3	There are no pedestrianised shopping streets within the centre although the pedestrian routes along Foleshill Road and adjacent streets are generally safe and well maintained, even if relatively narrow in places.
Building quality	3	The centre's overall building quality is average.
Green spaces	1	The centre lacks green spaces along Foleshill Road.
Built environment (eg no graffiti)	3	The built environment is generally of average quality.
Presence of litter / street cleaning	3	The pavements are reasonably clean and well maintained, with limited occurrences of littering.
Traffic levels	2	Levels of traffic and congestion along Foleshill Road are high.
Provision of pedestrian crossings	3	There are several signal-controlled crossing points across Foleshill Road and adjacent streets, with dropped kerbs and tactile paving.
Pavement widths	3	The pavement widths are generally satisfactory but do narrow in places.
Cycle parking	2	There are limited cycle stands available within the centre.
Planters / Trees	2	The centre contains limited street trees and is lacking in planters.
Quality of shop fronts / displays	2	A number of the centre's shop fronts / displays require improvement.

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 $<sup>^{23}</sup>$  Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



### **Investment Plans and Development Opportunities**

There is no information available on investment proposals for the centre.

#### **Barriers to Business**

There are no known barriers to business relating specifically to Foleshill District Centre.

## **SWOT Analysis**

# **Strengths**

- The centre has a good selection of independent businesses including specialist and ethnic food and non-food stores, which help to create a distinctive offer.
- The centre caters well for the day-to-day food shopping needs of the centre's users
- The centre is well served by local bus services.
- Footfall levels have been relatively stable between the period September 2018 August 2023, with pedestrian activity remaining strong during the pandemic.

#### Weaknesses

- High traffic flows have a detrimental effect on the shopping environment and disconnect the businesses on either side of Foleshill Road.
- The centre is not used by a high proportion of local residents
- The centre's F&B offer lacks diversity and there are no bars or public houses to support the evening / night time economy.
- There is limited car parking available within the centre, with most provided as restricted onstreet car parking.

## **Opportunities**

- There is a large resident population close to the centre that does not currently visit.
- Targeted environmental improvements (such as signage, seating, planters and shop front improvements) and consideration for the branding and/or marketing of the centre would enhance its attractiveness and appeal to customers.

#### **Threats**

- Competition from nearby larger centres (e.g. Arena Park) and the City Centre.
- Inability to attract local trade and loss of expenditure from the area.

# **Conclusions**

Foleshill is one of the City's largest District Centres and provides a good range of independent and specialist retail and service uses. Pedestrian footfall throughout the centre continues to be strong and vacancies are slightly below the UK average. Overall, the centre appears to be a reasonably vital and viable centre within the limitations of its convenience-based function and localised catchment.

However, the centre lacks diversity in its F&B / evening economy offer and is also faced with challenges in relation to traffic, car parking and environmental quality issues. More should be done to promote and enhance Foleshill's specialist and ethnic shopping offer, in order to make it more distinguishable from competing provision and more attractive to customers (including the many local residents who 'never' visit the District Centre according to the household survey).



# COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

# JARDINE CRESCENT DISTRICT CENTRE

# **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy)



Designated Centre 2016

# **Description of Centre**

Jardine Crescent is amongst the smallest designated District Centres in Coventry. It is situated to the west of Coventry and is a purpose-built centre intended to serve the day-to-day shopping and service needs of local residents. The centre has a strong social community focus.

# **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - o Policy R1 (Delivering Retail Growth)
  - Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - o Policy CO1 (New or improved social community and leisure premises)



#### **Footfall**

The figure below illustrates the pedestrian heat map for Jardine Crescent. It shows consistent but relatively low levels of footfall throughout the centre.

# **Jardine Crescent Footfall Heat Map**



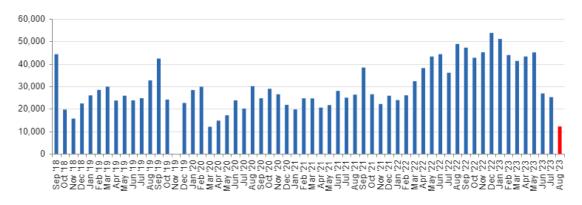
Source: Datscha

A section of Jardine Cresent was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023. Data is missing for the month of November 2019.

As can be seen in the figure below, footfall dropped in March 2020, in line with the beginning of the pandemic, but has bounced back since and is now higher than pre-pandemic levels. Pedestrian activity from April 2022 onwards has been strong, with monthly footfall counts regularly above 40,000, which only occurred twice between September 2018 and the beginning of the pandemic.

However, recent months have shown a sharp decline in footfall, which is a cause for concern, with the latest month providing a footfall count of just 12,000.

## Footfall of Jardine Crescent (September 2018 - August 2023)



Source: Datscha

#### **Catchment Area**

Jardine Crescent District Centre lies within Zone 4 of the household survey study area. The household survey results indicate that the centre's trade draw is localised, with the Farmfoods store securing convenience trade from Zone 4 but not beyond. The main convenience retail destinations for Zone 4 households are Cannon Park Major District Centre (including Tesco and Aldi), the Sainsbury's at Fletchamstead Highway and the Morrisons at Holyhead Road.



Unsurprisingly, given the limited scale and nature of its comparison retail offer, the survey results do not identify Jardine Crescent as a location where households normally do most of their non-food shopping.

#### **Use of Centre**

The household survey results confirm the strong convenience-based function of the centre. Of the household survey respondents who said Jardine Crescent District Centre is their closest centre (49 respondents in total), 37% said food shopping is the main reason for visiting. This was followed by non-food shopping (19%) and community services (13%).

Around 17% of respondents use the centre at least once a week for shopping, leisure and services, while 36% using the centre at least once a month. 38% said their household never visits the centre.

#### **Customer Views**

Of the household survey respondents who said Jardine Crescent District Centre is their closest centre (49 respondents in total) the top five main likes are:

- good range of non-food shops (26%)
- good food stores (19%)
- good range of independent shops (17%)
- good pubs, cafes or restaurants (9%)
- closeness to home (7%)

Some 38% of respondents said they like nothing / very little about Jardine Crescent.

#### **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised the District Centre's strengths and weaknesses as follows:

# Strengths

- The centre has a good provision of small convenience goods units catering for top up shopping trips.
- The centre has a pedestrianised shopping area, and movement is not impeded by traffic.
- The centre has a reasonable range of service and community facilities.
- The centre is well served by public transport.

## Weaknesses

- The centre does not have a main anchor store such as a medium to large supermarket for main/bulk shopping trips.
- The centre only provides a very limited range of lower order, comparison goods retailers.
- The centre lacks larger retail units that could accommodate national multiple retailers.

# Diversity of Uses (January 2023)

The audit data for Jardine Crescent was undertaken by way of a street survey in January 2023. The audit recorded a total of 21 outlets in the centre with a representation in most sectors, except Financial & Business Services. Comparison and Convenience Retail have a total of 9 outlets, representing over 42% of all outlets. The representation of Comparison Retail is below the UK average (19.1% compared to 26.9%) and the proportion of Convenience Retail outlets is well above



the UK average (23.8% compared to 9.3%). Retail Service has 6 outlets which is the highest number of outlets and accounts for 28.6%, almost double the UK average. Five Leisure Service outlets account for just under a quarter of the overall outlets, in line with the UK average. There were no Financial and Business Service identified and only 1 vacant outlet (4.8% of the total floorspace), lower than UK average.

**Table A: Outlets in Jardine Crescent District Centre** 

	No. Outlets	% of Total Outlets Jardine Crescent	% of Total Outlets UK Average
Comparison Retail	4	19.1%	26.9%
Convenience Retail	5	23.8%	9.3%
Retail Services	6	28.6%	15.8%
Leisure Services	5	23.8%	25.3%
Financial & Business Service	0	0.0%	8.8%
Vacant	1	4.8%	13.9%
Total	21	100.0%	100.0%

Source: LSH Audit

Compared to the 2013 figures, the centre has gained 1 outlet overall. Services increased from 8 outlets to 11 (an increase of 37.5%) and Comparison Retail and Vacant outlets both reduced by 1.

Table B: Change in Outlets 2013-23

	Outlets 2013	Outlets 2023	% Total 2013	% Total 2023	Change in Outlets 2013-23	% Change in Outlets 2013-23
Comparison Retail	5	4	25%	19.0%	-1	-20.0%
Convenience Retail	5	5	25%	23.8%	0	0.0%
Services	8	11	40%	52.4%	3	37.5%
Vacant	2	1	10%	4.8%	-1	-50.0%
Total	20	21	100%	100.0%	1	5.0%

Source: LSH Audit and Coventry and Shopping Centres Study 2014

The majority of Leisure Service units comprise Fast Food & Takeaways, with 3 outlets in this use, above the UK average. Ther is also a café in the centre.

Table C: Food & Beverage Outlets and Floorspace

	F&B Outlets	% of Total Outlets  Jardine Crescent	% of Total Outlets UK Average
Bars & Wine Bars	0	0.0%	2.2%
Cafes	1	4.8%	5.0%
Fast Food & Takeaways	3	14.3%	6.1%
Public Houses	0	0.0%	2.6%
Restaurants	0	0.0%	4.9%
Total	4	19.1%	20.8%

Source: LSH Audit

The centre includes a high proportion of national multiples for the size of centre, primarily in the convenience sector.



**Table D: National Multiple Representation** 

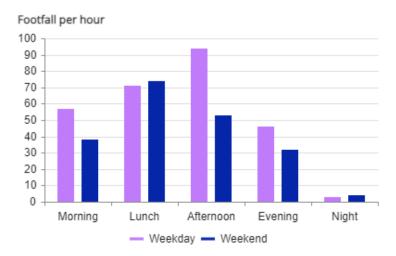
Convenience	Comparison	Leisure Service	Retail Service
Greggs	Boots	Ladbrokes	Post Office
Nisa Local			
Costcutter			
Farmfoods			

Source: LSH Audit

However, since the LSH audit of occupiers was undertaken, Boots has closed its outlet in the centre (October 2023).

#### Evening / Night time economy

As indicated in Table C above, the centre has 4 F&B outlets comprising 3 fast food & takeaways and 1 café. There is no other evening / night time economy provision of note, which contributes to lower levels of pedestrian activity into the evening (as the graph below shows).



Source: Datscha

# **Conclusions on Diversity of Uses:**

Jardine Crescent is a small District Centre comprising 21 outlets. It has been built to meet the day to day shopping and service needs of the local community and provides a good range of offer for its size. It also includes a relatively high number of national multiples.

The centre's F&B offer is limited to 3 takeaways and a café.

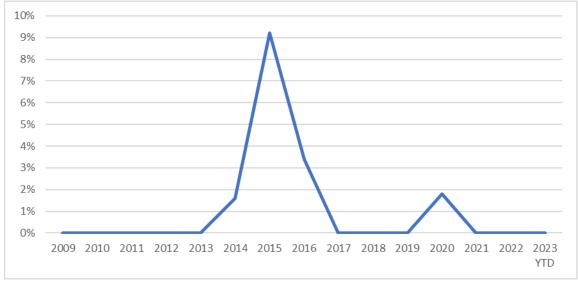
# Vacancies (January 2023)

The street survey in January 2023 identified just one vacant outlet in the centre, equating to a vacancy rate of approximately 5% (well below the UK average of 14%).

The graph below sets out the centre's vacancy rate over the period 2009 – 2023. Despite a temporary peak at just over 9% in 2015, vacancy levels in this area have been very low or nil since 2009.



#### Vacancy rate, retail (2009 – 2023 year-to-date)



Source: CoStar

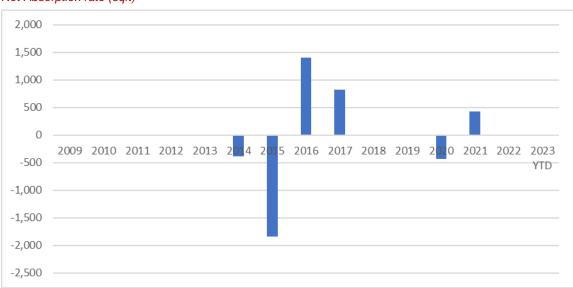
#### **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Net absorption rates are directly correlated with vacancy rates and are nil in most years due to the absence of vacant space to be let out.

Net Absorption rate (sqft)



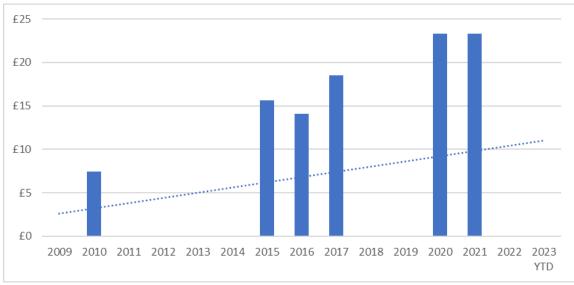
Source: CoStar

#### **Commercial Rents**

Commercial rent in Jardine Crescent has increased from circa £15/sqft/year in 2015 to circa £23/sqft/year in 2020 and 2021. This is slightly above the Coventry City Centre rental level of £20/sqft/year and demonstrates the good performance of the area as a local retail centre.



#### Market Rent (£/sqft/year)



Source: CoStar

#### Accessibility

#### **Public Transport:**

- The centre is served by a number of bus stops along Jardine Crescent, close to the shops and services, providing services to/from the City Centre and surrounding areas.
- The centre is not served by a train station.

#### Car Accessibility:

- The centre is easily accessible by car along Jardine Crescent and via surrounding residential streets.
- The eastern part of the centre includes on-street parking bays on both sides of Jardine Crescent (free for two hours), and the library (to the west) has a dedicated surface car park for library users.

#### **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- There are several crossing points (not signal controlled) across Jardine Crescent, with dropped kerbs and tactile paving.
- There are limited opportunities for rest given the centre's lack of seating.

#### Perception of Safety and Occurrence of Crime<sup>24</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the

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<sup>&</sup>lt;sup>24</sup> Source: UKCrimeStats



West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

Around 1% of all Coventry City crimes were committed in the Jardine Crescent centre, with violence and sexual offences accounting for nearly half of all crimes. This is followed by crimes relating to criminal damage and arson, shoplifting, anti-social behaviour and public order offences.

#### **Environmental Quality**

Feature	Ranking (0- 5) <sup>25</sup>	Comments				
Conservation Area	0					
Significant / Listed buildings	3	There is one listed building within the centre, namely the Church of St Oswald (Grade II).				
Street lighting	3	The centre's pavements and main shopping areas are generally well lit.				
Public seating	2	The centre lacks public seating.				
Litter bins	3	A limited number of litter bins are available.				
Pedestrianised areas	3	The shopping precinct includes an area of open space which is pedestrianised, otherwise the pedestrian routes along Jardine Crescent's are generally safe and well maintained (even if relatively narrow in places).				
Building quality	3	The centre's overall building quality is average.				
Green spaces	4	The centre includes limited green spaces and fronts Limbrick Wood on the southern side of Jardine Crescent.				
Built environment (eg no graffiti)	3	The built environment is generally of average quality.				
Presence of litter / street cleaning	3	The pavements are reasonably clean and well maintained, with limited occurrences of littering.				
Traffic levels	4	Traffic levels along Jardine Crescent do not have a significant impact on the centre's environmental quality.				
Provision of pedestrian crossings	4	There are several crossing points (not signal controlled) across Jardine Crescent, with dropped kerbs and tactile paving.				
Pavement widths	3	The pavement widths are generally satisfactory but do narrow in places.				
Cycle parking	3	The centre includes limited cycle parking / stands, while some bikes are secured against bollards and lamp posts.				

 $<sup>^{25}</sup>$  Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0

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Planters / Trees	4	The centre is lacking in planters but there are clusters of trees and green spaces, and the adjacent Limbrick Wood makes a further contribution.
Quality of shop fronts / displays	3	The centre's shop fronts / displays are of average quality.

#### **Investment Plans and Development Opportunities**

There is no information available on investment proposals for the centre.

#### **Barriers to Business**

There are no known barriers to business relating specifically to Jardine Crescent District Centre.

#### **SWOT Analysis**

#### **Strengths**

- The centre is purpose built to serve the local population.
- The centre's convenience retail offer provides for the basic food shopping needs of local residents.
- Good representation by national multiples.
- The centre has a reasonable range of service and community facilities, including a library.
- The centre is compact and easily accessible for pedestrians.
- Stronger levels of pedestrian footfall since the pandemic.
- The centre is well served by on-street parking bays in addition to local bus services.
- The adjacent Limbrick Wood contributes to the centre's environmental quality.
- The centre's vacancy rate (as a proportion of the total number of outlets) is low and stable.

#### Weaknesses

- The centre lacks a foodstore 'anchor' suitable for main food shopping trips.
- Closure of Boots and loss of pharmacy.
- There is a limited number and range of comparison retail outlets.
- The centre's F&B offer lacks diversity.
- Restricted catchment

#### **Opportunities**

 Environmental and public realm improvements in and around the main shopping precinct (including the provision of public seating, planters and wayfindings) to enhance the centre's overall attractiveness and appeal to customers.

#### **Threats**

- Competition from nearby larger centres (e.g. Cannon Park) and out-of-centre retail and leisure provision.
- Loss of national multiples as a result of company rationalisations.



#### **Conclusions**

Jardine Crescent is a small and compact District Centre comprising 21 outlets – only one of which is currently vacant. Within the limitations of its small scale, the centre provides a good range of retail and service uses (4 comparison retail, 5 convenience retail and 11 services) to meet the day-to-day needs of local residents and includes a relatively high number of national multiples. This is supported by the footfall data, which shows the centre is attracting higher levels of footfall than pre-pandemic.

Jardine Crescent is therefore a healthy, vital and viable centre overall. However, it lacks a foodstore for main food shopping trips and has experienced the recent closure of its Boots pharmacy. The centre would also benefit from a more diverse F&B offer.

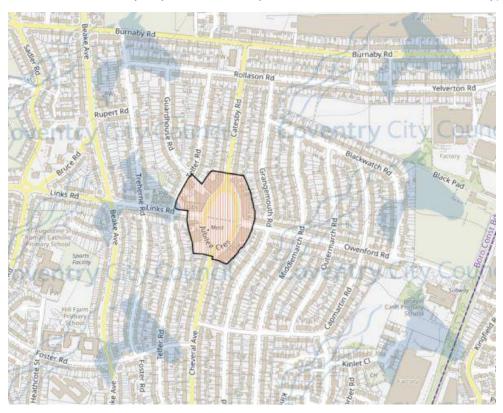


## COVENTRY RETAIL & CENTRES STUDY – TOWN CENTRE HEALTH CHECKS

#### JUBILEE CRESCENT DISTRICT CENTRE

#### **Description**

**Current Designation**: District Centre as defined in the Coventry City Local Plan 2017 (a third tier centre below Coventry City Centre and Major District Centres in the retail hierarchy)



Designated Centre 2016

#### **Description of Centre**

Jubilee Crescent lies to the northwest of the Coventry urban area, and primarily serves the day-to-day shopping and service needs of local residents in the Radford and Whitmore Park area. It is situated approximately 1km to the west of Foleshill District Centre.

The retail and service units are located around an extensive open space providing the centre with a unique appearance and character.

#### **Current Planning Policies / Designations:**

- As a defined District Centre, the following Local Plan policies apply to the centre:
  - o Policy R1 (Delivering Retail Growth)
  - o Policy R3 (The Network of Centres)
  - Policy R5 (Retail Frontages and Ground Floor Units in defined centres)
  - o Policy R6 (Restaurants, Bars and Hot Food Takeaways)
  - Policy CO1 (New or improved social community and leisure premises)



#### **Footfall**

The figure below illustrates the pedestrian heat map for Jubilee Crescent. It shows footfall is strong throughout the centre and along Links Road and Owenford Road.

#### **Jubilee Crescent Footfall Heat Map**

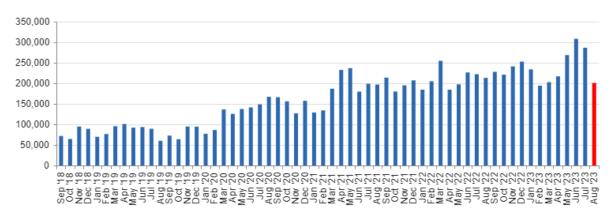


Source: Datscha

A busy north eastern section of Jubilee Crescent was sampled to obtain information on how footfall levels have changed between September 2018 and August 2023.

As can be seen in the figure below, footfall has consistently grown during this period, with little evidence of any adverse impact during the pandemic-related periods of restriction. June 2023 saw a record month for this period, with the monthly footfall count surpassing 300,000.

#### Footfall of Jubilee Crescent (September 2018 – August 2023)



Source: Datscha

Catchment Area

Jubilee Crescent District Centre lies within Zone 2 of the household survey study area. The household survey responses indicate that the centre's trade draw is localised, securing convenience retail trade from its 'home' zone with limited inflows from elsewhere. The main convenience retail destinations for Zone 2 households include the Tesco Extra at Arena Park Major District Centre, the Sainsbury's at Fletchamstead Highway and the Aldi at Gallagher Retail Park.



Unsurprisingly, given the limited scale and nature of its comparison retail offer, the survey results include very low or no responses identifying Jubilee Crescent District Centre as a location where households normally do most of their non-food shopping. Main comparison retail destinations for Zone 2 households are Coventry City Centre and Arena Park.

#### **Use of Centre**

The household survey responses indicate that food shopping (31%) is the main reason for visiting the centre, followed by non-food shopping (16%) and 'shopping in general' (15%). A further 9% of respondents cited the community services as the main reason for visiting.

Around 19% of respondents who said Jubilee Crescent is their closest centre indicated that they visit the centre at least once a week for shopping, leisure and services, while 39% visit at least monthly. However, 41% said they never use the centre.

#### **Customer Views**

Of the household survey respondents who said Jubilee Crescent District Centre is their closest centre (74 respondents in total) the top five main likes are:

- closeness to home (32%)
- good range of non-food shops (23%)
- good food stores (20%)
- easy to park (13%)
- close to work (7%)

Around 27% of respondents said they like nothing / very little about Jubilee Crescent.

#### **Previous Retail Study Findings**

The Coventry City Wide Shopping and Centres Study 2014 Update summarised the District Centre's strengths and weaknesses as follows:

#### Strengths

- The Asda store provides an anchor for the centre.
- The centre is located surrounding a large green space, which adds to the attractiveness of the centre.
- The buildings are relatively well maintained and attractive.
- The vacancy rate of the centre is low.

#### Weaknesses

- There is a limited choice of comparison goods retailers, and the centre has a high proportion of second hand/charity shops.
- The centre has a limited number of larger retail units to accommodate national multiple retailers.
- The centre experiences congestion in places.

#### **Diversity of Uses (January 2023)**

An audit of Jubilee Crescent was undertaken by way of a street survey in January 2023. The audit recorded a total of 41 outlets in the centre, just over half of which comprise Comparison and Convenience Retail (31.7% and 19.5% respectively). The representation of Comparison Retail is slightly above the UK average while the representation of Convenience Retail is more than double the

## Lambert Smith Hampton

UK average. The number of Retail and Leisure Service outlet representation within the centre is on par with UK average while the Financial & Business Service sector is under represented compared to the UK average. There are 2 vacant outlets which account for 4.9% of the total number of outlets and this vacancy rate is much lower than the UK average of 13.9%.

**Table A: Outlets in Jubilee Crescent** 

	No. Outlets	% of Total Outlets Jubilee Crescent	% of Total Outlets UK Average
Comparison Retail	13	31.7%	26.9%
Convenience Retail	8	19.5%	9.3%
Retail Services	6	14.6%	15.8%
Leisure Services	10	24.4%	25.3%
Financial & Business Service	2	4.9%	8.8%
Vacant	2	4.9%	13.9%
Total	41	100.0%	100.0%

Source: LSH Audit

As shown in the table below, there has been an increase of 2 units within the centre during the period. The number of convenience outlets has declined by one since 2013, while an extra outlet has been recorded each for Comparison Retail, Services and Vacancies.

Table B: Change in Outlets 2013-23

	Outlets 2013	Outlets 2023	% Total 2013	% Total 2023
Comparison Retail	12	13	30.8%	31.7%
Convenience Retail	9	8	23.1%	19.5%
Services	17	18	43.6%	43.9%
Vacant	1	2	2.6%	4.9%
Total	39	41	100.1%	100.0%

1 8.3% -1 -11.1% 1 5.9% 1 100.0% 2 41.4%

% Change

in Outlets 2013-23

Change in

Outlets

2013-23

Source: LSH Audit and Coventry and Shopping Centres Study 2014

Of the 10 identified Leisure Service outlets, 8 are occupied by food and beverage uses. The majority comprise Fast Food & Takeaways (7 outlets) which account for 17.1% of the overall outlets.

**Table C: Food & Beverage Outlets** 

	F&B Outlets	% of Total Outlets Jubilee Crescent	% of Total Outlets UK Average
Bars & Wine Bars	0	0.0%	2.2%
Cafes	0	0.0%	5.0%
Fast Food & Takeaways	7	17.1%	6.1%
Public Houses	0	0.0%	2.6%
Restaurants	1	2.4%	4.9%
Total	8	19.5%	20.8%

Source: LSH Audit

The table below lists the national multiple retailers located within the centre. For a smaller centre, there is a good level of representation but with a focus towards budget and discount operators. The centre is anchored by an Asda store and is supported by smaller convenience outlets.



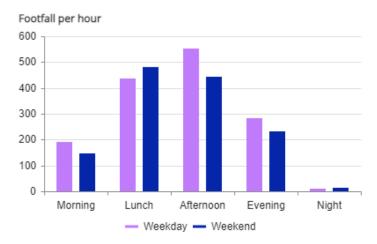
**Table D: National Multiple Representation** 

Convenience	Comparison		Leisure Service	Retail Service
Asda	B&M Express	Age UK	Domino's	Texaco
Tesco Express	Barnardo's	Lloyds Pharmacy	Subway	
Nisa Local	Boots		William Hill	
Costcutter				
Greggs				

Source: LSH Audit

#### Evening / Night time economy

The majority of the centre's F&B outlets (7 of the 8) are occupied by fast food & takeaways, and there is just one restaurant. No other F&B / evening economy uses are represented within the centre, which contributes to lower levels of pedestrian activity into the evening (as the graph below shows).



#### **Conclusions on Diversity of Uses:**

Jubilee Crescent District Centre comprises 41 outlets, approximately half of which accommodate retail uses (13 comparison and 8 convenience), with relatively little change seen since 2013. The centre further offers a reasonable mix of services. However, the centre's F&B offer lacks diversity and choice, being dominated by fast food and takeaways.

For a smaller centre, there is a good level of representation from national multiples including Asda and Tesco Express.

The centre also includes a library and health care centre.

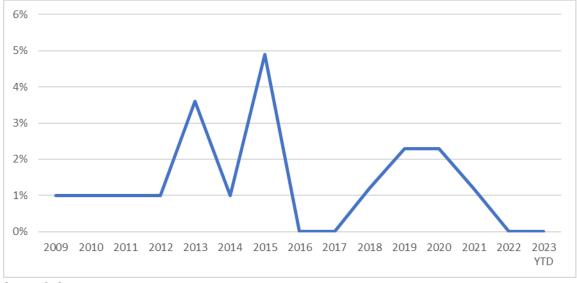
#### Vacancies (January 2023)

The centre has two vacant outlets based on the street survey undertaken in January 2023, although a more recent LSH visit to the centre (in August 2023) identified just one vacant outlet, consistent with 2013 levels.

The graph below shows that the centre's vacancy rate has fluctuated between 2009 and 2023 but overall, has remained low (and well below the UK average).



#### Vacancy rate, retail (2009 – 2023 year-to-date)



Source: CoStar

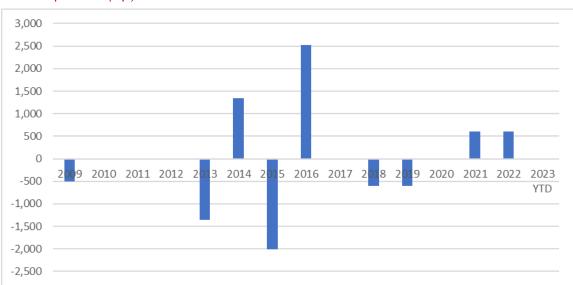
#### **Changes in Representation and Market Demand**

Market demand can be assessed by looking at net absorption of retail floorspace in the area.

**Net absorption** = additional floorspace occupied (move-ins) – floorspace vacated (move-outs)

Net absorption rates are directly correlated with vacancy rates and are nil in most years due to the absence of vacant space within the centre.

Net Absorption rate (sqft)



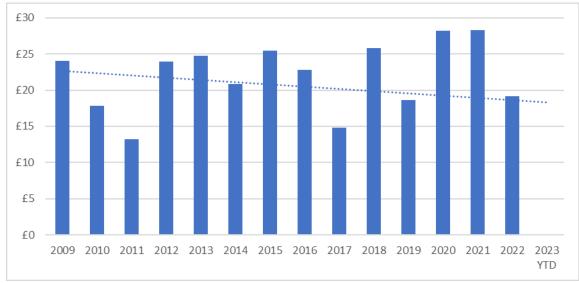
Source: CoStar

#### **Commercial Rents**

Commercial rent in Jubilee Crescent have fluctuated over time but have overall remained relatively comparable to the average commercial rents observed in Coventry and are now similar to those for Coventry City Centre at around £20/sqft/year.



#### Market Rent (£/sqft/year)



Source: CoStar

#### **Accessibility**

#### **Public Transport:**

- The centre is served by a number of bus routes, with stops located around the central greenspace and close to the main shopping facilities.
- The centre is not served by a train station.

#### Car Accessibility:

- The centre is easily accessible by car including via Links Road, Cheveral Avenue, Owenford Road and Catesby Road.
- On-street car parking encircles the central greenspace and the centre's main foodstore, Asda, includes a dedicated customer car park.

#### **Pedestrian Accessibility:**

- The centre has a substantial residential 'walk-in' catchment and the pedestrian routes connecting these areas to the District Centre are generally safe and well maintained.
- There are a limited number of designated crossing points around Jubilee Crescent.

#### Perception of Safety and Occurrence of Crime<sup>26</sup>

The Coventry City Council area accounts for approximately 14% of the resident population within the West Midlands Police area and around 12% of the reported crimes in the twelve month period September 2022 – August 2023. The City has a particularly high proportion of bike thefts (26% of the West Midlands total), whilst shoplifting, robbery, violent crimes and crimes involving weapons are lower (at around 11% of all such crimes in the police area).

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<sup>&</sup>lt;sup>26</sup> Source: UKCrimeStats



Jubilee Crescent accounts for less than 1% of all Coventry crimes and levels have remained similar over the period 2019 – 2023. The most reported crimes related to violence and sexual offences and shoplifting.

#### **Environmental Quality**

Feature	Ranking (0- 5) <sup>27</sup>	Comments
Conservation Area	0	
Significant / Listed buildings	0	
Street lighting	4	The centre and its pavements are reasonably well lit.
Public seating	4	Some public seating is focused within and around the edge of the central greenspace.
Litter bins	4	A limited number of litter bins are provided along the centre's main pedestrian routes.
Pedestrianised areas	3	There are no pedestrianised shopping streets within the centre although the pedestrian routes are generally safe and well maintained.
Building quality	3	The centre's overall building quality is average.
Green spaces	4	At the heart of the centre, encircled by Jubilee Crescent, is a large area of open greenspace.
Built environment (eg no graffiti)	4	The quality of the built environment is reasonable to good.
Presence of litter / street cleaning	4	The pavements are generally clean and well maintained.
Traffic levels	3	Jubilee Crescent is a reasonably busy one-way vehicular route, which can become congested.
Provision of pedestrian crossings	2	There are a limited number of designated crossing points around Jubilee Crescent, as required to access the central greenspace and/or the adjacent on-street car parking.
Pavement widths	4	The pavement widths are generally good.
Cycle parking	3	There is limited provision of cycle stands available within the centre, close to the shops and services.
Planters / Trees	4	The centre lacks planters but the central greenspace with trees compensates for this.
Quality of shop fronts / displays	3	The centre's shop fronts / displays are of average quality.

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 $<sup>^{27}</sup>$  Very Good = 5, Good = 4, Neither good nor bad = 3, Bad = 2, Very Bad = 1, Not applicable / provided = 0



#### **Investment Plans and Development Opportunities**

There is no information available on investment proposals for the centre.

#### **Barriers to Business**

There are no known barriers to business relating specifically to Jubilee Crescent District Centre.

#### **SWOT Analysis**

#### **Strengths**

- The central greenspace contributes substantially to the attractiveness of the centre.
- The Asda foodstore provides an anchor for the centre and caters for the food shopping needs
  of local residents.
- The centre includes a good mix of comparison retail outlets within the limitations of its small scale.
- The centre's vacancy rate has remained low for several years.
- Very strong levels of pedestrian footfall since the pandemic.
- The centre is highly accessible on foot from the surrounding residential areas.
- The centre is well served by on-street car parking in addition to local bus services.

#### Weaknesses

- The centre's F&B offer lacks diversity and choice, being dominated by fast food and takeaways.
- There are a lack of safe crossing points around Jubilee Crescent.

#### **Opportunities**

 The introduction of F&B / evening economy uses to improve dwell time and extend activity into the evening.

#### **Threats**

- Competition from nearby larger centres and out-of-centre retail and leisure provision.
- Loss of national multiples due to company rationalisations.

#### **Conclusions**

Jubilee Crescent is a healthy, vital and viable centre. It continues to have a very low vacancy rate (currently just one vacant outlet) and very strong levels of pedestrian footfall since the pandemic, which underlines the centre's resilience and relevance to its catchment. To that end, the District Centre (specifically the Asda store) caters for the main food shopping needs of local residents and the centre also includes a mix of retail and service uses, with good representation from national multiples.

This is all provided in an attractive setting centred around a large green space, providing the centre with a unique appeal.

However, the centre's F&B offer lacks diversity and choice. The introduction of a more varied offer would improve customer choice and potentially expand the evening offer.



**APPENDIX A4: LOCAL CENTRES** 

	Store Numbers													
Local Centre Name		Supermarket /	Other food and		Bank / Building		Non-food	Number 3						
	Units	convenience store (national multiples)	convenience store	Post Office	Society / Insurance	Pharmacy	(comparison) shops	Café / restaurant	Public House	Takeaway	Hairdressers/ barbers / Beauty	Other	Vacant	Other (details)
Acorn Street	8	1	0	0	0	1	0	0	0	1	2	2	1	Children's Centre, Library
Ansty Rd	15	1	1	1	0	0	2	0	1	1	1	5	2	Petrol station, Health Centre, Betting shop, Funeral directors, Launderette
Baginton Rd	6	0	2	1	0	1	0	0	0	1	1	0	0	
Banner Lane	8	1	0	0	0	1	2	1	1	2	0	0	0	
Barkers Butts Lane	43	0	5	0	0	2	10	4	0	5	8	8	1	Estate agent x2, Financial x2, Physio, Fitness, Betting shop, Events venue
Binley Rd	17	2	3	0	1	1	3	2	0	1	3	1	0	Betting shop
Birmingham Rd	5	1	0	1		1	0	0	0	0	2	0	0	
Broad Park Rd	7	1	1	1	0	1	0	0	0	1	1	0	1	
Charter Avenue	7	0	1	1	0	0	0	0	1	2	1	1	0	Church
Far Gosford Street	123	1	12	0	0	1	21	20	1	14	18	25	10	Includes Estate agents, dry cleaners, Tattoo studio, offices, business premises, studios, music
Green Lane	7	1	0	1	0	1	0	0	0	2	1	0	1	venue
Hillfields	33	0	9	0	0	1	3	8	0	4	2	4	2	Training centre, Betting shop, Banqueting suite,
Holbrook Lane	21	1	4	1	0	1	3	2	0	3	1	3	2	Petrol station, social club, car dealers
Holyhead Rd	18	1	3	0	0	1	1	1	0	4	3	4	0	Estate Agent x2, Dry cleaner, Optician
Keresley North (Proposed)	0													Estate Agent X2, DTy cleaner, Optician
Keresley Road	11	1	2	1	0	0	1	0	1	1	2	2	0	Car dealership, Estate Agent
Keresley South (Proposed)	0													Minimum Minimu
Longford	27	0	3	0	0	0	4	0	1	4	5	5	5	Health centre, Dentist, Gym, Church, Employment office
Quorn Way	8	1	2	0	0	0	0	0	1	1		1	2	Funeral care
Radford Rd	33	0	3	0	0	0	7	0	0	6	6	7	4	Betting shop, Tattoo shop x2, Office, Dry Cleaners, Bingo, Social Club
Station Avenue	15	1	2	0	0	1	0	0	1	1	4	4	1	Footcare, Accountant, Petrol Station, Dentist
Sutton Avenue	8	0	1	0	0	0	0	0	0	1	2	3	1	Nursery, Launderette, Massage Therapist
Walsgrave Rd	34	0	5	0	0	1	8	0	0	6	4	5	5	Estate Agents x2, Church, Tattoo shop, Dentist
Willenhall	13	1	2	1	0	1	1	1	0	1	1	3	1	Health centre, Community Centre, Community
Winsford Avenue	22	1	4	0	0	0	7	1	0	3	3	3	0	Gym, Estate Agent, Kitchen Fitters



## **APPENDIX B: RETAIL CAPACITY ASSESSMENT**



#### 1.0 INTRODUCTION

1.1. This appendix sets out the methodology and results of the economic retail capacity ('need') assessment for new retail (convenience and comparison goods) floorspace in Coventry City Centre and the City's main retail centres. Aligned with the NPPF and PPG the capacity forecasts take account of the expected lifetime of the plan starting from 2023 (base year) up to 2041. The detailed economic capacity tabulations are attached. These forecasts update and supersede the findings of the Council's previous evidence-based study – the Coventry City Wide Shopping and Centres Study 2014 Update prepared by Nathaniel Lichfield & Partners.

#### THE CREAT<sup>®</sup> MODEL

- 1.2. The CREAT<sup>e</sup> economic model has been specifically designed, developed and tested by the LSH team over more than 25 years to assess the capacity for and impact of new retail (convenience and comparison goods) floorspace development. The evidence-based model has helped to inform and guide plan-making and decision-taking at the local, sub-regional and regional level. In brief, the CREAT<sup>e</sup> (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested. The model is underpinned by the findings of the household survey, which provides a robust understanding of shopping patterns, market shares and the trading/turnover performance of existing centres, shops and stores.
- 1.3. At the outset it has been assumed for the purpose of the capacity assessment that the local retail market in Coventry is in 'equilibrium' at the base year. In other words all existing centres/stores are broadly assumed to be trading in line with expected average ('benchmark') turnover levels. This is a reasonable approach in this case, as it reflects the impact of the economic downturn and the significant growth in online sales on the trading levels and performance of retailers and stores across the UK. It also reflects the outputs of the health checks and surveys covering the City's town and district centres.
- 1.4. In simple terms, any residual expenditure available to support new retail floorspace over the forecast period will be generated by the difference between the forecast growth in 'current' (survey-derived) turnover levels and the growth in 'benchmark' turnovers based on applying robust year-on-year 'productivity' ('turnover efficiency') growth rates to all existing and new retail floorspace.
- 1.5. In this case, there is no evidence to suggest a strong latent demand, or capacity for new retail floorspace across the City, although some increase is forecast as a result of the increasing population in the area. However, the main challenge and focus for the City's centres over the short/medium term will revolve around their response to a multitude of economic factors. They include: their response to evolving market trends, recovery from the COVID-19 pandemic, impacts from the energy and cost-of-living crisis, and rises in both interest rates and inflation. These factors will influence the ability of the City's centres to retain existing occupiers and to redevelop/repurpose vacant retail floorspace to attract new businesses and uses.
- 1.6. In the medium to longer term further capacity for additional retail provision is expected to arise. However, forecasts beyond 10 years should be treated with caution, as they will be influenced by the dynamic changes in economic, demographic and market trends. As described in the main report (see Section 2), the NPPF (paragraph 86) states that local planning authorities should meet the need for retail and town centre uses "looking at least ten years ahead". The PPG also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments "may



need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed. Therefore, whilst this study assesses retail capacity up to 2041, we advise that greater weight should be placed by the local planning authority on forecasts over the next five and ten-year periods (to 2028 and 2033).

- 1.7. The updated capacity forecasts set out in this section will also help inform whether there is a need to identify and allocate sites to meet any forecast need; in accordance with the advice set out in the NPPF (paragraph 86). However, whether this is an appropriate approach depends on other factors which are considered in more detail in the main report.
- 1.8. The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the CREAT<sup>e</sup> Model are described below.

#### **BASE YEAR POPULATION AND PROJECTIONS**

- 1.9. The 2023 ('base year') study zone population estimates and projections over the study period (to 2038) have been informed by the *Office of National Statistics'* (ONS) 2018-based 'Sub-National Population Projections' (SNPP) and are set out in Appendix B2, with a map of the Study Area provided in Appendix B1. The key headlines include:
  - The City of Coventry is expected to see relatively high population increases during the plan period with and increase of over 29.000 (+9.5%) expected in the period to 2033 and a total 15.2% increase (47,9220) expected by 2041; and
  - The population increase in the study area outside of Coventry is expected to be lower, but the study area as a whole will see an additional 45,070 residents by 2033 (+8.0%) and 74,205 (+13.2%) by 2041.

#### **EXPENDITURE PER CAPITA LEVELS AND FORECASTS**

1.10. The baseline expenditure per capita ('per person') figures and forecasts are set out in Table B2.2 for convenience goods and Table B2.4 (Appendix B2) for comparison goods¹. The growth in the expenditure per capita figures by zone are informed by the annual forecasts published in the latest Experian Retail Planner Briefing Note 20 (RPBN)². As described in Section 2 of the main report, Experian is now forecasting more limited year-on-year growth in retail expenditure than previous forecasts due to the impact of long-term economic and market trends, which have been further accelerated by the impact of the pandemic.

#### **SPECIAL FORMS OF TRADING**

1.11. Special Forms of Trading (SFT) is expenditure spent at locations other than traditional shops, including temporary markets and online shopping. This is therefore deducted from the forecast retail (convenience and comparison) expenditure levels over the forecast period. For the purpose of this assessment, we have used the rates suggested by Experian in their most recent RPBN.

<sup>&</sup>lt;sup>1</sup> The baseline (2023) average expenditure per capita figures have been derived from our in-house Experian MMG3 GIS (please note all expenditure and turnover figures are expressed in 2020 prices).

<sup>&</sup>lt;sup>2</sup> Published in February 2023



1.12. The SFT market shares have been adjusted to reflect the fact that a proportion of online convenience and comparison retail sales are sourced from traditional ('physical') stores rather than from dedicated ('dot com') warehouses<sup>3</sup>. The baseline SFT market shares are 5.6% for convenience goods and 26.5% for comparison goods in 2023. These are forecast to increase to 7.7% and 32.0% respectively by 2038.

#### **TOTAL AVAILABLE EXPENDITURE**

- 1.13. Tables B2.3 and B2.5 (Appendix B2) forecast the growth in total available convenience goods and comparison goods retail expenditure across the Study Area and zones up to 2041 (excluding SFT). The tables for the ten-year period from 2023 to 2033 show that the increase in **Convenience goods expenditure** is expected to be £79.3m (6.5%) across the whole of the study area and £52.4m (+8.0%) within Coventry. This reflects the considerable population increase forecast within the study area.
- 1.14. The increase in comparison spend will be considerably greater at £438.7m (+29.8%) in the study area and £241.2m (+31.8%) within Coventry. This is the result of increasing comparison spend per head of 2.5% per annum from 2025 onwards (and 3.0% from 2029) as well as population growth.

#### **MARKET SHARE ANALYSIS**

- 1.15. The next key stage in the capacity assessment involves allocating the baseline convenience and comparison expenditure (£ million) within the Study Area and zones to the identified centres, stores and floorspace based on the survey-derived market shares. This helps to establish the current trading performance of the main centres and stores within the City based on expenditure allocated from the Study Area only. It should be noted that no allowance is made at this stage for any potential 'inflow' (trade draw) of expenditure to centres and stores from outside the defined Study Area.
- 1.16. The market share tables are provided in Appendix B3 (Convenience) and Appendix B6 (Comparison).
- 1.17. Tables B3.1 and B6.1 show the overall market shares for convenience and comparison spend respectively, including SFT.
- 1.18. Table B3.1 has been derived from the responses to the questions in the household survey relating to main food and top-up shopping habits (see Tables B3.2 B3.5). The responses to these questions have been weighted to assume the following split of total convenience expenditure:
  - 50% spent at the 'Main Food shop' destination;
  - 25% spent at the 'Other Main Food shop' destination;
  - 15% spent at the 'Main Top-up shop' destination and
  - 10% spent at the 'Other Top-up shop' destination;

<sup>&</sup>lt;sup>3</sup> Experian assume 25% of SFT's market share for comparison goods and 70% for convenience goods are sales sourced from "physical" stores.



- 1.19. The overall market shares for convenience have then been adjusted to exclude SFT (Table B3.2). The resulting spend by store and centre is then provided for 2023, 2028, 2033, 2038 and 2041 in Appendix 4 (Tables B4.1 4.5).
- 1.20. For the comparison market shares, Table B6.1 has been derived from the responses to the questions in the household survey relating to non-food shopping habits (see Tables B6.3 B6.13). The responses to these questions have been weighted to reflect the proportion of expenditure going to each category of goods, as reflected in the comparison expenditure data provided by Experian. This table includes SFT. The market shares with SFT excluded are provided in Table B6.2.
- 1.21. The resulting comparison spend for 2023, 2028, 2033, 2038 and 2041 is then provided in Appendix 7 (Tables B7.1 7.5).

#### 'INFLOW' FROM OUTSIDE THE STUDY AREA

- 1.22. In order to provide a complete picture of the current and likely future trading (turnover) performance of the main centres and stores within Coventry we have necessarily made informed judgements with regard to the likely 'inflow' (trade draw) from outside the widely defined Study Area. In this case our assumptions take account of:
  - the extent of the study area which covers a large area beyond the City boundary;
  - the scale, quality and mix of each centre's retail (convenience and comparison) offer based on the results of the health checks;
  - the scale, offer and location of all other centres and stores in the area, including out-of-centre shopping locations;
  - the likely competition from centres, stores and shopping facilities outside the Study Area; and
  - the likely retail expenditure derived from people visiting, working or studying in Coventry, but who live outside the Study Area (including commuters, students, visitors and those on business).
- 1.23. Although the assessment of inflow is not an "exact science" due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume additional expenditure is generated by shoppers and visitors to Coventry City Centre. We also consider that some inflows of trade to the major district centres can be expected.
- 1.24. For the purposes of this assessment we have therefore assumed an inflow of 10% for the city centre for comparison sales and 5% for convenience. For the major district centres we have assumed 10% and 5% respectively. The effect on centre turnover is summarized in Appendix B5, Table B5.2 (convenience) and Appendix B8, Table B8.2 (comparison).

#### **RETAIL FLOORSPACE COMMITMENTS**

1.25. The next stage in the retail capacity assessment takes account of committed and planned retail (convenience and comparison) developments within Coventry. In theory this should include all permitted convenience and comparison floorspace (and recently opened outlets where relevant) that are expected to be developed/opened after the household survey was undertaken.



- 1.26. Information from the Council suggests that the following commitments of over 100 sqm gross should be included within the capacity assessment, making the stated assumptions regarding the likely floorspace mix:
  - FUL/2019/0635 54-57 Hertford Street Planning permission was granted in November 2019 for a mixed use development including a 102 sqm gross retail unit on the ground floor. The development is currently under construction. For the purposes of this assessment, we have assumed that the retail unit will be used for comparison sales and that it will have a net sales area of 80 sqm net;
  - FUL/2019/3114 Land at Well Street and Bishop Street Planning permission was granted in May 2021 for the erection of a mixed use development with 424 sqm gross of commercial space at ground floor level. The application defined this as being for A1, A2, A3, A4 or B1 purposes. For the purposes of this assessment, we have assumed that a third of the space will be used for comparison sales and that it will have a net sales area of 115 sqm net;
  - FUL/2021/2093 Riley Square, Bell Green Planning permission was granted in February 2022 for the refurbishment of the shopping centre including the extension of a number of the existing units. The total floorspace is expected to be 191 sqm gross. Not all this space is likely to be occupied by retail uses and therefore for the purposes of this assessment we have assumed that the increase in retail floorspace will be 100 sqm gross (80 sqm net). This is assumed to be equally split between convenience and comparison uses;
  - OUT/2014/2282 New Keresley South Local Centre (and subsequent applications) —
    Planning permission has been granted for a new local centre as part of a residential
    development at Bennetts Road South. The original permission allows for up to 2,500 sqm of
    commercial uses, with the most recent information suggesting this will include a 375 sqm
    gross convenience store, a nursey and 585 sqm gross of other retail space. Some of this is
    likely to be used for service, café, takeaway or other non-retail uses, and therefore, for the
    purposes of this assessment, we have assumed that 300 sqm gross (240 sqm net) will be
    used for comparison purposes. We have also assumed a net sales area of 260 sqm for the
    convenience store.
- 1.27. These commitments are summarized in Tables B5.3 (Appendix B5) and B8.3 (Appendix B8).
- 1.28. However, it should be noted that this does not include smaller schemes, or ones where retail uses have not been specified, but could be introduced as a result of the recent introduction of Use Class E. As a result the allowance made for committed developments will understate the amount of new retail floorspace that could be provided without the need for planning permission.

#### FLOORSPACE PRODUCTIVITY

1.29. A key input to the retail capacity assessment is the application of a year-on-year floorspace 'productivity' growth rate to all existing and new retail floorspace. As described in the main report, existing retailers will need to achieve higher annual 'productivity' growth rates to cover their increasing costs (including, for example, rising rents, business rates and wages) and to remain profitable and viable over the short, medium and long term. This is particularly the case as the competition from online retailing increases; a trend that has been significantly accelerated by the impact of the pandemic.



1.30. Experian provides forecasts for productivity growth rates in the form of expected changes to retail sales densities (Figures 3 and 4), with two scenarios tested, assuming (i) constant floorspace and (ii) changing floorspace. For the purposes of this assessment we have used the 'constant' floorspace assumptions.

#### **RETAIL CAPACITY ASSESSMENT**

- 1.31. Our assessment of both convenience and comparison retail capacity is provided in Appendices B5 and B8, with convenience capacity set out in Tables B5.4 5.11 and comparison capacity in Tables B8.4 8.11). The findings are then summarized in Tables B5.12 and B8.12 respectively.
- 1.32. The assessment is based on the assumption that retail market shares within Coventry (retained Study Area expenditure) and at centre level remain constant. In other words, capacity forecasts do not allow for potential changes to shopping patterns from those identified in the household survey.
- 1.33. Capacity forecasts are provided for the study area overall, Coventry City Centre and the Main District Centres individually. Forecasts for the district centres, local centres and other locations are also provided, as combined forecasts. The results summarized below:

Table 1 Forecast Capacity for Convenience Floorspace in Coventry

TABLE B5.12: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT (NET SQ M)

	2028	2033	2038	2041
Coventry City Centre	84	156	211	236
Major District Centre - Arena Park	174	322	446	505
Major District Centre - Brando Road	114	208	286	324
Major District Centre - Cannon Park	178	330	443	494
District Centres	243	480	671	760
Local Centres	-18	183	342	416
Elsewhere in Coventry	1,118	2,054	2,795	3,140
<b>Total Convenience Goods Floorspace</b>	1,894	3,733	5,195	5,876

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares

Source: Table B5.12

**Table 2 Forecast Capacity for Comparison Floorspace in Coventry** 

TABLE B8.12: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2028	2033	2038	2041
Coventry City Centre	1,113	2,872	4,198	4,895
Major District Centre - Arena Park	432	1,000	1,441	1,675
Major District Centre - Brandon Road	87	225	337	401
Major District Centre - Cannon Park	86	203	287	330
District Centres	141	371	546	638
Local Centres	-135	2	103	154
Elsewhere in Coventry	1,609	3,738	5,342	6,185
<b>Total Comparison Goods Floorspace</b>	3,333	8,412	12,253	14,279

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares

Source: Table B8.12

1.34. In terms of **convenience provision**, the projections suggest that 3,733 sqm net of additional convenience floorspace would be required by 2033, although more than half of this would be outside of the main centres if market shares remain as now.



- 1.35. In terms of **comparison provision** the amount of additional floorspace required by 8,412 sqm, with the main requirements being in the City Centre and outside the defined centres, based on current market shares.
- 1.36. However, this assessment is based on market shares at the time of the household survey and therefore makes no allowance for existing retail floorspace that was unoccupied at that time. The extent to which this could meet the identified need and qualitative need are considered further in the main report.
- 1.37. For the reasons set out above we advise that very limited weight should be given to the forecasts beyond the ten-year period to 2033, as these are not necessarily reliable, being generated primarily on the expected growth in spend which may change significantly when Experian revise their forecasts.

#### **SUMMARY**

- 1.38. The NPPF (paragraph 86d) is clear that local planning authorities should plan to meet the need for new retail and town centre uses by "looking at least ten years ahead". The PPG also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments "...may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed". Notwithstanding this, to help inform the Council's longer term plan-making and strategies we have assessed the potential capacity for new retail floorspace over the lifetime of the plan, up to 2041.
- 1.39. The assessment shows there is some need for additional retail floorspace in Coventry over the next ten years to 2033, largely as a result of the significant population increase being seen in the Council area. However, capacity at centre level is generally limited in scale and how any need can be met is considered further in the main report.

<sup>&</sup>lt;sup>4</sup> PPG. Paragraph 004. Reference ID: 2b-004020190722



#### **VOLUME B: RETAIL CAPACITY APPENDICES**

## **Appendices:**

**B1: DEFINED STUDY AREA & ZONES** 

**B2: POPULATION PROJECTIONS & EXPENDITURE GROWTH** 

**B3: MARKET SHARE ANALYSIS: CONVENIENCE GOODS** 

**B4: TURNOVER ANALYSIS: CONVENIENCE GOODS** 

**B5: CONVENIENCE CAPACITY FORECASTS** 

**B6: MARKET SHARE ANALYSIS: COMPARISON GOODS** 

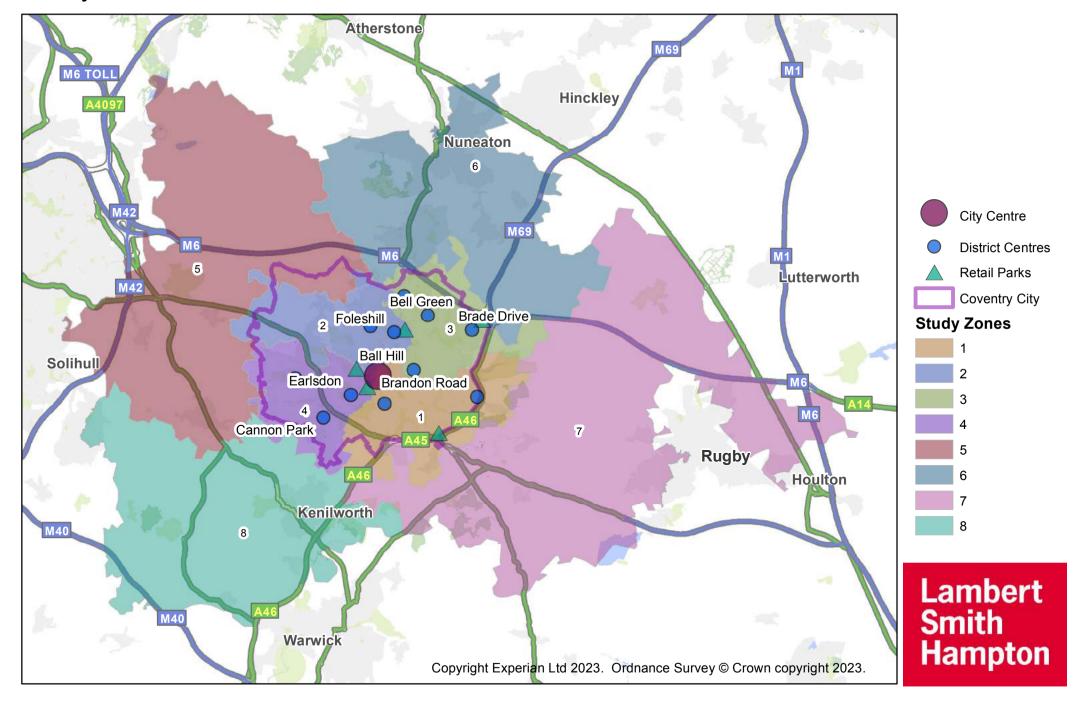
**B7: TURNOVER ANALYSIS: COMPARISON GOODS** 

**B8: COMPARISON CAPACITY FORECASTS** 



## APPENDIX B1: DEFINED STUDY AREA & ZONES

# Coventry Retail & Centres Study Study Area & Zones





## APPENDIX B2: POPULATION PROJECTIONS & EXPENDITURE GROWTH

TABLE B2.1: BASE YEAR POPULATION & PROJECTIONS (2023 - 2038) - ONS Projections (via Experian)

ADEL DZ.1.	DASE TEAR TO DEATHOR & T	10320110113 (2023	2030) - 0143 1 10)	ections (via Expe		
		2023	2028	2033	2038	2041
Zone 1	Coventry South East	96,435	101,194	105,490	108,991	110,797
Zone 2	Coventry North West	86,944	91,327	95,366	98,788	100,593
Zone 3	Coventry North East	93,444	98,267	102,271	105,836	107,785
Zone 4	Coventry South West	82,533	86,378	89,759	92,557	94,072
Zone 5	Outer Zone West	27,746	28,623	29,429	30,116	30,472
Zone 6	Outer Zone North	97,033	99,518	101,901	104,362	105,916
Zone 7	Outer Zone East	45,519	47,139	48,558	50,077	51,045
Zone 8	Outer Zone South	34,243	35,162	36,193	37,014	37,422
Coventry	,	315,377	331,183	345,181	357,026	363,299
Total Stu	dy Area:	563,897	587,608	608,967	627,741	638,102

Growth :	2023 to 2033:
	No.
9.4%	9,055
9.7%	8,422
9.4%	8,827
8.8%	7,226
6.1%	1,683
5.0%	4,868
6.7%	3,039
5.7%	1,950
9.5%	29,804
8.0%	45,070

Growth 2	2023 to 2041:
%	No.
14.9%	14,362
15.7%	13,649
15.3%	14,341
14.0%	11,539
9.8%	2,726
9.2%	8,883
12.1%	5,526
9.3%	3,179
15.2%	47,922
13.2%	74.205

Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets' Source:

Population projections (2023 to 2041) are derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

TABLE B2.2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (2023 to 2041)

		Including SFT	Excluding Special Forms of Trading (SFT)					
		2023	2023	2028	2033	2038	2041	
Experian-bas	sed SFT Market Shares (%):		5.6%	6.8%	7.3%	7.3%	7.8%	
Zone 1	Coventry South East	£2,210	£2,086	£2,057	£2,059	£2,070	£2,076	
Zone 2	Coventry North West	£2,113	£1,994	£1,967	£1,968	£1,978	£1,984	
Zone 3	Coventry North East	£2,129	£2,010	£1,982	£1,984	£1,994	£2,000	
Zone 4	Coventry South West	£2,290	£2,162	£2,132	£2,134	£2,145	£2,151	
Zone 5	Outer Zone West	£2,710	£2,558	£2,523	£2,525	£2,538	£2,545	
Zone 6	Outer Zone North	£2,342	£2,211	£2,180	£2,182	£2,193	£2,200	
Zone 7	Outer Zone East	£2,477	£2,338	£2,306	£2,308	£2,319	£2,326	
Zone 8	Outer Zone South	£2,804	£2,647	£2,610	£2,612	£2,626	£2,633	
Coventry		£2,193	£2,070	£2,041	£2,043	£2,053	£2,060	

E2,193 E2,070 E2,041 E2,043 E2,053 E2,060

Average spend per capita estimates (2021 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 20 published by Experian Business Strategies (February 2023).

At the Base Year (2023) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) using Experian's Retail Planner Briefing Note 20.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 20 (February 2023), with 2041 assumed to be similar to 2040

		Including SFT	Excluding Special Forms of Trading (SFT) (£m)						
		2023	2023	2028	2033	2038	2041		
Zone 1	Coventry South East	£213.1	£201.2	£208.2	£217.2	£225.6	£230.0		
Zone 2	Coventry North West	£183.7	£183.7 £173.4 £179.6 £187.7 £19	£173.4 £179.6 £187.7	.73.4 £179.6 £187.7 £195	.4 £179.6 £187.7 £195.4	179.6 £187.7 £195.4 £	£199.6	
Zone 3	Coventry North East	£198.9	£187.8	£194.7	£202.9	£211.0	£215.5		
Zone 4	Coventry South West	£189.0	£178.4	£184.1	£191.5	£198.5	£202.4		
Zone 5	Outer Zone West	£75.2	£71.0	£72.2	£74.3	£76.4	£77.6		
Zone 6	Outer Zone North	£227.3	£214.5	£217.0	£222.4	£228.9	£233.0		
Zone 7	Outer Zone East	£112.7	£106.4	£108.7	£112.1	£116.2	£118.8		
Zone 8	Outer Zone South	£96.0	£90.6	£91.8	£94.6	£97.2	£98.5		
Coventry		£691.5	£652.8	£676.0	£705.3	£733.1	£748.2		
Total Study	tal Study Area: £1,296.0 £1,223.4 £1,256.3 £1,302.7 £		£1,349.2	£1,375.3					

Growth 2023 to 2033 (£m)					
%	No.				
8.0%	£16.0				
8.3%	£14.3				
8.0%	£15.1				
7.3%	£13.1				
4.7%	£3.3				
3.7%	£7.8				
5.3%	£5.6				
4.3%	£3.9				
8.0%	£52.4				
6.5%	£79.3				

Growth 2023	to 2041 (£m)
%	No.
14.3%	£28.8
15.1%	£26.2
14.8%	£27.7
13.4%	£23.9
9.3%	£6.6
8.6%	£18.5
11.6%	£12.3
8.7%	£7.9
14.6%	£95.4
12.4%	£152.0

TABLE B2.4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (2023 to 2041)

		Including SFT	Excluding Special Forms of Trading (SFT)				
		2023	2023	2028	2033	2038	2041
Experian-bas	sed SFT Market Shares (%):		26.5%	30.0%	31.1%	32.0%	32.3%
Zone 1	Coventry South East	£3,323	£2,443	£2,584	£2,941	£3,373	£3,664
Zone 2	Coventry North West	£3,093	£2,273	£2,405	£2,737	£3,139	£3,410
Zone 3	Coventry North East	£3,067	£2,254	£2,385	£2,714	£3,112	£3,381
Zone 4	Coventry South West	£3,501	£2,573	£2,722	£3,098	£3,553	£3,860
Zone 5	Outer Zone West	£4,496	£3,304	£3,496	£3,978	£4,563	£4,957
Zone 6	Outer Zone North	£3,727	£2,739	£2,898	£3,298	£3,783	£4,110
Zone 7	Outer Zone East	£4,248	£3,122	£3,303	£3,759	£4,311	£4,683
Zone 8	Outer Zone South	£4,656	£3,422	£3,621	£4,120	£4,726	£5,134
Coventry		£3,275	£2,407	£2,547	£2,898	£3,324	£3,611

Average spend per capita estimates (2021 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 20 published by Experian Business Strategies (February 2023).

At the Base Year (2023) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) using Experian's Retail Planner Briefing Note 20.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 20 (February 2023), with 2041 assumed to be similar to 2040

#### AVAILABLE COMPANICAN COORS EVERNINELING (C., 1111-...) (2022 t., 2044)

TABLE B2.	TABLE B2.5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£millior												
		Including SFT	Excluding Special Forms of Trading (SF)		ncluding SFT		Excluding Special Forms of Trading (SFT) (£m)				Excluding Special Forms of Trading (SFT) (£n		
		2023	2023	2028	2033	2038	2041						
Zone 1	Coventry South East	£320.5	£235.6	£261.5	£310.2	£367.6	£406.0						
Zone 2	Coventry North West	£268.9	£197.7	£219.7	£261.0	£310.1	£343.1						
Zone 3	Coventry North East	£286.6	£210.6	£234.3	£277.5	£329.4	£364.5						
Zone 4	Coventry South West	£288.9	£212.4	£235.1	£278.1	£328.9	£363.1						
Zone 5	Outer Zone West	£124.7	£91.7	£100.1	£117.1	£137.4	£151.0						
Zone 6	Outer Zone North	£361.7	£265.8	£288.4	£336.1	£394.8	£435.3						
Zone 7	Outer Zone East	£193.3	£142.1	£155.7	£182.5	£215.9	£239.1						
Zone 8	Outer Zone South	£159.4	£117.2	£127.3	£149.1	£174.9	£192.1						
Coventry		£1,033.0	£759.2	£843.5	£1,000.5	£1,186.9	£1,312.1						
Total Study	/ Area:	£2,004.1	£1,473.0	£1,622.1	£1,911.7	£2,259.1	£2,494.2						

Growth 2023 to 2033 (£m)					
%	No.				
31.7%	£74.7				
32.1%	£63.4				
31.8%	£66.9				
30.9%	£65.7				
27.7%	£25.4				
26.4%	£70.3				
28.4%	£40.4				
27.3%	£31.9				
31.8%	£241.2				
29.8%	£438.7				

Growth 202	Growth 2023 to 2041 (£m)					
%	No.					
72.4%	£170.4					
73.6%	£145.4					
73.0%	£153.8					
71.0%	£150.8					
64.8%	£59.4					
63.7%	£169.5					
68.2%	£97.0					
63.9%	£74.9					
72.8%	£552.8					
69.3%	£1.021.2					



APPENDIX B3: MARKET SHARE ANALYSIS: CONVENIENCE GOODS

TABLE B3.1: TOTAL CONVENIENCE FOOD SHOPPING - 2023 MARKET SHARE ANALYSIS (%)

	ing and other Special Forms of Trading					_	_			_
	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total	Coventry	Coventry	Coventry	Coventry	Outer	Outer		Outer
		Zones	South	North	North	South	Zone	Zone	Outer	Zone
			East	West	East	West	West	North	Zone East	South
n-Centre Coventry	Coventry City Centre	2.2%	3.9%	4.0%	1.3%	4.5%	1.2%	0.0%	0.0%	0.6%
,	Major District Centre - Arena Park	5.3%	1.1%	16.0%	8.7%	1.5%	3.8%	5.1%	0.0%	0.0%
	Major District Centre - Brandon Road	3.0%	8.2%	0.2%	7.2%	0.0%	1.5%	0.7%	6.3%	0.0%
	Major District Centre - Cannon Park	5.3%	3.7%	1.9%	0.0%	24.2%	10.8%	0.0%	0.0%	4.4%
	District Centre - Ball Hill	1.3%	2.2%	0.0%	6.2%	0.0%	0.0%	1.0%	0.5%	0.0%
	District Centre - Bell Green	0.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3%	0.0%	0.0%
	District Centre - Brade Drive	3.5%	7.9%	4.6%	8.1%	0.0%	0.0%	1.9%	0.1%	0.0%
	District Centre - Daventry Road	0.7%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.6%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon  District Centre - Foleshill	0.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshin  District Centre - Jardine Crescent	0.3%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
		1	1							
	District Centre - Jubilee Crescent	0.9%	0.0%	3.9%	0.0%	0.2%	0.0%	0.9%	1.0%	0.0%
	Local Centre - Ansty Road	0.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Banner Lane	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Barkers Butts Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Binley Road	2.3%	6.5%	0.8%	8.4%	0.0%	0.0%	0.0%	0.2%	0.3%
	Local Centre - Birmingham Road	0.1%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Broad Park Road	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Charter Avenue	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Far Gosford Street	0.5%	3.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Holbrook Lane	2.2%	1.1%	9.0%	2.9%	0.4%	0.8%	0.0%	0.0%	0.0%
	Local Centre - Holyhead Road	0.1%	0.0%	0.3%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Keresley Road	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Quorn Way	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Station Avenue	0.2%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Westhill Road	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Winsford Avenue	0.2%	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	29.8%	42.9%	43.5%	45.6%	40.2%	18.1%	9.9%	8.1%	5.2%
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	1.7%	7.1%	0.5%	0.8%	1.1%	0.2%	0.0%	2.5%	0.0%
·	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	4.2%	2.6%	13.7%	9.5%	0.2%	0.0%	0.0%	0.0%	0.0%
	Aldi, Radford Road, Coventry, CV6 3BU	1.7%	0.1%	7.4%	1.2%	0.3%	1.9%	0.0%	2.2%	0.0%
	Asda, Abbey Park, North London Road, Coventry	2.3%	10.0%	0.0%	2.4%	0.7%	0.0%	0.0%	2.4%	0.4%
	Lidl, Brandon Road, Coventry, CV3 2AN	1.0%	1.2%	0.0%	4.7%	0.5%	0.0%	0.0%	1.4%	0.0%
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	2.7%	1.2%	4.0%	0.4%	11.5%	0.4%	0.0%	0.0%	0.0%
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	6.4%	6.6%	7.1%	0.9%	24.0%	7.1%	0.2%	0.3%	0.3%
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	2.2%	2.7%	0.0%	8.4%	0.0%	0.0%	0.5%	3.4%	0.0%
	Other Coventry	8.5%	12.7%	14.3%	16.6%	10.1%	2.0%	0.9%	0.8%	1.3%
	Sub-Total Coventry Out of Centre	30.7%	44.3%	47.1%	45.1%	48.3%	11.7%	1.5%	13.0%	2.0%
	Sub-Total Coventry	60.5%	87.2%	90.6%	90.6%	88.5%	29.8%	11.5%	21.1%	7.2%
Outside of Coventry	Zone 5 - Balsall Common	1.4%	0.0%	0.5%	0.0%	1.3%	18.6%	0.0%	0.0%	0.1%
Jacobac of Covering	Zone 5 - Meridan	0.2%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
	Zone 5 - Elsewhere	0.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
	Zone 6- Bedworth	6.1%	0.0%	1.3%	1.6%	0.0%	2.1%	28.9%	0.0%	0.0%
	Zone 6 - Nuneaton	7.6%	0.2%	0.3%	0.0%	0.0%	2.1%	40.4%	0.0%	0.0%
		1	1							
	Zone 6 - Elsewhere	0.2%	0.0%	0.5%	0.0%	0.5%	0.0%	0.1%	0.0%	0.0%
	Zone 7 - Rugby	1.8%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%
	Zone 7 - Elsewhere	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%
	Zone 8 - Kenilworth	4.6%	0.7%	0.0%	0.0%	0.5%	5.8%	0.0%	0.5%	60.19
	Zone 8 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	Sub-Total Rest of Study Area	22.1%	1.4%	3.6%	1.6%	2.3%	32.1%	69.4%	24.3%	60.79
	Outside of Study Area	11.3%	6.7%	1.1%	1.0%	1.2%	25.2%	15.7%	50.4%	20.79
	Online	6.1%	4.7%	4.7%	6.8%	8.0%	12.9%	3.4%	4.2%	11.49
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.09

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Note: Figures are rounded to the nearest decimal point and may not sum.
% Spend weighted 50% 'Main Food'; 25% 'Other main Food', 15% 'Top-up and 10% 'Other Top-up

#### TABLE B3.3: MAIN FOOD SHOPPING - 2023 MARKET SHARE ANALYSIS (%)

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total	Coventry	Coventry	Coventry	Coventry	Outer	Outer		Outer
Location		Zones	South	North	North	South	Zone	Zone	Outer	Zone
			East	West	East	West	West	North	Zone East	South
In-Centre Coventry	Coventry City Centre	2.8%	6.2%	5.6%	1.4%	4.4%	1.2%	0.0%	0.0%	0.6%
in-centre coventry	Major District Centre - Arena Park	5.1%	2.2%	13.6%	10.9%	2.5%	5.0%	0.9%	0.0%	0.0%
	Major District Centre - Brandon Road	2.5%	5.0%	0.3%	6.2%	0.0%	2.5%	0.0%	7.2%	0.0%
	Major District Centre - Cannon Park	5.7%	3.8%	0.3%	0.0%	26.7%	14.9%	0.0%	0.0%	7.0%
	District Centre - Ball Hill	0.8%	1.6%	0.0%	1.4%	0.0%	0.0%	1.9%	0.0%	0.0%
	District Centre - Bell Green	0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	5.4%	12.5%	5.7%	14.6%	0.0%	0.0%	0.3%	0.0%	0.0%
	District Centre - Daventry Road	0.5%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jordine Crescent	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.5%	0.0%	0.8%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%
	Local Centre - Ansty Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Ansty Road Local Centre - Banner Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Barrier Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Barkers Butts Lane	2.3%	5.4%	1.6%	6.9%	0.0%	0.0%	0.0%	0.0%	0.6%
	Local Centre - Birmingham Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Broad Park Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Charter Avenue	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Far Gosford Street	0.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Holbrook Lane	1.7%	1.8%	7.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
			1							
	Local Centre - Holyhead Road	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	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 Centre - Keresley Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centre - Quorn Way	0.0%	I							
	Local Centre - Station Avenue	0.0%	0.0% 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 Centre - Westhill Road		1	0.0%		0.0%			0.0%	
	Local Centre - Winsford Avenue	0.0% 28.4%	0.0% 43.2%	0.0% 37.5%	0.0% 42.9%	0.0% 35.3%	0.0% 24.5%	0.0% 5.1%	0.0% 7.2%	0.0% 8.1%
Out of Control Country	Sub-Total Coventry Centres		-							
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	2.0%	7.6%	0.0%	0.5%	2.1%	0.4%	0.0%	5.1%	0.0%
	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	3.7%	2.2%	13.7%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Aldi, Radford Road, Coventry, CV6 3BU	1.9%	0.0%	10.2%	0.0%	0.0%	0.4%	0.0%	3.2%	0.0%
	Asda, Abbey Park, North London Road, Coventry	2.2%	11.7%	0.0%	0.9%	1.4%	0.0%	0.0%	0.0%	0.0%
	Lidl, Brandon Road, Coventry, CV3 2AN	1.1%	0.3%	0.0%	3.9%	1.0%	0.0%	0.0%	2.8%	0.0%
	Morrisons Superstore, Holyhead Road, Coventry, C	2.9%	1.9%	4.8%	0.5%	11.8%	0.9%	0.0%	0.0%	0.0%
	Sainsbury's Superstore, Fletchamstead Highway, Co	8.6% 3.1%	11.7% 1.7%	12.4% 0.0%	0.0% 15.0%	29.1% 0.0%	8.7% 0.0%	0.3% 0.9%	0.0% 2.3%	0.6% 0.0%
	Tesco Superstore, Clifford Bridge Road, Coventry, C		I						0.0%	
	Other Coventry Sub-Total Coventry Out of Centre	4.6% 30.2%	5.3% 42.4%	10.1% 51.2%	12.2% 40.0%	0.7% 46.2%	0.0% 10.5%	0.0% 1.3%	13.4%	0.6%
		58.5%	85.6%	88.7%	82.9%	81.5%		6.4%	20.6%	
Outside of Coventry	Sub-Total Coventry	0.7%	0.0%	0.0%	0.0%	2.4%	35.0% 6.2%	0.0%		9.2%
Outside of Coventry	Zone 5 - Balsall Common Zone 5 - Meridan	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
			I							
	Zone 6- Bedworth	7.4%	0.3%	2.5%	1.7% 0.0%	0.0%	3.3%	36.1%	0.0%	0.0%
	Zone 6 - Nuneaton	6.7%	0.0%	0.3%		0.0%	4.6%	35.6%	0.0%	0.0%
	Zone 6 - Elsewhere	0.0% 1.8%	0.0% 0.0%	0.0% 2.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0% 19.3%	0.0% 0.0%
	Zone 7 - Rugby		1				0.0%			
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Kenilworth	4.1%	0.3%	0.0%	0.0%	1.0%	7.0%	0.0%	1.0%	53.3%
	Zone 8 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Rest of Study Area	20.5%	0.7%	4.8%	1.7%	3.4%	21.1%	71.7%	20.3%	53.3%
	Outside of Study Area	11.0%	9.1%	0.3%	1.7%	0.0%	22.0%	15.1%	53.6%	21.1%
	Online	10.0%	4.6%	6.2%	13.7%	15.1%	21.9%	6.8%	5.6%	16.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

#### TABLE B3.4: OTHER MAIN FOOD SHOPPING - 2023 MARKET SHARE ANALYSIS (%)

Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, CI Other Coventry Sub-Total Coventry Sub-Total Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Redworth Zone 6 - Nuneaton Zone 6 - Nuneaton Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Kenilworth Zone 8 - Elsewhere	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
In-Centre Coventry  Coventry City Centre Major District Centre Major District Centre Major District Centre District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Bard District Centre - Bard District Centre - Bard District Centre - Bard District Centre - Javi Local Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Binley Local Centre - Birnin Local Centre - Birnin Local Centre - Birnin Local Centre - Brond Local Centre - Forda Local Centre - Hollyh Local Centre - Hollyh Local Centre - Keresl Local Centre - Hollyh Local Centre - West Local Centre - Winsf Sub-Total Coventry Uncal Centre - Winsf Sub-Total Coventry Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Superstore, Clother Coventry Sub-Total Coventr		Total	Coventry	Coventry	Coventry	Coventry	Outer	Outer		Outer
Major District Centre Major District Centre Major District Centre Major District Centre District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Barl District Centre - Bard District Centre - Bard District Centre - Javo District Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Binley Local Centre - Binley Local Centre - Broad Local Centre - Broad Local Centre - Broad Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - West Local Centre - Woisf Sub-Total Coventry Out of Centre Coventry Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Outside of Coventry Outside of Coventry Zone 5 - Balsall Com Cone 5 - Balsall Com Cone 5 - Belsewhere Zone 6 - Bedworth Zone 6 - Sleewhere Zone 6 - Sleewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Elsewher		Zones	South	North	North	South	Zone	Zone	Outer	Zone
Major District Centre Major District Centre Major District Centre Major District Centre District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Barl District Centre - Barl District Centre - Barl District Centre - Javo District Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Binley Local Centre - Binley Local Centre - Broad Local Centre - Broad Local Centre - Broad Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Belsewhere Zone 6 - Bedworth Zone 6 - Flsewhere Zone 6 - Flsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere			East	West	East	West	West	North	Zone East	South
Major District Centre Major District Centre Major District Centre Major District Centre District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Barl District Centre - Barl District Centre - Barl District Centre - Jard District Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Barne Local Centre - Binley Local Centre - Binley Local Centre - Broad Local Centre - Broad Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Co	re	1.3%	1.5%	3.5%	0.9%	2.1%	0.0%	0.0%	0.0%	1.2%
Major District Centre Major District Centre Major District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Bara District Centre - Javb India District Centre - Javb Local Centre - Banne Local Centre - Banne Local Centre - Binne Local Centre - Holyh Local Centre - Holyh Local Centre - Holyh Local Centre - West Local Centre - Statio Local Centre - West Local Centre - Statio Local Centre - Holyh Local Centre - Holyn Local Centre - Bine Local Centre Local Centre Local Centre Local Centre Local Centre Local Centre Loca		8.0%	0.0%	28.8%	9.2%	0.7%	3.2%	14.6%	0.0%	0.0%
District Centre - Ball District Centre - Ball District Centre - Ball District Centre - Barl District Centre - Dav District Centre - Dav District Centre - Dav District Centre - Farl District Centre - Jard District Centre - Barke Local Centre - Barke Local Centre - Barke Local Centre - Birley Local Centre - Birley Local Centre - Birley Local Centre - Birley Local Centre - Charte Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - West Local Centre - Quorr Local Centre - West Local Centre - Statio Local Centre - West Local Centre - Statio Local Centre - Holph Local Centre - West Local Centre - West Local Centre - West Local Centre - West Local Centre - Statio Local Centre - West Local Centre - Statio Local Centre		4.4%	13.5%	0.0%	8.3%	0.0%	0.0%	2.7%	4.1%	0.0%
District Centre - Bell District Centre - Brat District Centre - Brat District Centre - Dav District Centre - Lav District Centre - Lav District Centre - Lav District Centre - Jav District Centre - Jubi District Centre - Jubi District Centre - Jubi Local Centre - Bank District Centre - Bank District Centre - Bank Local Centre - Bank Local Centre - Bank Local Centre - Binley Local Centre - Binley Local Centre - Broad Local Centre - Broad Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - Holph Local Centre - West Local Centre - Statio Local Centre - Statio Local Centre - Winsf Sub-Total Coventry Aldi, Gallagher Reta Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Coventry Zone 5 - Balsall Coventry Zone 6 - Bedworth Zone 6 - Reisewhere Zone 6 - Reiniworth Zone 8 - Kenilworth Zone 8 - Elsewhere	re - Cannon Park	7.6%	2.2%	6.9%	0.0%	33.1%	12.3%	0.0%	0.0%	3.5%
District Centre - Brac District Centre - Dav District Centre - Dav District Centre - Earl District Centre - Fole District Centre - Javi District Centre - Javi District Centre - Javi District Centre - Javi Local Centre - Ansty Local Centre - Banne Local Centre - Banne Local Centre - Binley Local Centre - Birmir Local Centre - Brace Local Centre - Holyn Local Centre - Holyn Local Centre - Holyn Local Centre - Holyn Local Centre - West Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lid, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Co	l Hill	2.4%	5.8%	0.0%	7.0%	0.0%	0.0%	0.0%	2.0%	0.0%
District Centre - Dav District Centre - Earl District Centre - Fole District Centre - Fole District Centre - Jard District Centre - Mana Local Centre - Banne Local Centre - Banne Local Centre - Birnin Local Centre - Birnin Local Centre - Birnin Local Centre - Chart Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - Quorr Local Centre - Winst Sub-Total Coventry Aldi, Airport Retail P Aldi, Rafford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry	l Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
District Centre - Earl District Centre - Fole District Centre - Jubi Local Centre - Ansty Local Centre - Barne Local Centre - Birnle Local Centre - Birnle Local Centre - Birnle Local Centre - Charte Local Centre - Far Ge Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Statio Local Centre - Statio Local Centre - Statio Local Centre - West Local Centre - West Local Centre - West Local Centre - West Local Centre - Wast Local Centre - Statio Local Centre - Wast Local Centre - Statio Local Centre - Wast Local Centre - Holyh Local Centre - Ho	de Drive	1.6%	0.7%	4.1%	0.9%	0.0%	0.0%	5.5%	0.0%	0.0%
District Centre - Fole District Centre - Jard District Centre - Jard District Centre - Jard District Centre - Jard District Centre - Jubi Local Centre - Barke Local Centre - Barke Local Centre - Binley Local Centre - Birnir Local Centre - Birnir Local Centre - Birnir Local Centre - Broad Local Centre - Centre Local Centre - Holpr Local Centre - Holpr Local Centre - Holpr Local Centre - West Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Alipport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Berdian Zone 5 - Elsewhere Zone 6 - Reinwert Zone 6 - Reinwert Zone 7 - Rugby Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere	ventry Road	1.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
District Centre - Jard District Centre - Jusic District Centre - Jusic Local Centre - Ansty Local Centre - Barne Local Centre - Barne Local Centre - Birmir Local Centre - Birmir Local Centre - Birmir Local Centre - Birmir Local Centre - Chart Local Centre - Chart Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Outside of Coventry Sub-Total Coventry Sub-Total Coventry Cone 5 - Balsall Com Zone 5 - Balsall Com Zone 5 - Elsewhere Zone 6 - Redworth Zone 6 - Runeaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
District Centre - Jubi Local Centre - Ansty Local Centre - Banne Local Centre - Birne Local Centre - Chart Local Centre - Far Ge Local Centre - Holyn Local Centre - Holyn Local Centre - West Local Centre - West Local Centre - Quorr Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Airport Retail P Aldi, Airport Retail Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Esnilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Ansty Local Centre - Banke Local Centre - Banke Local Centre - Birnin Local Centre - Birnin Local Centre - Birnin Local Centre - Birnin Local Centre - Chart Local Centre - Chart Local Centre - Chart Local Centre - Chart Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - Statio Local Centre - Statio Local Centre - Statio Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Tesco Superstore, CI Other Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Coventry Zone 5 - Balsall Coventry Local Centre Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Tone 5 - Balsall Coventry Sub-Total Coventry Sub-Total Coventry Tone 5 - Balsall Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Tone 5 - Balsall Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Tone 5 - Balsall Coventry Sub-Total Coventry Sub		0.7%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%
Local Centre - Banne Local Centre - Banne Local Centre - Birnie Local Centre - Birnie Local Centre - Birnie Local Centre - Birnie Local Centre - Broad Local Centre - Charte Local Centre - Charte Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - West Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lid, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsail Cow Zone 5 - Beridan Zone 5 - Elsewhere Zone 6 - Redworth Zone 6 - Redworth Zone 6 - Reisewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		1.2%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%
Local Centre - Barke Local Centre - Birde Local Centre - Birde Local Centre - Birde Local Centre - Broad Local Centre - Charte Local Centre - Charte Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Aafpord Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Sub-Total Coventry Untside of Coventry Sub-Total Coventry Sub-T		0.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Binley Local Centre - Birney Local Centre - Birney Local Centre - Charte Local Centre - Charte Local Centre - Holph Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Gallagher Retail Aldi, Gallagher Retail Aldi, Gallagher Retail Aldi, Farndon Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Elsewhere Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Enliworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Birmin Local Centre - Broad Local Centre - Broad Local Centre - Far Gd Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - West Local Centre - Statio Local Centre - Statio Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Cone 5 - Balsall Coventry Sub-Total Coventry Cone 6 - Bedworth Zone 6 - Superstor Local Centre Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Cone 5 - Balsall Coventry Cone 5 - Balsall Coventry Cone 5 - Elsewhere Lone 6 - Nuneaton Lone 6 - Superstor Local Centre - Holy Lo		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Broad Local Centre - Chart Local Centre - Far Ge Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - West Local Centre - West Local Centre - Winsf Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Sainsbury's Superstor Second Superstore, Cl Other Coventry Sub-Total Coventry Sub-Tota		2.9%	9.7%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Charte Local Centre - Far 6c Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Holyh Local Centre - General Local Centre - Statio Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry I Aldi, Airpor Retail P Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 6 - Elsewhere Zone 6 - Redworth Zone 6 - Nuneaton Zone 7 - Rugby Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Far Go Local Centre - Holbr Local Centre - Holbr Local Centre - Holbr Local Centre - Westl Local Ce		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Holbri Local Centre - Holyh Local Centre - Holyh Local Centre - Guorr Local Centre - Statio Local Centre - Statio Local Centre - Winsf Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsail Com Zone 5 - Beridan Zone 5 - Elsewhere Zone 6 - Nuneaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Enileworte Zone 8 - Enilewhere Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Holyh Local Centre - Kerest Local Centre - Quorr Local Centre - West Local Centre - Winst Local Centre - Winst Local Centre - Winst Sub-Total Coventry Aldi, Airport Retail P Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Belsewhere Zone 6 - Bedworth Zone 6 - Elsewhere Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Flsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Keresl Local Centre - Quorr Local Centre - Quorr Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Airport Retail Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Bedworth Zone 6 - Bedworth Zone 6 - Superstore, Cl Other Coventry Tone 6 - Superstore, Cl Coventry Sub-Total Coventry Sub-Total Coventry Fub-Total Coventry Coventry Coventry Sub-Total Coventry Coventry Tone 5 - Balsall Coventry Coven		2.9% 0.0%	0.7% 0.0%	9.6% 0.0%	7.2% 0.0%	0.0%	0.9% 0.0%	0.0%	0.0%	0.0%
Local Centre - Quorr Local Centre - Statio Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Out of Centre Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Redworth Zone 6 - Redworth Zone 6 - Reisewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Statio Local Centre - West Local Centre - West Local Centre - Winsf Sub-Total Coventry Aldi, Airport Retail P Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Cone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Nuneaton Zone 6 - Runeaton Zone 7 - Rugby Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Westi Local Centre - Winsti Sub-Total Coventry Out of Centre Coventry Aldi, Airport Retail P Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Supersto Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Zone 5 - Balsall Com Zone 5 - Belsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Risewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Winsf Sub-Total Coventry I Aldi, Airport Retail P Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Superstore Zone 6 - Superstore Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Enilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre Coventry Aldi, Airport Retail P Aldi, Gallagher Retai Aldi, Gallagher Retai Aldi, Gallagher Retai Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, CI Other Coventry Sub-Total Coventry Sub-Total Coventry Zone 5 - Balsail Com Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Nuneaton Zone 6 - Flsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre Coventry Aldi, Airport Retail P Aldi, Gallagher Retail Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Outside of Coventry Zone 5 - Balsall Com Zone 5 - Belsewhere Zone 6 - Bedworth Zone 6 - Bedworth Zone 6 - Rugby Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		34.8%	44.8%	58.5%	41.8%	41.1%	16.5%	22.8%	10.2%	4.6%
Aldi, Gallagher Retai Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Zone 5 - Balsall Com Zone 5 - Heridan Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Risewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Enliworth Zone 8 - Enliworth Zone 8 - Elsewhere		1.8%	9.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Radford Road, Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry Sub-Total Coventry Total Coventry Coutside of Coventry Tone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Sedworth Zone 6 - Nuneaton Zone 6 - Sleswhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Enilworth Zone 8 - Elsewhere	ail Park, Coventry, CV6 5QG	5.3%	0.0%	12.1%	18.4%	0.7%	0.0%	0.0%	0.0%	0.0%
Asda, Abbey Park, N Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry( Sub-Total Coventry)  Outside of Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Hesewhere Zone 6 - Nuneaton Zone 6 - Nuneaton Zone 6 - Redworth Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		2.6%	0.0%	7.6%	4.9%	1.4%	6.5%	0.0%	0.0%	0.0%
Lidl, Brandon Road, Morrisons Superstor Sainsbury's Superstor Tesco Superstore, Cl Other Coventry Sub-Total Coventry( Sub-Total Coventry( Tone 5 - Balsall Com Zone 5 - Balsall Com Zone 5 - Belswhere Zone 6 - Bedworth Zone 6 - Bedworth Zone 6 - Runeaton Zone 7 - Rugby Zone 7 - Elsewhere Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere	North London Road, Coventry	3.5%	10.6%	0.0%	7.2%	0.0%	0.0%	0.0%	4.7%	0.0%
Morrisons Superstor Sainsbury's Superstor Tesco Superstore, CI Other Coventry Sub-Total Coventry Sub-Total Coventry Zone 5 - Balsall Com Zone 5 - Heridan Zone 5 - Elsewhere Zone 6 - Nuneaton Zone 6 - Nuneaton Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Enliworth Zone 8 - Elsewhere	· · · · · · · · · · · · · · · · · · ·	1.2%	4.1%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstor Tesco Superstore, CI Other Coventry Sub-Total Coventry Sub-Total Coventry Total Coventry	ire, Holyhead Road, Coventry, CV5 8BX	3.8%	0.7%	3.5%	0.9%	18.5%	0.0%	0.0%	0.0%	0.0%
Other Coventry Sub-Total Coventry Sub-Total Coventry Sub-Total Coventry Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere	ore, Fletchamstead Highway, Coventry, CV4 9BJ	5.7%	3.0%	2.0%	3.2%	23.0%	10.7%	0.0%	0.7%	0.0%
Sub-Total Coventry to Sub-Total Coventry to Sub-Total Coventry   Outside of Coventry   Zone 5 - Balsall Come   Zone 5 - Meridan   Zone 5 - Elsewhere   Zone 6 - Bedworth   Zone 6 - Nuneaton   Zone 6 - Flsewhere   Zone 7 - Rugby   Zone 7 - Elsewhere   Zone 8 - Kenilworth   Zone 8 - Elsewhere	Clifford Bridge Road, Coventry, CV2 2TS	1.9%	5.8%	0.0%	0.9%	0.0%	0.0%	0.0%	8.2%	0.0%
Sub-Total Coventry  Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Rugby Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		8.8%	9.1%	8.1%	16.4%	13.5%	1.7%	3.6%	2.7%	2.3%
Outside of Coventry  Zone 5 - Balsall Com Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere	Out of Centre	34.6%	42.4%	33.2%	57.4%	57.0%	19.0%	3.6%	16.3%	2.3%
Zone 5 - Meridan Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		69.3%	87.2%	91.7%	99.2%	98.1%	35.5%	26.4%	26.5%	7.0%
Zone 5 - Elsewhere Zone 6 - Bedworth Zone 6 - Nuneaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere	nmon	0.7%	0.0%	0.7%	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%
Zone 6- Bedworth Zone 6 - Nuneaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 6 - Nuneaton Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 6 - Elsewhere Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		1.5%	0.0%	0.0%	0.9%	0.0%	0.0%	10.2%	0.0%	0.0%
Zone 7 - Rugby Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		6.1%	0.0%	0.7%	0.0%	0.0%	0.0%	45.1%	0.0%	0.0%
Zone 7 - Elsewhere Zone 8 - Kenilworth Zone 8 - Elsewhere		0.3%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Zone 8 - Kenilworth Zone 8 - Elsewhere		1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	0.0%
Zone 8 - Elsewhere		0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
		4.1%	2.2%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	52.4%
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Rest of Stu		14.2%	2.2%	1.5%	0.9%	1.9%	15.8%	55.2%	14.4%	52.4%
Outside of Study Are	ea	13.7%	5.7%	2.7%	0.0%	0.0%	44.0%	18.3%	55.0%	28.6%
Online Total		2.8%	4.9% 100.0%	4.1%	0.0%	0.0% 100.0%	4.7% 100.0%	0.0%	4.1%	12.0%

#### TABLE B3.5: TOP UP FOOD SHOPPING - 2023 MARKET SHARE ANALYSIS (%)

Continue   Part   Continue   Co	Including Internet Shoppi	ng and other Special Forms of Trading									
Center Coventry   Coventry City Centre   Coventry City City Centre   Coventry City City Centre   Coventry City City Centre   Coventry City City Centre   Coven		Store / Centre Tow	n	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Centre Coventry   Coventry City Centre   East   West   West   West   West   New   New   West   Wes	Location		Total								
Centre Coventry  Coventry City Cotate  Illy  Major District Centre - Pannel Pink  Major District Centre - Bandon Road  2.5%  District Centre			Zones							Outer	Outer
Centre Coverty   Coverty Cry Criter     18%   30%   20%   25%   42%   05%   05%   00%										Zone East	
Major District Centre - Jamen Park   2-48										0.00/	
Major Destric Centre - Ramone Park   2.0%   10.1%   0.3%   0.5%   0.0%   0.0%   0.2%   0.0%	In-Centre Coventry										
Major Detrict Centre - Camon Park   12   13   10   10   10   10   10   10   10											
District Centre- Ball Hill											
District Centre - Bell Green   0.6%   0.0%											
District Centre- Brade Drive   2,0%   3,1%   4,7%   1,7%   0,0%											
Bistrict Centre - Daventry Read   1,3%   8,5%   0,0%   0											
Bistrict Centre - Farlsdom											
District Centre - Fole-hill   1,2%   0,0%   6,5%   0,0%											
District Centre: - Jurdine Crescent   0.1%   0.0%											
Destrict Centre - Jubilee Crescent   1.3%   0.0%   6.7%   0.0%											
Local Centre - Ansty Road											
Local Centre - Banner Jane   10.1%   0.0%				1							
Local Centre - Barkers Butts Lane   1.0%   0.0%		·									
Local Centre - Brinely Road   1.1%   3.0%   0.0%   5.7%   0.0%				1							
Local Centre - Birmingham Road   0.5%   0.0%   0.4%   0.0%   0.											
Local Centre - Groad Park Road   0.1%   0.0%   0.											
Local Centre - Charter Avenue   0,0%   0,0			0.5%	0.0%	0.4%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
Local Centre - Far Gosford Street   1,5%   1,9%   0,0%		Local Centre - Broad Park Road	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Hollyhead Road		Local Centre - Charter Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Holyhead Road  Local Centre - Keresley Road  Local Centre - Keresley Road  Local Centre - Cuorn Way  Local Centre - Station Avenue  Local Centre - Wethill Road  Local Contre -			1.5%	7.7%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Kerseley Road Local Centre - Station Avenue Local Centre - Westhill Road Local Centre		Local Centre - Holbrook Lane	3.4%	0.0%	13.1%	5.5%	2.4%	0.5%	0.0%	0.0%	0.0%
Local Centre - Quorn Way Local Centre - Station Avenue Local Centre - Westhill Road Local Centre - West		Local Centre - Holyhead Road	0.7%	0.0%	1.1%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%
Local Centre - Station Avenue  Local Centre - Westhill Road  Local		Local Centre - Keresley Road	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Westhill Road   0.6%   0.0%   3.3%   0.0%		Local Centre - Quorn Way	0.6%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centre - Winsford Avenue   0.4%   0.4%   0.0%   0.4%   0.0%   0.		Local Centre - Station Avenue	0.5%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Sub-Total Coventry Centres  29.1% 39.5% 46.8% 44.1% 48.0% 5.2% 7.1% 3.1% 0.0% 10 fed Centre Coventry Aldi, Airport Retail Park, Coventry, CV6 5QG 5.8% 9.2% 18.4% 9.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0		Local Centre - Westhill Road	0.6%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Aligort Retail Park, Coventry Aldi, Gallaghe Retail Park, Coventry, CV6 SQG Aldi, Radford Road, Coventry, CV6 SBU Aldi, Radford Road, Coventry, CV6 SBU Aldi, Radford Road, Coventry, CV6 SBU Assa, Abbey Park, North London Road, Coventry Berker Park, North London Road, Coventry, CV5 BBX Berker Park, North London Road, Coventry Berker Park, North London Road,		Local Centre - Winsford Avenue	0.4%	0.0%	0.4%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
Aldi, Gallagher Retail Park, Coventry, CV6 SQG Aldi, Radford Road, Coventry, CV6 SQG Aldi, Radford Road, Coventry, CV6 SQG Aldi, Radford Road, Coventry Assa, Abbey Park, North London Road, Coventry Udi, Brandon Road, Coventry, CV3 ZAN O,0% O,0% O,0% O,0% O,0% O,0% O,0% O,0%		Sub-Total Coventry Centres	29.1%	39.5%	46.8%	44.1%	48.0%	5.2%	7.1%	3.1%	0.0%
Aldi, Radford Road, Coventry, CV6 3BU Asda, Abbey Park, North London Road, Coventry Bidlight Standon Road, Coventry, CV3 2AN Bidlight Standon Road, Coventry, CV3 2AN Bidlight Standon Road, Coventry, CV3 2AN Bidlight Standon Road, Coventry, CV5 8BX Bidlight Standon Road, Coventry, CV4 9BJ Bidlight Standon Road, Coventry, CV	Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	1.1%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Abbey Park, North London Road, Coventry, LV3 ZAN Lidl, Brandon Road, Coventry, CV3 ZAN Morrisons Superstore, Flotyhead Road, Coventry, CV4 BBX Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 BBS Tesco Superstore, Clifford Bridge Road, Coventry, CV2 TS Link Other Coventry Life Sub-Total Coventry Out of Centre Sub-Total Coventry Tesco Superstore, Fletchamstead Highway, Coventry, CV2 TS Link Sub-Total Coventry Life Sub		Aldi, Gallagher Retail Park, Coventry, CV6 5QG	5.8%	9.2%	18.4%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Brandon Road, Coventry, CV3 2AN   0.0%   0.		Aldi, Radford Road, Coventry, CV6 3BU	0.7%	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	4.3%	0.0%
Lidl, Brandon Road, Coventry, CV3 2AN   0.0%   0.			1.5%	9.3%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons Superstore, Holyhead Road, Coventry, CVS 8BX   1.2%   0.5%   0.4%   0.0%				0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS 1.0% 2.6% 0.0% 4.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0			1.2%	0.5%	0.4%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS Other Coventry Other Coventry Sub-Total Coventry Out of Centre S1.5% Sub-Total Coventry Out of Centre S1.5% Sub-Total Coventry Out of Centre S1.5% Sub-Total Coventry Sub-Total Rest of Study Area Sub-Total Rest of Study Area Sub-Total Rest of Study Area Sub-Total Coventry Sub-Total Rest of Study Area Sub-Total Rest of Study Area Sub-Total Coventry Sub-Total Rest of Study Area Sub-Total			3.5%	0.0%	2.9%	0.8%	18.2%	0.0%	0.0%	0.7%	0.0%
Other Coventry         16.7%         22.6%         25.7%         35.9%         23.9%         10.0%         0.0%         0.7%           Sub-Total Coventry Out of Centre         31.5%         51.2%         49.3%         51.9%         48.7%         10.5%         0.0%         0.7%           Sub-Total Coventry         60.6%         90.7%         96.1%         96.0%         96.7%         15.8%         7.1%         81.3%         0.7%           Itside of Coventry         Zone 5 - Balsall Common         3.4%         0.0%         2.0%         0.0%         0.0%         53.8%         7.1%         81.3%         0.7%           Zone 5 - Meridan         0.5%         0.0											
Sub-Total Coventry Out of Centre         31.5%         51.2%         49.3%         51.9%         48.7%         10.5%         0.0%         5.0%         0.7%           Sub-Total Coventry         60.6%         90.7%         96.1%         96.0%         96.7%         15.8%         7.1%         8.1%         0.7%           Itside of Coventry         2one 5 - Balsall Common         3.4%         0.0%         2.0%         0.0%         0.5%         15.8%         7.1%         8.1%         0.7%         0.0%         0.0%         53.8%         0.0%         0.0%         0.0%         53.8%         0.0%         0.0%         0.0%         0.0%         53.8%         0.0%         0.											
Sub-Total Coventry   60.6%   90.7%   96.1%   96.0%   96.7%   15.8%   7.1%   8.1%   0.7%   15.86   7.1%   8.1%   0.7%   20ne 5 - Basial Common   3.4%   0.0											0.7%
tride of Coventry											
Zone 5 - Meridan   0.5%	Outside of Coventry										
Zone 5 - Elsewhere	outside or coveriery										
Zone 6 - Bedworth   7.5%   0.0%   0.0%   3.2%   0.0%   3.3%   35.0%   0.0%   0.0%   2.0m 6 - Nuneaton   9.0%   0											
Zone 6 - Nuneaton   9.0%   0											
Zone 6 - Elsewhere											
Zone 7 - Rugby   3.0%   3.1%   0.0%											
Zone 7 - Elsewhere											
Zone 8 - Kenilworth         5.9%         0.0%         0.0%         0.0%         0.0%         2.8%         0.0%         0.0%         89.2%           Zone 8 - Elsewhere         0.0%											
Zone 8 - Elsewhere         0.0% <td></td>											
Sub-Total Rest of Study Area         31.0%         3.1%         2.0%         3.2%         0.0%         69.5%         80.7%         55.4%         90.79           Outside of Study Area         7.2%         5.2%         1.9%         0.8%         0.0%         9.4%         12.2%         34.1%         7.8%           Online         1.2%         0.9%         0.0%         0.0%         3.3%         5.3%         0.0%         2.5%         0.7%											
Outside of Study Area         7.2%         5.2%         1.9%         0.8%         0.0%         9.4%         12.2%         34.1%         7.8%           Online         1.2%         0.9%         0.0%         0.0%         3.3%         5.3%         0.0%         2.5%         0.7%											
Online 1.2% 0.9% 0.0% 0.0% 3.3% 5.3% 0.0% 2.5% 0.7%											90.7%
											7.8%
Total   100.0%   100.											0.7%
		Total	100.09	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

#### TABLE B3.6: OTHER TOP UP FOOD SHOPPING - 2023 MARKET SHARE ANALYSIS (%)

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone
Location		Total	Coventry	Coventry	Coventry North	Coventry	Outer	Outer	Outer	Outer Zone
		Zones	South	North			Zone	Zone		
			East	West	East	West	West	North	Zone East	South
n-Centre Coventry	Coventry City Centre	2.1%	0.0%	0.0%	0.0%	11.4%	5.2%	0.0%	0.0%	0.0%
,	Major District Centre - Arena Park	3.7%	0.0%	11.0%	0.0%	1.0%	0.9%	6.2%	0.0%	0.0%
	Major District Centre - Brandon Road	2.7%	8.2%	0.0%	10.1%	0.0%	2.5%	0.0%	12.9%	0.09
	Major District Centre - Cannon Park	2.4%	12.7%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.09
	District Centre - Ball Hill	1.8%	0.0%	0.0%	25.4%	0.0%	0.0%	0.0%	0.0%	0.09
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	District Centre - Brade Drive	1.3%	9.8%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.09
	District Centre - Daventry Road	0.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	District Centre - Earlsdon	1.4%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	District Centre - Jardine Crescent	0.8%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0
	District Centre - Jubilee Crescent	1.8%	0.0%	11.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Ansty Road	0.6%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Banner Lane	0.4%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0
	Local Centre - Barkers Butts Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Binley Road	2.7%	9.6%	0.0%	22.6%	0.0%	0.0%	0.0%	1.6%	0.0
	Local Centre - Birmingham Road	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Broad Park Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Charter Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Far Gosford Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Holbrook Lane	1.0%	0.0%	6.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0
	Local Centre - Holyhead Road	0.3%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Keresley Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Quorn Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Station Avenue	0.9%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0
	Local Centre - Westhill Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Local Centre - Winsford Avenue	1.1%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0
	Sub-Total Coventry Centres	25.2%	41.8%	30.9%	70.7%	50.4%	9.6%	6.2%	14.5%	0.0
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	0.8%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	1.7%	1.5%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Aldi, Radford Road, Coventry, CV6 3BU	0.3%	1.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Asda, Abbey Park, North London Road, Coventry	1.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	3.6
	Lidl, Brandon Road, Coventry, CV3 2AN	1.3%	0.0%	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	0.9%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	1.5%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0
	Other Coventry	15.0%	44.0%	34.1%	10.1%	27.5%	0.9%	0.0%	1.6%	3.69
	Sub-Total Coventry Out of Centre	22.9%	48.4%	58.1%	29.3%	37.0%	0.9%	0.0%	14.9%	7.39
	Sub-Total Coventry	48.1%	90.2%	89.0%	100.0%	87.4%	10.5%	6.2%	29.4%	7.39
Outside of Coventry	Zone 5 - Balsall Common	3.5%	0.0%	0.0%	0.0%	1.0%	47.6%	0.0%	0.0%	0.0
	Zone 5 - Meridan	0.8%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%	0.0%	0.0
	Zone 5 - Elsewhere	0.4%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0
	Zone 6- Bedworth	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	30.5%	0.0%	0.0
	Zone 6 - Nuneaton	13.8%	0.0%	0.0%	0.0%	0.0%	0.9%	45.5%	0.0%	0.0
	Zone 6 - Elsewhere	1.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0
	Zone 7 - Rugby	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.2%	0.0
	Zone 7 - Elsewhere	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0
	Zone 8 - Kenilworth	6.2%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	69.9
	Zone 8 - Elsewhere	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6
	Sub-Total Rest of Study Area	36.9%	0.0%	5.5%	0.0%	1.0%	72.2%	76.6%	22.7%	73.6
	Outside of Study Area	13.1%	0.0%	0.0%	0.0%	11.6%	17.3%	17.2%	47.9%	17.8
	Online	1.9%	9.8%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0



APPENDIX B4: TURNOVER ANALYSIS: CONVENIENCE GOODS

### TABLE B4.1: TOTAL CONVENIENCE FOOD SHOPPING SPEND - 2023 (£m)

	Store /Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
		Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2023 (£m)	£201.2	£173.4	£187.8	£178.4	£71.0	£214.5	£106.4	£90.6	£1,223.4
n-Centre Coventry	Coventry City Centre	£8.3	£7.2	£2.6	£8.7	£1.0	£0.0	£0.0	£0.6	£28.4
	Major District Centre - Arena Park	£2.3	£29.0	£17.6	£2.9	£3.1	£11.3	£0.0	£0.0	£66.3
	Major District Centre - Brandon Road	£17.3	£0.4	£14.4	£0.0	£1.2	£1.6	£7.0	£0.0	£41.9
	Major District Centre - Cannon Park	£7.9	£3.4	£0.0	£47.0	£8.8	£0.0	£0.0	£4.5	£71.5
	District Centre - Ball Hill	£4.7	£0.0	£12.4	£0.0	£0.0	£2.2	£0.6	£0.0	£19.9
	District Centre - Bell Green	£0.0	£0.0	£1.5	£0.0	£0.0	£0.7	£0.0	£0.0	£2.2
	District Centre - Brade Drive	£16.6	£8.3	£16.3	£0.0	£0.0	£4.2	£0.1	£0.0	£45.6
	District Centre - Daventry Road	£9.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.5
	District Centre - Earlsdon	£0.0	£0.0	£0.0	£6.9	£0.0	£0.0	£0.0	£0.0	£6.9
	District Centre - Foleshill	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£3.8
	District Centre - Jubilee Crescent	£0.0	£7.2	£0.0	£0.3	£0.0	£2.1	£1.1	£0.0	£10.7
	Local Centre - Ansty Road	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
	Local Centre - Banner Lane	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7
	Local Centre - Barkers Butts Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Local Centre - Binley Road	£13.8	£1.5	£17.0	£0.0	£0.0	£0.0	£0.2	£0.3	£32.7
	Local Centre - Birmingham Road	£0.0	£0.3	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centre - Broad Park Road	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
	Local Centre - Charter Avenue	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centre - Far Gosford Street	£6.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1
	Local Centre - Holbrook Lane	£2.3	£16.3	£5.8	£0.7	£0.7	£0.0	£0.0	£0.0	£25.8
	Local Centre - Holyhead Road	£0.0	£0.5	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.6
	Local Centre - Noryhead Road  Local Centre - Keresley Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
	Local Centre - Refessey Road  Local Centre - Quorn Way	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
	Local Centre - Station Avenue	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£2.0
	Local Centre - Westhill Road	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
	Local Centre - Winsford Avenue	£0.0	£0.1	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£2.1
	Sub-Total Coventry Centres	£90.5	£79.1	£91.8	£77.9	£14.7	£22.1	£8.9	£5.3	£390.5
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	£15.1	£1.0	£1.7	£2.0	£0.2	£0.0	£2.8	£0.0	£22.8
out of centre coveritry	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	£5.6	£25.0	£19.2	£0.3	£0.2	£0.0	£0.0	£0.0	£50.1
	Aldi, Radford Road, Coventry, CV6 3BU	£0.3	£13.4	£2.5	£0.5	£1.6	£0.0	£2.5	£0.0	£21.0
	· · · · · · · · · · · · · · · · · · ·	£21.1	£0.0	£4.8	£1.3	£0.0	£0.0	£2.6	£0.4	£30.3
	Asda, Abbey Park, North London Road, Coventry									
	Lidl, Brandon Road, Coventry, CV3 2AN	£2.5 £2.6	£0.0 £7.2	£9.4 £0.9	£1.0 £22.4	£0.0 £0.4	£0.0 £0.0	£1.6 £0.0	£0.0 £0.0	£14.5 £33.5
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	£13.9	£12.9	£1.9	£46.5	£5.7	£0.4	£0.3	£0.3	£81.9
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	£5.6	£0.0	£17.0	£0.0	£0.0	£1.0	£3.7	£0.0	£27.4
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS Other Coventry	£26.8	£26.1	£33.4	£19.5	£1.7	£2.0	£0.9	£1.4	£111.8
	Sub-Total Coventry Out of Centre	£93.6	£85.7	£90.8	£93.8	£9.5	£3.4		£2.0	_
	Sub-Total Coventry	£184.1	£164.8	£182.7	£171.7	£24.3	£25.5	£14.5 £23.4	£7.4	£393.3 £783.8
Outside of Coventry	Zone 5 - Balsall Common	£0.0	£0.9	£0.0	£2.5	£15.2	£0.0	£0.0	£0.1	£18.7
outside of Coventry		£0.0	£0.9	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£2.0
	Zone 5 - Meridan									
	Zone 5 - Elsewhere	£0.0 £0.4	£0.0 £2.3	£0.0 £3.2	£0.0 £0.0	£0.6 £1.7	£0.0	£0.0 £0.0	£0.0 £0.0	£0.6 £71.7
	Zone 6- Bedworth						£64.1			
	Zone 6 - Nuneaton	£0.0	£0.6	£0.0	£0.0	£1.9	£89.8	£0.0	£0.0	£92.4
	Zone 6 - Elsewhere	£0.0	£1.0	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£2.2
	Zone 7 - Rugby	£1.0	£1.8	£0.0	£0.0	£0.0	£0.0	£21.5	£0.0	£24.3
	Zone 7 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£0.0	£4.9
	Zone 8 - Kenilworth	£1.5	£0.0	£0.0	£1.0	£4.7	£0.0	£0.5	£61.5	£69.3
	Zone 8 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
	Sub-Total Rest of Study Area	£2.9	£6.6	£3.2	£4.4	£26.2	£154.2	£27.0	£62.1	£286.6
	Outside of Study Area	£14.2	£2.0	£2.0	£2.2	£20.5	£34.8	£56.0	£21.1	£153.0
	Total	£201.2	£173.4	£187.8	£178.4	£71.0	£214.5	£106.4	£90.6	£1,223.

### TABLE 84.2: TOTAL CONVENIENCE FOOD SHOPPING SPEND - 2028 (£m)

	ing and other Special Forms of Trading									
	Store /Centre	Zone 1 Coventry	Zone 2 Coventry North	Zone 3 Coventry North	Zone 4 Coventry South	Zone 5 Outer Zone	Zone 6 Outer Zone	Zone 7 Outer	Zone 8 Outer Zone	Total Zones
		South East	West	East	West	West	North	Zone East	South	
	Available Expenditure 2028 (£m)	£208.2	£179.6	£194.7	£184.1	£72.2	£217.0	£108.7	£91.8	£1,256.3
In-Centre Coventry	Coventry City Centre	£8.6	£7.5	£2.7	£9.0	£1.0	£0.0	£0.0	£0.6	£29.3
,	Major District Centre - Arena Park	£2.4	£30.1	£18.2	£3.0	£3.2	£11.4	£0.0	£0.0	£68.3
	Major District Centre - Brandon Road	£17.9	£0.4	£15.0	£0.0	£1.2	£1.6	£7.1	£0.0	£43.3
	Major District Centre - Cannon Park	£8.2	£3.5	£0.0	£48.5	£8.9	£0.0	£0.0	£4.5	£73.6
	District Centre - Ball Hill	£4.9	£0.0	£12.9	£0.0	£0.0	£2.2	£0.6	£0.0	£20.5
	District Centre - Bell Green	£0.0	£0.0	£1.5	£0.0	£0.0	£0.8	£0.0	£0.0	£2.3
	District Centre - Brade Drive	£17.2	£8.6	£17.0	£0.0	£0.0	£4.2	£0.1	£0.0	£47.1
	District Centre - Daventry Road	£9.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.8
	District Centre - Earlsdon	£0.0	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£0.0	£7.1
	District Centre - Foleshill	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	£3.9
	District Centre - Jubilee Crescent	£0.0	£7.4	£0.0	£0.3	£0.0	£2.1	£1.2	£0.0	£11.0
	Local Centre - Ansty Road	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
	Local Centre - Banner Lane	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7
	Local Centre - Barkers Butts Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Local Centre - Binley Road	£14.3	£1.5	£17.6	£0.0	£0.0	£0.0	£0.2	£0.3	£33.9
	Local Centre - Birmingham Road	£0.0	£0.3	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£1.1
	Local Centre - Broad Park Road	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
	Local Centre - Charter Avenue	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centre - Far Gosford Street	£6.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
	Local Centre - Holbrook Lane	£2.4	£16.9	£6.0	£0.7	£0.7	£0.0	£0.0	£0.0	£26.7
	Local Centre - Holyhead Road	£0.0	£0.5	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.7
	Local Centre - Keresley Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
	Local Centre - Quorn Way	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
	Local Centre - Station Avenue	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£2.1
	Local Centre - Westhill Road	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
	Local Centre - Winsford Avenue	£0.0	£0.1	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£2.2
	Sub-Total Coventry Centres	£93.7	£81.9	£95.2	£80.4	£15.0	£22.3	£9.1	£5.4	£403.1
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	£15.6	£1.0	£1.7	£2.1	£0.2	£0.0	£2.9	£0.0	£23.5
,	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	£5.8	£25.9	£19.9	£0.3	£0.0	£0.0	£0.0	£0.0	£51.9
	Aldi, Radford Road, Coventry, CV6 3BU	£0.3	£13.9	£2.5	£0.7	£1.6	£0.0	£2.5	£0.0	£21.6
	Asda, Abbey Park, North London Road, Coventry	£21.9	£0.0	£5.0	£1.4	£0.0	£0.0	£2.7	£0.4	£31.3
	Lidl, Brandon Road, Coventry, CV3 2AN	£2.6	£0.0	£9.8	£1.0	£0.0	£0.0	£1.6	£0.0	£15.0
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	£2.7	£7.5	£0.9	£23.1	£0.4	£0.0	£0.0	£0.0	£34.6
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	£14.4	£13.4	£1.9	£48.0	£5.8	£0.4	£0.3	£0.3	£84.6
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	£5.8	£0.0	£17.6	£0.0	£0.0	£1.1	£3.8	£0.0	£28.3
	Other Coventry	£27.8	£27.0	£34.6	£20.2	£1.7	£2.0	£0.9	£1.4	£115.6
	Sub-Total Coventry Out of Centre	£96.8	£88.7	£94.2	£96.8	£9.7	£3.5	£14.8	£2.1	£406.5
	Sub-Total Coventry	£190.5	£170.7	£189.4	£177.2	£24.7	£25.8	£23.9	£7.5	£809.6
Outside of Coventry	Zone 5 - Balsall Common	£0.0	£0.9	£0.0	£2.6	£15.5	£0.0	£0.0	£0.1	£19.1
outside or coverier,	Zone 5 - Meridan	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£2.1
	Zone 5 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6
	Zone 6- Bedworth	£0.4	£2.4	£3.3	£0.0	£1.8	£64.8	£0.0	£0.0	£72.6
	Zone 6 - Nuneaton	£0.0	£0.6	£0.0	£0.0	£2.0	£90.8	£0.0	£0.0	£93.4
	Zone 6 - Nameaton Zone 6 - Elsewhere	£0.0	£1.0	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£2.3
	Zone 7 - Rugby	£1.0	£1.0	£0.0	£0.9	£0.0	£0.0	£22.0	£0.0	£24.8
	Zone 7 - Rugby Zone 7 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0	£0.0	£5.0
	Zone 8 - Kenilworth	£1.6	£0.0	£0.0	£1.0	£4.8	£0.0	£0.6	£62.3	£70.2
		£1.6 £0.0	£0.0	£0.0	£0.0	£4.8 £0.0	£0.0	£0.6	£02.3 £0.5	£70.2 £0.5
										EU.5
	Zone 8 - Elsewhere									£200.7
	Zone 8 - Eisewnere Sub-Total Rest of Study Area Outside of Study Area	£3.0 £14.7	£6.8	£3.3 £2.1	£4.6 £2.3	£26.6 £20.9	£156.0 £35.2	£27.6	£62.9	£290.7 £155.9

## TABLE B4.3: TOTAL CONVENIENCE FOOD SHOPPING SPEND - 2033 (Em) Excluding Internet Shopping and other Special Forms of Trading

	Store /Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
		Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2033 (£m)	£217.2	£187.7	£202.9	£191.5	£74.3	£222.4	£112.1	£94.6	£1,302.7
In-Centre Coventry	Coventry City Centre	£8.9	£7.8	£2.8	£9.3	£1.0	£0.0	£0.0	£0.6	£30.6
	Major District Centre - Arena Park	£2.5	£31.4	£19.0	£3.1	£3.2	£11.7	£0.0	£0.0	£71.0
	Major District Centre - Brandon Road	£18.7	£0.4	£15.6	£0.0	£1.3	£1.7	£7.3	£0.0	£45.0
	Major District Centre - Cannon Park	£8.5	£3.7	£0.0	£50.5	£9.2	£0.0	£0.0	£4.7	£76.5
	District Centre - Ball Hill	£5.1	£0.0	£13.4	£0.0	£0.0	£2.2	£0.6	£0.0	£21.4
	District Centre - Bell Green	£0.0	£0.0	£1.6	£0.0	£0.0	£0.8	£0.0	£0.0	£2.3
	District Centre - Brade Drive	£17.9	£9.0	£17.7	£0.0	£0.0	£4.3	£0.1	£0.0	£49.1
	District Centre - Daventry Road	£10.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.3
	District Centre - Earlsdon	£0.0	£0.0	£0.0	£7.4	£0.0	£0.0	£0.0	£0.0	£7.4
	District Centre - Foleshill	£0.0	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.0	£4.0
	District Centre - Jubilee Crescent	£0.0	£7.8	£0.0	£0.4	£0.0	£2.1	£1.2	£0.0	£11.5
	Local Centre - Ansty Road	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
	Local Centre - Banner Lane	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7
	Local Centre - Barkers Butts Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Local Centre - Binley Road	£14.9	£1.6	£18.4	£0.0	£0.0	£0.0	£0.2	£0.3	£35.3
	Local Centre - Birmingham Road	£0.0	£0.3	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£1.1
	Local Centre - Broad Park Road	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
	Local Centre - Charter Avenue	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1
	Local Centre - Far Gosford Street	£7.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6
	Local Centre - Holbrook Lane	£2.5	£17.7	£6.2	£0.8	£0.7	£0.0	£0.0	£0.0	£27.9
	Local Centre - Holyhead Road	£0.0	£0.5	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.8
	Local Centre - Keresley Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
	Local Centre - Quorn Way	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
	Local Centre - Station Avenue	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£2.1
	Local Centre - Westhill Road	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centre - Winsford Avenue	£0.0	£0.1	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.3
	Sub-Total Coventry Centres	£97.8	£85.6	£99.2	£83.7	£15.4	£22.9	£9.4	£5.6	£419.6
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	£16.3	£1.1	£1.8	£2.2	£0.2	£0.0	£3.0	£0.0	£24.5
	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	£6.0	£27.1	£20.8	£0.4	£0.0	£0.0	£0.0	£0.0	£54.2
	Aldi, Radford Road, Coventry, CV6 3BU	£0.3	£14.6	£2.7	£0.7	£1.6	£0.0	£2.6	£0.0	£22.5
	Asda, Abbey Park, North London Road, Coventry	£22.8	£0.0	£5.2	£1.4	£0.0	£0.0	£2.8	£0.4	£32.6
	Lidl, Brandon Road, Coventry, CV3 2AN	£2.7	£0.0	£10.2	£1.1	£0.0	£0.0	£1.6	£0.0	£15.6
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	£2.8	£7.8	£1.0	£24.0	£0.4	£0.0	£0.0	£0.0	£36.0
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	£15.0	£14.0	£2.0	£49.9	£6.0	£0.4	£0.3	£0.3	£88.0
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	£6.1	£0.0	£18.4	£0.0	£0.0	£1.1	£3.9	£0.0	£29.5
	Other Coventry	£29.0	£28.2	£36.1	£21.0	£1.7	£2.1	£1.0	£1.4	£120.5
	Sub-Total Coventry Out of Centre	£101.0	£92.7	£98.1	£100.7	£10.0	£3.6	£15.2	£2.1	£423.4
	Sub-Total Coventry	£198.8	£178.4	£197.3	£184.4	£25.4	£26.4	£24.6	£7.7	£843.0
Outside of Coventry	Zone 5 - Balsall Common	£0.0	£0.9	£0.0	£2.7	£15.9	£0.0	£0.0	£0.1	£19.7
	Zone 5 - Meridan	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£2.1
	Zone 5 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6
	Zone 6- Bedworth	£0.4	£2.5	£3.4	£0.0	£1.8	£66.5	£0.0	£0.0	£74.6
	Zone 6 - Nuneaton	£0.0	£0.7	£0.0	£0.0	£2.0	£93.1	£0.0	£0.0	£95.8
	Zone 6 - Elsewhere	£0.0	£1.1	£0.0	£1.0	£0.0	£0.3	£0.0	£0.0	£2.3
	Zone 7 - Rugby	£1.1	£1.9	£0.0	£0.0	£0.0	£0.0	£22.6	£0.0	£25.6
	Zone 7 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£0.0	£5.2
	Zone 8 - Kenilworth	£1.7	£0.0	£0.0	£1.1	£4.9	£0.0	£0.6	£64.2	£72.4
	Zone 8 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
		£3.1	£7.1	£3.4	£4.8	£27.4	£159.9	£28.4		£298.9
	Sub-Total Rest of Study Area Outside of Study Area	£15.3	£2.2	£2.2	£2.4	£21.5	£36.1	£59.0	£64.8 £22.1	£160.8

## TABLE B4.4: TOTAL CONVENIENCE FOOD SHOPPING SPEND - 2038 (Em) Excluding Internet Shopping and other Special Forms of Trading

	Store /Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
		Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2038 (£m)	£225.6	£195.4	£211.0	£198.5	£76.4	£228.9	£116.2	£97.2	£1,349.2
In-Centre Coventry	Coventry City Centre	£9.3	£8.1	£2.9	£9.7	£1.1	£0.0	£0.0	£0.6	£31.7
	Major District Centre - Arena Park	£2.6	£32.7	£19.7	£3.3	£3.3	£12.1	£0.0	£0.0	£73.7
	Major District Centre - Brandon Road	£19.4	£0.4	£16.2	£0.0	£1.3	£1.7	£7.6	£0.0	£46.7
	Major District Centre - Cannon Park	£8.9	£3.8	£0.0	£52.3	£9.4	£0.0	£0.0	£4.8	£79.2
	District Centre - Ball Hill	£5.3	£0.0	£14.0	£0.0	£0.0	£2.3	£0.6	£0.0	£22.2
	District Centre - Bell Green	£0.0	£0.0	£1.6	£0.0	£0.0	£0.8	£0.0	£0.0	£2.4
	District Centre - Brade Drive	£18.6	£9.4	£18.4	£0.0	£0.0	£4.5	£0.1	£0.0	£51.0
	District Centre - Daventry Road	£10.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.6
	District Centre - Earlsdon	£0.0	£0.0	£0.0	£7.7	£0.0	£0.0	£0.0	£0.0	£7.7
	District Centre - Foleshill	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£4.2
	District Centre - Jubilee Crescent	£0.0	£8.1	£0.0	£0.4	£0.0	£2.2	£1.2	£0.0	£11.9
	Local Centre - Ansty Road	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5
	Local Centre - Banner Lane	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8
	Local Centre - Barkers Butts Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Local Centre - Binley Road	£15.4	£1.7	£19.1	£0.0	£0.0	£0.0	£0.2	£0.3	£36.7
	Local Centre - Birmingham Road	£0.0	£0.3	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£1.1
	Local Centre - Broad Park Road	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
	Local Centre - Charter Avenue	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1
	Local Centre - Far Gosford Street	£7.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.9
	Local Centre - Holbrook Lane	£2.6	£18.4	£6.5	£0.8	£0.7	£0.0	£0.0	£0.0	£29.0
	Local Centre - Holyhead Road	£0.0	£0.5	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.8
	Local Centre - Keresley Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
	Local Centre - Quorn Way	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
	Local Centre - Station Avenue	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£2.2
	Local Centre - Westhill Road	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centre - Winsford Avenue	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£2.4
	Sub-Total Coventry Centres	£101.5	£89.2	£103.2	£86.7	£15.9	£23.5	£9.8	£5.7	£435.5
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	£16.9	£1.1	£1.9	£2.3	£0.2	£0.0	£3.1	£0.0	£25.4
	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	£6.2	£28.2	£21.6	£0.4	£0.0	£0.0	£0.0	£0.0	£56.4
	Aldi, Radford Road, Coventry, CV6 3BU	£0.4	£15.2	£2.8	£0.7	£1.7	£0.0	£2.7	£0.0	£23.4
	Asda, Abbey Park, North London Road, Coventry	£23.7	£0.0	£5.4	£1.5	£0.0	£0.0	£2.9	£0.4	£33.9
	Lidl, Brandon Road, Coventry, CV3 2AN	£2.8	£0.0	£10.6	£1.1	£0.0	£0.0	£1.7	£0.0	£16.2
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	£2.9	£8.2	£1.0	£24.9	£0.4	£0.0	£0.0	£0.0	£37.3
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	£15.6	£14.6	£2.1	£51.7	£6.2	£0.4	£0.3	£0.3	£91.2
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	£6.3	£0.0	£19.1	£0.0	£0.0	£1.1	£4.1	£0.0	£30.6
	Other Coventry	£30.1	£29.4	£37.5	£21.7	£1.8	£2.1	£1.0	£1.5	£125.2
	Sub-Total Coventry Out of Centre	£104.9	£96.6	£102.0	£104.4	£10.2	£3.7	£15.8	£2.2	£439.7
	Sub-Total Coventry	£206.4	£185.7	£205.2	£191.1	£26.1	£27.2	£25.5	£7.9	£875.2
Outside of Coventry	Zone 5 - Balsall Common	£0.0	£1.0	£0.0	£2.8	£16.4	£0.0	£0.0	£0.1	£20.3
	Zone 5 - Meridan	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£2.2
	Zone 5 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7
	Zone 6- Bedworth	£0.4	£2.6	£3.5	£0.0	£1.9	£68.4	£0.0	£0.0	£76.8
	Zone 6 - Nuneaton	£0.0	£0.7	£0.0	£0.0	£2.1	£95.8	£0.0	£0.0	£98.6
	Zone 6 - Elsewhere	£0.0	£1.1	£0.0	£1.0	£0.0	£0.3	£0.0	£0.0	£2.4
	Zone 7 - Rugby	£1.1	£2.0	£0.0	£0.0	£0.0	£0.0	£23.5	£0.0	£26.6
	Zone 7 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£0.0	£5.4
	Zone 8 - Kenilworth	£1.7	£0.0	£0.0	£1.1	£5.1	£0.0	£0.6	£66.0	£74.4
	Zone 8 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
	Sub-Total Rest of Study Area	£3.2	£7.4	£3.5	£4.9	£28.2	£164.5	£29.5	£66.6	£307.9
	Outside of Study Area	£15.9	£2.3	£2.3	£2.5	£22.1	£37.2	£61.2	£22.7	£166.1
	Total	£225.5	£195.4	£211.0	£198.5	£76.4	£228.9	£116.1	£97.2	£1,349.2

## TABLE B4.5: TOTAL CONVENIENCE FOOD SHOPPING SPEND - 2041 (Em) Excluding Internet Shopping and other Special Forms of Trading

	Store /Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
		Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2041 (£m)	£230.0	£199.6	£215.5	£202.4	£77.6	£233.0	£118.8	£98.5	£1,375.3
In-Centre Coventry	Coventry City Centre	£9.5	£8.3	£3.0	£9.9	£1.1	£0.0	£0.0	£0.6	£32.3
	Major District Centre - Arena Park	£2.7	£33.4	£20.2	£3.3	£3.4	£12.3	£0.0	£0.0	£75.2
	Major District Centre - Brandon Road	£19.8	£0.4	£16.6	£0.0	£1.3	£1.8	£7.8	£0.0	£47.6
	Major District Centre - Cannon Park	£9.0	£3.9	£0.0	£53.3	£9.6	£0.0	£0.0	£4.8	£80.7
	District Centre - Ball Hill	£5.4	£0.0	£14.3	£0.0	£0.0	£2.4	£0.6	£0.0	£22.6
	District Centre - Bell Green	£0.0	£0.0	£1.7	£0.0	£0.0	£0.8	£0.0	£0.0	£2.5
	District Centre - Brade Drive	£19.0	£9.6	£18.8	£0.0	£0.0	£4.5	£0.1	£0.0	£52.0
	District Centre - Daventry Road	£10.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.9
	District Centre - Earlsdon	£0.0	£0.0	£0.0	£7.8	£0.0	£0.0	£0.0	£0.0	£7.8
	District Centre - Foleshill	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£4.3
	District Centre - Jubilee Crescent	£0.0	£8.2	£0.0	£0.4	£0.0	£2.2	£1.3	£0.0	£12.1
	Local Centre - Ansty Road	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5
	Local Centre - Banner Lane	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8
	Local Centre - Barkers Butts Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	Local Centre - Binley Road	£15.8	£1.7	£19.5	£0.0	£0.0	£0.0	£0.2	£0.3	£37.5
	Local Centre - Birmingham Road	£0.0	£0.3	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£1.2
	Local Centre - Broad Park Road	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
	Local Centre - Charter Avenue	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1
	Local Centre - Far Gosford Street	£7.5	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.1
	Local Centre - Holbrook Lane	£2.7	£18.8	£6.6	£0.8	£0.7	£0.0	£0.0	£0.0	£29.6
	Local Centre - Holyhead Road	£0.0	£0.5	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.9
	Local Centre - Keresley Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
	Local Centre - Quorn Way	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
	Local Centre - Station Avenue	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£2.3
	Local Centre - Westhill Road	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centre - Winsford Avenue	£0.0	£0.1	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£2.4
	Sub-Total Coventry Centres	£103.5	£91.1	£105.4	£88.4	£16.1	£24.0	£10.0	£5.8	£444.2
Out of Centre Coventry	Aldi, Airport Retail Park, Coventry	£17.2	£1.1	£1.9	£2.3	£0.2	£0.0	£3.2	£0.0	£25.9
	Aldi, Gallagher Retail Park, Coventry, CV6 5QG	£6.4	£28.8	£22.1	£0.4	£0.0	£0.0	£0.0	£0.0	£57.6
	Aldi, Radford Road, Coventry, CV6 3BU	£0.4	£15.5	£2.8	£0.8	£1.7	£0.0	£2.8	£0.0	£23.9
	Asda, Abbey Park, North London Road, Coventry	£24.2	£0.0	£5.6	£1.5	£0.0	£0.0	£2.9	£0.4	£34.6
	Lidl, Brandon Road, Coventry, CV3 2AN	£2.9	£0.0	£10.8	£1.1	£0.0	£0.0	£1.7	£0.0	£16.6
	Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	£2.9	£8.3	£1.0	£25.4	£0.4	£0.0	£0.0	£0.0	£38.1
	Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	£15.9	£14.9	£2.2	£52.7	£6.3	£0.4	£0.3	£0.3	£93.0
	Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	£6.4	£0.0	£19.5	£0.0	£0.0	£1.1	£4.2	£0.0	£31.3
	Other Coventry	£30.7	£30.0	£38.3	£22.2	£1.8	£2.2	£1.0	£1.5	£127.7
	Sub-Total Coventry Out of Centre	£106.9	£98.6	£104.2	£106.4	£10.4	£3.7	£16.1	£2.2	£448.6
	Sub-Total Coventry	£210.4	£189.7	£209.6	£194.8	£26.5	£27.7	£26.1	£8.0	£892.9
Outside of Coventry	Zone 5 - Balsall Common	£0.0	£1.0	£0.0	£2.9	£16.6	£0.0	£0.0	£0.1	£20.6
	Zone 5 - Meridan	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£2.2
	Zone 5 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7
	Zone 6- Bedworth	£0.4	£2.7	£3.6	£0.0	£1.9	£69.6	£0.0	£0.0	£78.2
	Zone 6 - Nuneaton	£0.0	£0.7	£0.0	£0.0	£2.1	£97.5	£0.0	£0.0	£100.4
	Zone 6 - Elsewhere	£0.0	£1.1	£0.0	£1.0	£0.0	£0.3	£0.0	£0.0	£2.5
	Zone 7 - Rugby	£1.1	£2.1	£0.0	£0.0	£0.0	£0.0	£24.0	£0.0	£27.2
	Zone 7 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£5.5
	Zone 8 - Kenilworth	£1.8	£0.0	£0.0	£1.1	£5.1	£0.0	£0.6	£66.9	£75.5
	Zone 8 - Elsewhere	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
	Sub-Total Rest of Study Area	£3.3	£7.6	£3.6	£5.0	£28.6	£167.5	£30.1	£67.5	£313.3
	Outside of Study Area	£16.3	£2.4	£2.3	£2.5	£22.4	£37.8	£62.5	£23.0	£169.2
	Total	£230.0	£199.6	£215.6	£202.4	£77.6	£233.0	£118.7	£98.5	£1,375.3



### APPENDIX B5: CONVENIENCE CAPACITY FORECASTS

### TABLE B5.1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2023	2028	2033	2038	2041
Coventry City Centre	£28.4	£29.3	£30.6	£31.7	£32.3
Major District Centre - Arena Park	£66.3	£68.3	£71.0	£73.7	£75.2
Major District Centre - Brandon Road	£41.9	£43.3	£45.0	£46.7	£47.6
Major District Centre - Cannon Park	£71.5	£73.6	£76.5	£79.2	£80.7
District Centres	£101.9	£105.3	£109.6	£113.8	£116.1
Local Centres	£80.5	£83.3	£86.9	£90.3	£92.2
Elsewhere in Coventry	£393.3	£406.5	£423.4	£439.7	£448.6
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£783.8	£809.6	£843.0	£875.2	£892.9

Notes:

Excludes SFT & 'Inflow' from outside Study Area Assume constant market shares over forecast period

rosume constant market shares over forecast period.

	Assumed Inflow	2023	2028	2033	2038	2041
Coventry City Centre	5%	£29.9	£30.9	£32.2	£33.4	£34.0
Major District Centre - Arena Park	2%	£67.6	£69.7	£72.5	£75.2	£76.8
Major District Centre - Brandon Road	2%	£42.8	£44.1	£45.9	£47.6	£48.6
Major District Centre - Cannon Park	2%	£73.0	£75.1	£78.1	£80.8	£82.3
District Centres	0%	£101.9	£105.3	£109.6	£113.8	£116.1
Local Centres	0%	£80.5	£83.3	£86.9	£90.3	£92.2
Elsewhere in Coventry	0%	£393.3	£406.5	£423.4	£439.7	£448.6
TOTAL		£789.0	£814.9	£848.5	£880.9	£898.7

#### TABLE B5.3: COMMITTED CONVENIENCE GOODS FLOORSPACE

			Sales					
Location	<b>Planning Application</b>	Net Sales Area	Density	2023	2028	2033	2038	2041
	Reference	(Sqm)	(£/sqm)					
Riley Square, Bell Green	FUL/2021/2093	40	£10,000	£0.4	£0.4	£0.4	£0.4	£0.4
Keresley South Local Centre	OUT/2014/2282	260	£10,000	£2.6	£2.6	£2.7	£2.7	£2.7
TOTAL COMMITTED CONVENIENCE GOODS TURNOVER				£3.0	£3.0	£3.1	£3.1	£3.2

Source: CCC, LSH

#### TABLE B5.4: COVENTRY CITY COUNCIL AREA - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£789.0	£814.9	£848.5	£880.9	£898.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£789.0	£792.9	£807.3	£823.5	£833.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£22.0	£41.3	£57.4	£65.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£3.0	£3.1	£3.1	£3.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£19.0	£38.2	£54.2	£62.1
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	1,894	3,733	5,195	5,876
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,705	5,333	7,422	8,394

Notes: STEP 1:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (2023) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda,

### TABLE B5.5: COVENTRY CITY CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.9	£30.9	£32.2	£33.4	£34.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.9	£30.0	£30.6	£31.2	£31.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£1.6	£2.2	£2.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.8	£1.6	£2.2	£2.5
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	84	156	211	236
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		120	223	302	337

### TABLE B5.6: ARENA PARK MAJOR DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.6	£69.7	£72.5	£75.2	£76.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£67.6	£68.0	£69.2	£70.6	£71.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.7	£3.3	£4.7	£5.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.7	£3.3	£4.7	£5.3
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	174	322	446	505
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		248	461	637	722

### TABLE B5.7: BRANDON ROAD MAJOR DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.8	£44.1	£45.9	£47.6	£48.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£42.8	£43.0	£43.8	£44.6	£45.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.1	£2.1	£3.0	£3.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.1	£2.1	£3.0	£3.4
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	114	208	286	324
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		163	297	409	464

### TABLE B5.8: CANNON PARK MAJOR DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£73.0	£75.1	£78.1	£80.8	£82.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£73.0	£73.4	£74.7	£76.2	£77.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.8	£3.4	£4.6	£5.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.8	£3.4	£4.6	£5.2
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	178	330	443	494
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sg m):		254	471	633	706

### TABLE B5.9: COVENTRY DISTRICT CENTRES - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£101.9	£105.3	£109.6	£113.8	£116.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£101.9	£102.4	£104.3	£106.4	£107.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.8	£5.3	£7.4	£8.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.4	£0.4	£0.4	£0.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£2.4	£4.9	£7.0	£8.0
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	243	480	671	760
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
1	(iv) Gross Floorspace Capacity (sq m):		348	685	958	1,086

### TABLE B5.10: COVENTRY LOCAL CENTRES - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£80.5	£83.3	£86.9	£90.3	£92.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£80.5	£80.9	£82.4	£84.0	£85.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.4	£4.5	£6.3	£7.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.6	£2.7	£2.7	£2.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.2	£1.9	£3.6	£4.4
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	-18	183	342	416
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-26	262	489	594

### TABLE B5.11: COVENTRY ELSEWHERE - CONVENIENCE GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£393.3	£406.5	£423.4	£439.7	£448.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£393.3	£395.2	£402.4	£410.5	£415.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£11.2	£21.0	£29.2	£33.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£11.2	£21.0	£29.2	£33.2
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,050	£10,232	£10,438	£10,564
	(ii) Net Floorspace Capacity (sq m):	-	1,118	2,054	2,795	3,140
	(iii) Assumed Net / Gross Floorspace Ratio:	•	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,598	2,935	3,993	4,486

### TABLE B5.12: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT (NET SQ M)

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	2028	2033	2038	2041
Coventry City Centre	84	156	211	236
Major District Centre - Arena Park	174	322	446	505
Major District Centre - Brando Road	114	208	286	324
Major District Centre - Cannon Park	178	330	443	494
District Centres	243	480	671	760
Local Centres	-18	183	342	416
Elsewhere in Coventry	1,118	2,054	2,795	3,140
Total Convenience Goods Floorspace	1,894	3,733	5,195	5,876

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares



APPENDIX B6: MARKET SHARE ANALYSIS: COMPARISON GOODS

TABLE B6.1: ALL COMPARISON SHOPPING - 2023 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Store /Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	22.0%	17.3%	15.9%	14.1%	5.0%	7.9%	2.8%	3.1%
	Major District Centre - Arena Park	1.0%	12.3%	8.7%	2.8%	2.7%	2.5%	1.1%	0.0%
I	Major District Centre - Brandon Road	2.3%	0.2%	1.3%	0.4%	0.0%	3.0%	1.0%	0.0%
	Major District Centre - Cannon Park	0.8%	0.2%	0.2%	4.1%	1.6%	0.0%	0.0%	0.6%
	District Centre - Ball Hill	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	1.7%	1.7%	4.2%	0.0%	0.0%	0.0%	0.1%	0.1%
	District Centre - Daventry Road	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.1%	0.1%	0.0%	0.6%	0.0%	0.3%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	1.8%	2.9%	0.9%	0.7%	0.2%	0.0%	0.1%	0.2%
	Sub-Total Coventry Centres	30.7%	35.0%	31.6%	23.5%	9.6%	14.1%	5.1%	4.2%
Out of Centre Coven	tr Airport Retail Park, Coventry	6.6%	2.4%	7.0%	6.3%	1.7%	1.0%	2.5%	4.6%
	Alvis Retail Park	2.5%	4.4%	2.6%	6.8%	3.7%	0.6%	0.3%	2.6%
	Cantral Six Retail Park	2.9%	0.7%	1.3%	3.0%	1.2%	0.1%	0.6%	1.7%
	Gallagher Retail Park, Coventry	1.1%	3.7%	7.2%	0.8%	1.0%	0.4%	0.4%	0.3%
	Other Coventry	8.7%	5.1%	13.3%	9.2%	2.7%	2.4%	4.1%	2.9%
	Sub-Total Coventry Out of Centre	21.8%	16.4%	31.4%	26.1%	10.3%	4.6%	8.0%	12.2%
	Sub-Total Coventry	52.6%	51.4%	63.0%	49.6%	19.9%	18.7%	13.1%	16.4%
Outside of Coventry	Zone 5 - Elsewhere	0.1%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.1%
	Zone 6 - Elsewhere	0.3%	1.3%	0.9%	0.0%	2.5%	20.6%	0.0%	0.0%
	Zone 7 - Elsewhere	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	1.3%	0.3%
	Zone 8 - Elsewhere	0.2%	0.2%	0.1%	1.6%	2.6%	0.0%	0.1%	30.1%
	Sub-Total Rest of Study Area	0.7%	1.5%	1.1%	1.8%	8.6%	20.6%	1.3%	30.6%
	Outside of Study Area	7.1%	5.7%	4.1%	10.7%	44.6%	21.2%	56.3%	26.0%
	Online / Catalogue	39.6%	41.3%	31.8%	37.9%	27.0%	39.5%	29.3%	27.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.2: ALL COMPARISON SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading

	Store /Centre	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	36.5%	29.5%	23.4%	22.7%	6.9%	13.1%	4.0%	4.3%
	Major District Centre - Arena Park	1.6%	20.9%	12.8%	4.5%	3.7%	4.1%	1.5%	0.0%
	Major District Centre - Brandon Road	3.9%	0.3%	2.0%	0.7%	0.0%	5.0%	1.4%	0.0%
	Major District Centre - Cannon Park	1.2%	0.3%	0.3%	6.6%	2.2%	0.0%	0.0%	0.8%
	District Centre - Ball Hill	0.1%	0.0%	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	2.9%	2.9%	6.2%	0.0%	0.0%	0.0%	0.1%	0.2%
	District Centre - Daventry Road	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.2%	0.1%	0.0%	1.0%	0.0%	0.6%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.5%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	2.9%	5.0%	1.3%	1.2%	0.3%	0.0%	0.1%	0.3%
	Sub-Total Coventry Centres	50.9%	59.7%	46.4%	37.8%	13.1%	23.3%	7.2%	5.7%
Out of Centre Coven	tr Airport Retail Park, Coventry	10.9%	4.0%	10.3%	10.2%	2.3%	1.7%	3.6%	6.3%
	Alvis Retail Park	4.2%	7.6%	3.8%	11.0%	5.0%	1.0%	0.4%	3.6%
	Cantral Six Retail Park	4.9%	1.3%	2.0%	4.8%	1.6%	0.2%	0.9%	2.3%
	Gallagher Retail Park, Coventry	1.8%	6.4%	10.5%	1.4%	1.4%	0.7%	0.6%	0.5%
	Other Coventry	14.4%	8.7%	19.5%	14.7%	3.7%	4.0%	5.8%	4.0%
	Sub-Total Coventry Out of Centre	36.2%	27.9%	46.0%	42.1%	14.1%	7.6%	11.3%	16.7%
	Sub-Total Coventry	87.1%	87.6%	92.5%	79.9%	27.2%	30.9%	18.5%	22.4%
Outside of Coventry	Zone 5 - Elsewhere	0.1%	0.0%	0.0%	0.1%	4.8%	0.0%	0.0%	0.2%
	Zone 6 - Elsewhere	0.4%	2.3%	1.3%	0.1%	3.4%	34.0%	0.0%	0.0%
	Zone 7 - Elsewhere	0.2%	0.0%	0.1%	0.2%	0.0%	0.0%	1.8%	0.5%
	Zone 8 - Elsewhere	0.3%	0.3%	0.2%	2.5%	3.6%	0.0%	0.1%	41.3%
·	Sub-Total Rest of Study Area	1.1%	2.6%	1.6%	2.8%	11.8%	34.1%	1.9%	41.9%
	Outside of Study Area	11.8%	9.8%	6.0%	17.3%	61.0%	35.0%	79.6%	35.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.3: CLOTHING & FOOTWEAR SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	22.8%	24.8%	35.8%	28.7%	25.3%	13.8%	16.2%	7.5%	7.9%
	Major District Centre - Arena Park	5.2%	0.7%	12.2%	13.1%	2.2%	0.4%	2.1%	2.8%	0.0%
	Major District Centre - Brandon Road	1.6%	1.8%	0.0%	2.2%	0.0%	0.0%	5.2%	0.0%	0.0%
	Major District Centre - Cannon Park	0.3%	0.0%	0.0%	0.0%	1.1%	2.4%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	0.7%	0.0%	1.7%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.2%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	30.9%	27.4%	49.7%	46.7%	30.0%	16.7%	23.6%	10.4%	7.9%
Out of Centre Coven	r Airport Retail Park, Coventry	0.8%	2.1%	0.0%	2.7%	0.0%	0.4%	0.0%	0.0%	0.0%
	Alvis Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	1.6%	2.8%	0.0%	3.5%	1.8%	0.4%	0.4%	0.0%	3.6%
	Gallagher Retail Park, Coventry	1.8%	2.4%	1.3%	4.8%	1.4%	0.0%	1.0%	0.0%	0.6%
	Other Coventry	1.8%	4.9%	0.9%	0.5%	1.8%	0.9%	2.4%	0.0%	0.6%
	Sub-Total Coventry Out of Centre	6.0%	12.1%	2.1%	11.5%	5.0%	1.8%	3.7%	0.0%	4.9%
	Sub-Total Coventry	36.9%	39.5%	51.9%	58.2%	35.0%	18.5%	27.3%	10.4%	12.7%
Outside of Coventry	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	1.3%	0.0%	0.9%	0.0%	0.0%	0.9%	6.4%	0.0%	0.0%
	Zone 7 - Elsewhere	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	0.5%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	7.6%
	Sub-Total Rest of Study Area	2.0%	0.0%	0.9%	0.0%	0.4%	3.6%	6.4%	0.0%	7.6%
	Outside of Study Area	22.1%	13.3%	5.1%	8.4%	21.3%	54.2%	24.3%	56.8%	52.6%
	Online / Catalogue	39.0%	47.2%	42.1%	33.3%	43.3%	23.7%	42.0%	32.8%	27.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.4: RECORDING MATERIALS SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	10.0%	14.3%	7.9%	19.8%	15.1%	5.8%	3.0%	11.5%	5.1%
	Major District Centre - Arena Park	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
	Major District Centre - Brandon Road	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Major District Centre - Cannon Park	0.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	10.6%	15.1%	7.9%	19.8%	15.1%	6.8%	4.6%	11.5%	5.1%
Out of Centre Coven	r Airport Retail Park, Coventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Alvis Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Gallagher Retail Park, Coventry	0.8%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Coventry	1.7%	0.0%	3.2%	7.3%	0.0%	0.0%	0.0%	1.8%	0.0%
	Sub-Total Coventry Out of Centre	2.5%	5.4%	3.2%	7.3%	0.0%	0.0%	0.0%	1.8%	0.0%
	Sub-Total Coventry	13.1%	20.5%	11.1%	27.1%	15.1%	6.8%	4.6%	13.3%	5.1%
Outside of Coventry	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	0.3%	0.0%	0.0%	0.0%	0.0%	2.8%	0.6%	0.0%	0.0%
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%
	Sub-Total Rest of Study Area	0.8%	0.0%	0.0%	0.0%	0.0%	2.8%	0.6%	0.0%	10.6%
	Outside of Study Area	7.7%	0.8%	0.6%	0.0%	9.8%	18.5%	16.7%	14.9%	7.4%
	Online / Catalogue	78.4%	78.7%	88.3%	72.9%	75.1%	71.9%	78.2%	71.8%	77.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# TABLE B6.5: AUDIO VISUAL SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	3.5%	7.6%	0.0%	7.3%	2.2%	0.6%	4.3%	0.0%	0.7%
	Major District Centre - Arena Park	10.2%	3.1%	17.6%	14.4%	9.9%	8.8%	12.7%	3.7%	0.0%
	Major District Centre - Brandon Road	0.6%	0.0%	2.2%	0.6%	0.0%	0.0%	0.0%	1.6%	0.0%
	Major District Centre - Cannon Park	0.2%	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	1.2%	0.5%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	15.8%	12.1%	19.8%	29.7%	13.0%	9.4%	17.0%	5.3%	0.7%
Out of Centre Coven	tr Airport Retail Park, Coventry	16.1%	22.2%	5.1%	22.3%	29.0%	3.2%	9.9%	10.4%	16.8%
	Alvis Retail Park	0.3%	0.0%	1.1%	0.0%	0.4%	2.1%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	Gallagher Retail Park, Coventry	0.8%	1.3%	2.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.7%
	Other Coventry	2.3%	3.5%	2.1%	1.8%	5.4%	4.3%	0.0%	0.0%	1.4%
	Sub-Total Coventry Out of Centre	19.6%	27.0%	10.8%	25.3%	35.3%	9.5%	9.9%	10.4%	18.9%
	Sub-Total Coventry	35.4%	39.1%	30.5%	55.0%	48.3%	18.9%	26.9%	15.7%	19.6%
Outside of Coventry	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	0.7%	0.0%	0.0%	0.0%	0.0%	3.0%	2.6%	0.0%	0.0%
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	Sub-Total Rest of Study Area	0.8%	0.0%	0.0%	0.0%	0.0%	3.0%	2.6%	0.0%	2.7%
	Outside of Study Area	11.4%	4.1%	5.0%	1.2%	8.0%	48.8%	1.6%	45.4%	35.6%
	Online / Catalogue	52.4%	56.8%	64.4%	43.8%	43.7%	29.3%	68.9%	38.9%	42.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# TABLE B6.6: ELECTRICAL GOODS SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	4.0%	9.3%	1.8%	6.3%	3.6%	0.0%	4.0%	0.0%	0.0%
	Major District Centre - Arena Park	9.9%	2.6%	26.6%	10.0%	10.0%	12.4%	7.0%	4.0%	0.0%
	Major District Centre - Brandon Road	0.8%	3.3%	0.0%	1.0%	0.0%	0.0%	0.0%	1.4%	0.0%
	Major District Centre - Cannon Park	0.3%	0.4%	0.3%	0.0%	0.4%	2.9%	0.0%	0.0%	0.6%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	1.3%	2.1%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	16.5%	18.5%	28.8%	23.2%	14.0%	15.3%	10.9%	6.0%	0.6%
Out of Centre Coven	r Airport Retail Park, Coventry	17.9%	26.1%	6.4%	29.0%	33.1%	2.9%	4.4%	12.0%	19.9%
	Alvis Retail Park	1.0%	0.0%	2.2%	0.5%	3.0%	1.9%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Gallagher Retail Park, Coventry	1.6%	1.9%	1.8%	6.2%	0.0%	0.0%	0.0%	0.0%	0.6%
	Other Coventry	4.4%	5.4%	5.7%	5.1%	11.1%	1.0%	0.4%	0.0%	0.6%
	Sub-Total Coventry Out of Centre	24.9%	33.4%	16.1%	40.8%	47.2%	5.9%	4.8%	12.0%	21.2%
	Sub-Total Coventry	41.5%	51.9%	45.0%	64.0%	61.2%	21.2%	15.7%	17.9%	21.8%
Outside of Coventry	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	4.6%	0.0%	0.0%	0.0%	0.0%	3.3%	23.4%	0.5%	0.0%
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	1.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	22.1%
	Sub-Total Rest of Study Area	6.1%	0.0%	0.0%	0.0%	0.0%	4.8%	23.4%	0.5%	22.1%
	Outside of Study Area	9.8%	2.5%	4.4%	0.5%	3.3%	46.0%	5.3%	46.5%	21.5%
	Online / Catalogue	42.7%	45.5%	50.6%	35.4%	35.5%	28.0%	55.6%	35.0%	34.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.09

TABLE B6.7: BOOKS / PRINTED GOODS SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	14.8%	23.5%	20.3%	19.8%	22.5%	5.1%	6.9%	1.1%	2.6%
	Major District Centre - Arena Park	1.9%	0.0%	1.2%	10.6%	0.0%	0.0%	0.4%	0.0%	0.0%
	Major District Centre - Brandon Road	0.3%	1.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Major District Centre - Cannon Park	0.6%	0.5%	0.0%	0.6%	2.8%	0.0%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	1.2%	0.0%	4.3%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	1.2%	3.2%	2.9%	1.7%	0.0%	0.5%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	20.3%	29.2%	29.0%	37.6%	25.7%	5.6%	7.3%	1.1%	2.6%
Out of Centre Coven	tr Airport Retail Park, Coventry	0.9%	3.2%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	1.9%
	Alvis Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	1.1%	4.2%	0.0%	0.6%	1.3%	2.7%	0.0%	0.5%	0.7%
	Gallagher Retail Park, Coventry	0.3%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Coventry	3.9%	4.2%	4.7%	8.1%	7.8%	1.5%	0.0%	0.5%	0.0%
	Sub-Total Coventry Out of Centre	6.3%	11.7%	6.8%	8.7%	11.6%	4.1%	0.0%	1.1%	2.6%
	Sub-Total Coventry	26.6%	40.8%	35.7%	46.3%	37.3%	9.7%	7.3%	2.2%	5.2%
Outside of Coventry	Zone 5 - Elsewhere	0.1%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	1.9%	0.0%	0.4%	0.6%	0.0%	1.5%	8.6%	0.0%	0.7%
	Zone 7 - Elsewhere	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
	Zone 8 - Elsewhere	4.1%	1.0%	0.0%	0.0%	5.0%	2.8%	0.0%	0.0%	44.8%
	Sub-Total Rest of Study Area	6.2%	1.0%	0.4%	0.6%	5.0%	6.6%	8.6%	1.5%	45.5%
	Outside of Study Area	12.2%	1.0%	2.6%	4.8%	3.5%	39.0%	16.5%	51.9%	9.8%
	Online / Catalogue	55.0%	57.2%	61.3%	48.2%	54.3%	44.7%	67.6%	44.4%	39.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.8: TOYS/GAMES/PET PRODUCTS GOODS SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	8.4%	22.0%	11.0%	0.7%	10.5%	2.3%	7.2%	0.7%	0.0%
	Major District Centre - Arena Park	4.6%	0.5%	14.2%	9.8%	2.6%	0.6%	0.4%	0.0%	0.0%
	Major District Centre - Brandon Road	2.4%	5.3%	0.0%	0.0%	0.0%	0.0%	7.6%	2.0%	0.0%
	Major District Centre - Cannon Park	1.3%	0.0%	1.0%	0.7%	6.0%	1.7%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	1.2%	1.9%	2.1%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.5%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.4%	0.0%	0.7%	0.7%	0.9%	0.0%	0.0%	0.0%	0.9%
	Sub-Total Coventry Centres	19.3%	33.0%	29.0%	16.0%	20.1%	4.7%	17.5%	2.7%	0.9%
Out of Centre Covent	tr Airport Retail Park, Coventry	8.5%	11.8%	9.6%	22.2%	5.3%	4.7%	0.8%	4.4%	4.3%
	Alvis Retail Park	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	0.7%	0.0%	0.0%	0.0%	2.6%	5.1%	0.0%	0.0%	1.8%
	Gallagher Retail Park, Coventry	2.3%	0.0%	4.1%	6.1%	1.3%	4.1%	1.1%	0.0%	0.0%
	Other Coventry	7.0%	6.8%	6.4%	15.0%	11.2%	3.0%	2.3%	3.2%	1.8%
	Sub-Total Coventry Out of Centre	18.6%	19.1%	20.1%	43.3%	20.4%	16.8%	4.2%	7.6%	8.0%
	Sub-Total Coventry	37.9%	52.1%	49.1%	59.3%	40.5%	21.5%	21.7%	10.2%	8.9%
Outside of Coventry	Zone 5 - Elsewhere	0.2%	0.5%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	7.9%	0.5%	2.7%	2.6%	0.0%	4.6%	33.2%	0.0%	0.0%
	Zone 7 - Elsewhere	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	1.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	27.8%
	Sub-Total Rest of Study Area	9.6%	1.5%	2.7%	2.6%	0.0%	7.0%	33.2%	0.0%	27.8%
	Outside of Study Area	10.6%	0.5%	3.8%	0.7%	3.1%	26.4%	13.5%	51.0%	27.8%
	Online / Catalogue	41.9%	45.9%	44.5%	37.4%	56.4%	45.1%	31.6%	38.8%	35.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.9: FURNITURE / CARPET SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	8.5%	19.7%	7.2%	12.0%	5.3%	2.1%	5.0%	3.4%	4.5%
	Major District Centre - Arena Park	0.9%	0.0%	1.5%	1.4%	2.8%	0.0%	0.0%	0.0%	0.0%
	Major Major District Centre - Brandon Road	0.5%	0.5%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
	Major District Centre - Cannon Park	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	0.4%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	District Centre - Daventry Road	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.4%	0.5%	0.4%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.2%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.0%	0.8%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	2.5%	6.2%	7.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Sub-Total Coventry Centres	13.6%	27.3%	16.5%	18.7%	13.3%	2.1%	5.0%	3.4%	6.8%
Out of Centre Covent	r Airport Retail Park, Coventry	3.1%	0.0%	2.8%	0.7%	10.9%	2.9%	0.0%	2.2%	11.1%
	Alvis Retail Park	9.2%	8.5%	9.1%	14.6%	19.9%	5.7%	2.4%	0.0%	8.1%
	Cantral Six Retail Park	2.0%	4.4%	2.2%	2.7%	1.5%	0.0%	0.0%	4.1%	0.0%
	Gallagher Retail Park, Coventry	4.6%	0.9%	8.4%	15.8%	1.9%	2.1%	0.4%	2.7%	0.0%
	Other Coventry	4.4%	1.4%	2.6%	16.1%	6.1%	2.1%	1.6%	0.0%	0.0%
	Sub-Total Coventry Out of Centre	23.3%	15.2%	25.2%	49.9%	40.4%	12.8%	4.4%	9.0%	19.2%
	Sub-Total Coventry	37.0%	42.5%	41.7%	68.6%	53.7%	14.9%	9.4%	12.4%	26.0%
Outside of Coventry	Zone 5 - Elsewhere	0.2%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.8%
	Zone 6 - Elsewhere	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	3.3%	0.0%	1.2%	0.7%	3.8%	6.7%	0.0%	0.0%	33.8%
	Sub-Total Rest of Study Area	5.6%	0.9%	1.2%	0.7%	3.8%	11.1%	9.2%	0.0%	34.6%
	Outside of Study Area	19.7%	16.0%	12.2%	2.7%	7.7%	54.4%	27.0%	70.1%	15.1%
	Online / Catalogue	37.8%	40.6%	44.9%	28.0%	34.8%	19.6%	54.4%	17.5%	24.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# TABLE B6.10: DIY / GARDENING SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	6.7%	16.3%	6.0%	9.2%	6.9%	0.0%	4.4%	0.0%	0.0%
	Major District Centre - Arena Park	0.4%	0.0%	0.0%	1.6%	0.0%	0.5%	0.4%	0.0%	0.0%
	Major District Centre - Brandon Road	0.2%	0.4%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%	0.0%
	Major District Centre - Cannon Park	0.4%	0.4%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	0.4%	0.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.6%	0.0%
	District Centre - Daventry Road	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.5%	0.0%	0.7%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	8.6%	18.0%	6.7%	13.1%	12.2%	0.5%	5.1%	0.6%	0.0%
Out of Centre Covent	r Airport Retail Park, Coventry	0.6%	3.2%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%
	Alvis Retail Park	24.7%	20.8%	51.2%	7.5%	60.5%	32.3%	3.4%	3.7%	18.0%
	Cantral Six Retail Park	0.4%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Gallagher Retail Park, Coventry	3.3%	0.4%	12.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Coventry	25.8%	39.3%	9.1%	57.5%	7.2%	8.9%	19.5%	27.0%	29.1%
	Sub-Total Coventry Out of Centre	54.8%	66.6%	72.3%	72.7%	68.1%	41.7%	23.0%	30.8%	47.1%
	Sub-Total Coventry	63.4%	84.6%	79.0%	85.8%	80.3%	42.3%	28.0%	31.3%	47.1%
Outside of Coventry	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	4.9%	0.0%	0.3%	2.7%	0.0%	0.0%	21.9%	0.0%	0.0%
	Zone 7 - Elsewhere	1.4%	1.3%	0.3%	1.2%	0.5%	0.0%	0.4%	6.9%	4.4%
	Zone 8 - Elsewhere	1.1%	0.0%	0.0%	0.0%	1.3%	1.0%	0.0%	0.0%	15.2%
	Sub-Total Rest of Study Area	7.4%	1.3%	0.7%	3.9%	1.8%	1.0%	22.3%	6.9%	19.6%
	Outside of Study Area	16.1%	0.9%	1.3%	0.0%	1.3%	49.2%	36.8%	56.4%	22.1%
	Online / Catalogue	13.1%	13.3%	19.0%	10.3%	16.6%	7.6%	12.9%	5.4%	11.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.11: PERSONAL GOODS SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	13.9%	26.5%	19.5%	16.4%	19.3%	6.6%	3.9%	0.0%	2.3%
	Major District Centre - Arena Park	8.8%	2.5%	28.0%	12.3%	2.3%	7.8%	5.9%	0.0%	0.0%
	Major District Centre - Brandon Road	1.8%	4.5%	0.0%	4.1%	0.0%	0.0%	0.0%	5.0%	0.0%
	Major District Centre - Cannon Park	2.7%	2.9%	0.0%	0.0%	12.6%	4.8%	0.0%	0.0%	3.5%
	District Centre - Ball Hill	0.6%	0.4%	0.0%	1.0%	0.0%	0.0%	2.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	4.1%	9.6%	6.4%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	1.9%	2.9%	8.2%	0.5%	0.4%	0.0%	0.0%	0.5%	0.0%
	Sub-Total Coventry Centres	34.0%	50.8%	62.1%	43.6%	35.0%	19.2%	11.8%	5.6%	5.9%
Out of Centre Covent	r Airport Retail Park, Coventry	1.2%	5.8%	0.0%	0.0%	1.1%	0.0%	0.0%	1.9%	0.0%
	Alvis Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	3.2%	7.7%	3.6%	0.0%	9.7%	1.4%	0.4%	0.0%	0.0%
	Gallagher Retail Park, Coventry	2.7%	0.0%	2.4%	13.1%	0.4%	0.5%	0.0%	0.0%	0.0%
	Other Coventry	12.1%	15.8%	11.2%	22.6%	21.1%	2.5%	0.0%	9.8%	1.9%
	Sub-Total Coventry Out of Centre	19.2%	29.3%	17.2%	35.7%	32.3%	4.4%	0.4%	11.7%	1.9%
	Sub-Total Coventry	53.2%	80.1%	79.3%	79.3%	67.3%	23.6%	12.2%	17.3%	7.7%
Outside of Coventry	Zone 5 - Elsewhere	0.2%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	11.8%	0.4%	4.4%	2.3%	0.4%	5.7%	55.1%	0.0%	0.0%
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
	Zone 8 - Elsewhere	4.9%	1.4%	0.0%	0.0%	2.6%	6.1%	0.0%	0.5%	62.1%
	Sub-Total Rest of Study Area	16.9%	1.8%	4.4%	2.3%	3.0%	15.1%	55.1%	1.0%	62.1%
	Outside of Study Area	12.9%	5.0%	0.6%	1.0%	5.7%	37.8%	20.6%	63.4%	10.7%
	Online / Catalogue	16.9%	13.1%	15.7%	17.5%	24.0%	23.5%	12.2%	18.3%	19.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.12: MEDICAL GOODS SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	12.9%	35.2%	12.9%	16.0%	14.9%	4.0%	1.9%	0.0%	2.2%
	Major District Centre - Arena Park	6.7%	2.4%	25.9%	10.7%	0.0%	9.3%	0.4%	0.0%	0.0%
	Major District Centre - Brandon Road	1.5%	5.6%	0.0%	3.7%	0.0%	0.0%	0.0%	0.5%	0.0%
	Major District Centre - Cannon Park	3.1%	3.9%	0.0%	0.0%	14.4%	3.2%	0.0%	0.0%	3.3%
	District Centre - Ball Hill	0.5%	0.0%	0.0%	1.1%	0.0%	0.0%	2.0%	0.0%	0.0%
	District Centre - Bell Green	0.1%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	2.7%	4.8%	2.1%	10.1%	0.0%	0.0%	0.0%	0.5%	0.0%
	District Centre - Daventry Road	0.5%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.7%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	1.3%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.5%	0.0%	2.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	5.8%	7.6%	14.6%	7.2%	6.7%	3.2%	0.0%	0.5%	0.0%
	Sub-Total Coventry Centres	36.7%	62.6%	62.4%	49.8%	46.4%	19.7%	4.3%	1.6%	5.4%
Out of Centre Covent	tr Airport Retail Park, Coventry	0.6%	2.8%	0.0%	0.0%	0.4%	0.0%	0.0%	1.5%	0.0%
	Alvis Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	2.7%	7.5%	0.0%	1.5%	9.1%	0.0%	0.0%	0.0%	0.0%
	Gallagher Retail Park, Coventry	1.2%	0.0%	0.3%	7.0%	0.4%	0.0%	0.0%	0.0%	0.0%
	Other Coventry	16.4%	21.1%	22.2%	30.2%	25.8%	6.7%	0.4%	8.0%	0.0%
	Sub-Total Coventry Out of Centre	20.9%	31.4%	22.5%	38.7%	35.7%	6.7%	0.4%	9.4%	0.0%
	Sub-Total Coventry	57.6%	93.9%	84.9%	88.5%	82.1%	26.4%	4.7%	11.0%	5.4%
Outside of Coventry	Zone 5 - Elsewhere	1.9%	0.0%	0.0%	0.0%	0.8%	35.6%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	12.0%	0.4%	4.1%	0.5%	0.0%	1.9%	59.4%	0.0%	0.0%
	Zone 7 - Elsewhere	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%
	Zone 8 - Elsewhere	5.2%	0.0%	0.0%	0.0%	2.2%	1.3%	0.0%	0.0%	69.9%
	Sub-Total Rest of Study Area	19.9%	0.4%	4.1%	0.5%	2.9%	38.9%	59.4%	11.7%	69.9%
	Outside of Study Area	15.5%	2.4%	4.6%	4.4%	2.9%	28.5%	31.2%	70.7%	11.0%
	Online / Catalogue	6.9%	3.2%	6.4%	6.5%	12.1%	6.2%	4.7%	6.6%	13.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE B6.13: OTHER COMPARISON SHOPPING - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Store /Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Location		Total Zones	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South
In-Centre Coventry	Coventry City Centre	17.0%	26.9%	21.8%	27.0%	14.1%	4.0%	10.3%	4.4%	2.9%
	Major District Centre - Arena Park	0.4%	0.0%	0.5%	0.7%	1.5%	0.0%	0.0%	0.0%	0.0%
	Major District Centre - Brandon Road	2.0%	1.2%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0%
	Major District Centre - Cannon Park	1.0%	1.2%	0.0%	0.0%	4.9%	0.8%	0.0%	0.0%	0.0%
	District Centre - Ball Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Bell Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Brade Drive	0.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Daventry Road	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Earlsdon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Foleshill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jardine Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	District Centre - Jubilee Crescent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-Total Coventry Centres	20.8%	29.9%	22.4%	29.2%	20.4%	4.8%	18.6%	4.4%	2.9%
Out of Centre Covent	r Airport Retail Park, Coventry	1.8%	7.5%	0.0%	2.0%	2.0%	0.0%	0.0%	0.0%	0.0%
	Alvis Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cantral Six Retail Park	1.0%	0.6%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	7.9%
	Gallagher Retail Park, Coventry	1.3%	1.2%	4.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.5%
	Other Coventry	3.6%	4.7%	0.5%	6.0%	9.9%	0.0%	0.0%	2.5%	0.0%
	Sub-Total Coventry Out of Centre	7.6%	14.0%	4.5%	10.8%	15.4%	0.0%	0.0%	2.5%	9.4%
	Sub-Total Coventry	28.4%	43.9%	26.9%	40.1%	35.9%	4.8%	18.6%	6.9%	12.3%
Outside of Coventry	Zone 5 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 6 - Elsewhere	2.7%	0.0%	0.0%	0.7%	0.0%	5.4%	10.3%	0.0%	0.0%
	Zone 7 - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 8 - Elsewhere	2.9%	0.0%	0.0%	0.0%	3.5%	2.5%	0.0%	0.0%	54.2%
	Sub-Total Rest of Study Area	5.6%	0.0%	0.0%	0.7%	3.5%	8.0%	10.3%	0.0%	54.2%
	Outside of Study Area	20.9%	4.6%	14.4%	11.2%	27.1%	56.6%	26.1%	44.3%	15.6%
	Online / Catalogue	45.1%	51.6%	58.7%	48.0%	33.5%	30.6%	44.9%	48.8%	17.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



APPENDIX B7: TURNOVER ANALYSIS: COMPARISON GOODS

# TABLE B7.1: TOTAL COMPARISON SHOPPING SPEND - 2023 (£m) Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
	Store /Centre	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2023 (£m)	£235.6	£197.7	£210.6	£212.4	£91.7	£265.8	£142.1	£117.2	£1,473.0
In-Centre Coventry	Coventry City Centre	£85.9	£58.3	£49.2	£48.3	£6.3	£34.9	£5.7	£5.0	£293.6
	Major District Centre - Arena Park	£3.9	£41.3	£26.9	£9.6	£3.4	£11.0	£2.1	£0.0	£98.2
	Major District Centre - Brandon Road	£9.1	£0.6	£4.2	£1.4	£0.0	£13.2	£2.1	£0.0	£30.5
	Major District Centre - Cannon Park	£2.9	£0.5	£0.7	£14.0	£2.1	£0.0	£0.0	£0.9	£21.1
	District Centre - Ball Hill	£0.2	£0.0	£0.5	£0.0	£0.0	£1.4	£0.0	£0.0	£2.1
	District Centre - Bell Green	£0.0	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.8
	District Centre - Brade Drive	£6.8	£5.8	£13.1	£0.0	£0.0	£0.0	£0.1	£0.2	£26.0
	District Centre - Daventry Road	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
	District Centre - Earlsdon	£0.4	£0.2	£0.0	£2.2	£0.0	£1.5	£0.0	£0.0	£4.3
	District Centre - Foleshill	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£1.4
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£1.8
	District Centre - Jubilee Crescent	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
	Local Centres	£6.9	£9.9	£2.7	£2.5	£0.2	£0.0	£0.2	£0.4	£22.8
	Sub-Total Coventry Centres	£119.9	£118.0	£97.7	£80.3	£12.0	£62.0	£10.3	£6.7	£507.0
Out of Centre Coventry	Airport Retail Park, Coventry	£25.6	£8.0	£21.8	£21.6	£2.1	£4.6	£5.1	£7.4	£96.2
	Alvis Retail Park	£9.9	£14.9	£7.9	£23.4	£4.6	£2.6	£0.5	£4.2	£68.1
	Cantral Six Retail Park	£11.5	£2.5	£4.1	£10.2	£1.5	£0.5	£1.3	£2.7	£34.3
	Gallagher Retail Park, Coventry	£4.2	£12.6	£22.1	£2.9	£1.3	£2.0	£0.8	£0.5	£46.5
	Other Coventry	£33.9	£17.1	£41.0	£31.3	£3.4	£10.6	£8.3	£4.7	£150.3
	Sub-Total Coventry Out of Centre	£85.2	£55.1	£97.0	£89.3	£13.0	£20.2	£16.0	£19.6	£395.4
	Sub-Total Coventry	£205.1	£173.1	£194.7	£169.7	£25.0	£82.2	£26.3	£26.3	£902.3
Outside of Coventry	Zone 5 - Elsewhere	£0.3	£0.0	£0.0	£0.2	£4.4	£0.0	£0.0	£0.2	£5.0
	Zone 6 - Elsewhere	£1.0	£4.5	£2.8	£0.2	£3.1	£90.4	£0.0	£0.0	£102.2
	Zone 7 - Elsewhere	£0.6	£0.1	£0.2	£0.4	£0.0	£0.1	£2.5	£0.5	£4.4
	Zone 8 - Elsewhere	£0.8	£0.6	£0.3	£5.3	£3.3	£0.0	£0.1	£48.4	£58.7
	Sub-Total Rest of Study Area	£2.6	£5.2	£3.3	£6.0	£10.8	£90.5	£2.7	£49.1	£170.3
	Outside of Study Area	£27.8	£19.3	£12.6	£36.7	£55.9	£93.1	£113.1	£41.8	£400.4
	Total	£235.6	£197.7	£210.6	£212.4	£91.7	£265.8	£142.1	£117.2	£1,473.0

TABLE B7.2: TOTAL COMPARISON SHOPPING SPEND - 2028 (£m) Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
	Store /Centre	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2028 (£m)	£261.5	£219.7	£234.3	£235.1	£100.1	£288.4	£155.7	£127.3	£1,622.1
In-Centre Coventry	Coventry City Centre	£95.4	£64.8	£54.7	£53.5	£6.9	£37.8	£6.3	£5.5	£324.8
	Major District Centre - Arena Park	£4.3	£45.9	£29.9	£10.6	£3.7	£12.0	£2.3	£0.0	£108.7
	Major District Centre - Brandon Road	£10.1	£0.6	£4.6	£1.5	£0.0	£14.3	£2.3	£0.0	£33.5
	Major District Centre - Cannon Park	£3.3	£0.6	£0.8	£15.5	£2.2	£0.0	£0.0	£1.0	£23.4
	District Centre - Ball Hill	£0.2	£0.0	£0.6	£0.0	£0.0	£1.6	£0.0	£0.0	£2.3
	District Centre - Bell Green	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.9
	District Centre - Brade Drive	£7.5	£6.4	£14.5	£0.0	£0.0	£0.0	£0.2	£0.2	£28.9
	District Centre - Daventry Road	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
	District Centre - Earlsdon	£0.4	£0.2	£0.0	£2.5	£0.0	£1.6	£0.0	£0.0	£4.7
	District Centre - Foleshill	£0.0	£1.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.2	£1.6
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£2.0
	District Centre - Jubilee Crescent	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
	Local Centres	£7.7	£11.0	£3.0	£2.7	£0.3	£0.0	£0.2	£0.4	£25.3
	Sub-Total Coventry Centres	£133.1	£131.1	£108.7	£89.0	£13.1	£67.2	£11.2	£7.3	£560.8
Out of Centre Coventry	Airport Retail Park, Coventry	£28.5	£8.9	£24.2	£23.9	£2.3	£5.0	£5.6	£8.0	£106.4
	Alvis Retail Park	£11.0	£16.6	£8.8	£25.9	£5.0	£2.8	£0.6	£4.5	£75.3
	Cantral Six Retail Park	£12.7	£2.8	£4.6	£11.3	£1.6	£0.6	£1.4	£3.0	£38.0
	Gallagher Retail Park, Coventry	£4.7	£14.0	£24.6	£3.2	£1.4	£2.1	£0.9	£0.6	£51.6
	Other Coventry	£37.6	£19.0	£45.6	£34.7	£3.7	£11.5	£9.1	£5.1	£166.3
	Sub-Total Coventry Out of Centre	£94.5	£61.3	£107.9	£98.9	£14.1	£21.9	£17.6	£21.3	£437.5
	Sub-Total Coventry	£227.7	£192.4	£216.6	£187.9	£27.2	£89.2	£28.8	£28.6	£998.3
Outside of Coventry	Zone 5 - Elsewhere	£0.3	£0.0	£0.0	£0.2	£4.8	£0.0	£0.0	£0.2	£5.5
	Zone 6 - Elsewhere	£1.2	£5.0	£3.1	£0.2	£3.4	£98.1	£0.1	£0.1	£111.1
	Zone 7 - Elsewhere	£0.6	£0.1	£0.2	£0.4	£0.0	£0.1	£2.8	£0.6	£4.8
	Zone 8 - Elsewhere	£0.8	£0.7	£0.4	£5.9	£3.6	£0.0	£0.1	£52.5	£64.0
	Sub-Total Rest of Study Area	£2.9	£5.8	£3.7	£6.7	£11.8	£98.2	£2.9	£53.4	£185.4
	Outside of Study Area	£30.9	£21.5	£14.0	£40.6	£61.0	£101.0	£124.0	£45.4	£438.4
	Total	£261.5	£219.7	£234.3	£235.1	£100.1	£288.4	£155.7	£127.3	£1,622.1

### TABLE B7.3: TOTAL COMPARISON SHOPPING SPEND - 2033 (£m)

Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
	Store /Centre	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2033 (£m)	£310.2	£261.0	£277.5	£278.1	£117.1	£336.1	£182.5	£149.1	£1,911.7
In-Centre Coventry	Coventry City Centre	£113.1	£77.0	£64.8	£63.2	£8.0	£44.1	£7.4	£6.4	£384.0
	Major District Centre - Arena Park	£5.1	£54.6	£35.4	£12.5	£4.4	£13.9	£2.7	£0.0	£128.6
	Major District Centre - Brandon Road	£12.0	£0.7	£5.5	£1.8	£0.0	£16.7	£2.6	£0.0	£39.3
	Major District Centre - Cannon Park	£3.9	£0.7	£0.9	£18.3	£2.6	£0.0	£0.0	£1.2	£27.6
	District Centre - Ball Hill	£0.2	£0.0	£0.7	£0.0	£0.0	£1.8	£0.0	£0.0	£2.7
	District Centre - Bell Green	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£1.0
	District Centre - Brade Drive	£8.9	£7.6	£17.2	£0.0	£0.0	£0.0	£0.2	£0.2	£34.2
	District Centre - Daventry Road	£5.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1
	District Centre - Earlsdon	£0.5	£0.3	£0.0	£2.9	£0.0	£1.9	£0.0	£0.0	£5.6
	District Centre - Foleshill	£0.0	£1.2	£0.0	£0.3	£0.0	£0.0	£0.1	£0.2	£1.9
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£2.3
	District Centre - Jubilee Crescent	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
	Local Centres	£9.1	£13.0	£3.6	£3.2	£0.3	£0.0	£0.2	£0.5	£30.0
	Sub-Total Coventry Centres	£158.0	£155.8	£128.8	£105.2	£15.3	£78.4	£13.2	£8.6	£663.2
Out of Centre Coventry	Airport Retail Park, Coventry	£33.8	£10.6	£28.7	£28.2	£2.7	£5.8	£6.5	£9.4	£125.7
	Alvis Retail Park	£13.1	£19.7	£10.5	£30.6	£5.9	£3.2	£0.7	£5.3	£89.0
	Cantral Six Retail Park	£15.1	£3.3	£5.4	£13.4	£1.9	£0.7	£1.7	£3.5	£44.9
	Gallagher Retail Park, Coventry	£5.6	£16.6	£29.2	£3.8	£1.7	£2.5	£1.1	£0.7	£61.1
	Other Coventry	£44.6	£22.6	£54.0	£41.0	£4.4	£13.4	£10.6	£6.0	£196.6
	Sub-Total Coventry Out of Centre	£112.2	£72.8	£127.8	£117.0	£16.5	£25.6	£20.6	£24.9	£517.3
	Sub-Total Coventry	£270.1	£228.6	£256.6	£222.2	£31.9	£103.9	£33.8	£33.5	£1,180.5
Outside of Coventry	Zone 5 - Elsewhere	£0.3	£0.0	£0.0	£0.2	£5.6	£0.0	£0.0	£0.2	£6.4
	Zone 6 - Elsewhere	£1.4	£6.0	£3.7	£0.2	£4.0	£114.3	£0.1	£0.1	£129.7
	Zone 7 - Elsewhere	£0.7	£0.1	£0.3	£0.5	£0.0	£0.1	£3.2	£0.7	£5.7
	Zone 8 - Elsewhere	£1.0	£0.8	£0.4	£7.0	£4.2	£0.0	£0.1	£61.5	£75.0
	Sub-Total Rest of Study Area	£3.5	£6.9	£4.4	£7.9	£13.8	£114.5	£3.4	£62.5	£216.8
	Outside of Study Area	£36.7	£25.5	£16.6	£48.0	£71.4	£117.7	£145.3	£53.2	£514.4
	Total	£310.2	£261.0	£277.5	£278.1	£117.1	£336.1	£182.5	£149.1	£1,911.7

TABLE B7.4: TOTAL COMPARISON SHOPPING SPEND - 2038 (£m)
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
	Store /Centre	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2038 (£m)	£367.6	£310.1	£329.4	£328.9	£137.4	£394.8	£215.9	£174.9	£2,259.1
In-Centre Coventry	Coventry City Centre	£134.1	£91.5	£77.0	£74.8	£9.4	£51.8	£8.7	£7.5	£454.7
	Major District Centre - Arena Park	£6.0	£64.9	£42.0	£14.8	£5.1	£16.4	£3.2	£0.0	£152.5
	Major District Centre - Brandon Road	£14.2	£0.9	£6.5	£2.1	£0.0	£19.6	£3.1	£0.0	£46.4
	Major District Centre - Cannon Park	£4.6	£0.8	£1.1	£21.7	£3.1	£0.0	£0.0	£1.4	£32.7
	District Centre - Ball Hill	£0.3	£0.0	£0.8	£0.0	£0.0	£2.1	£0.0	£0.0	£3.2
	District Centre - Bell Green	£0.0	£0.0	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£1.2
	District Centre - Brade Drive	£10.6	£9.1	£20.4	£0.0	£0.0	£0.0	£0.2	£0.3	£40.6
	District Centre - Daventry Road	£6.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1
	District Centre - Earlsdon	£0.6	£0.3	£0.0	£3.4	£0.0	£2.2	£0.0	£0.0	£6.6
	District Centre - Foleshill	£0.0	£1.4	£0.0	£0.4	£0.0	£0.0	£0.1	£0.3	£2.2
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£2.7
	District Centre - Jubilee Crescent	£0.0	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
	Local Centres	£10.8	£15.5	£4.2	£3.8	£0.4	£0.0	£0.3	£0.6	£35.5
	Sub-Total Coventry Centres	£187.2	£185.1	£152.9	£124.4	£18.0	£92.0	£15.6	£10.0	£785.2
Out of Centre Coventry	Airport Retail Park, Coventry	£40.0	£12.6	£34.1	£33.4	£3.2	£6.8	£7.7	£11.0	£148.8
	Alvis Retail Park	£15.5	£23.5	£12.4	£36.2	£6.9	£3.8	£0.8	£6.2	£105.3
	Cantral Six Retail Park	£17.9	£3.9	£6.4	£15.8	£2.2	£0.8	£2.0	£4.1	£53.1
	Gallagher Retail Park, Coventry	£6.6	£19.8	£34.6	£4.5	£2.0	£2.9	£1.3	£0.8	£72.4
	Other Coventry	£52.8	£26.9	£64.1	£48.5	£5.1	£15.7	£12.6	£7.1	£232.8
	Sub-Total Coventry Out of Centre	£132.9	£86.5	£151.7	£138.3	£19.4	£30.0	£24.3	£29.2	£612.4
	Sub-Total Coventry	£320.1	£271.6	£304.5	£262.8	£37.4	£122.1	£39.9	£39.2	£1,397.7
Outside of Coventry	Zone 5 - Elsewhere	£0.4	£0.0	£0.0	£0.2	£6.6	£0.0	£0.0	£0.3	£7.5
	Zone 6 - Elsewhere	£1.6	£7.1	£4.4	£0.2	£4.7	£134.3	£0.1	£0.1	£152.5
	Zone 7 - Elsewhere	£0.9	£0.1	£0.3	£0.6	£0.0	£0.2	£3.8	£0.8	£6.7
	Zone 8 - Elsewhere	£1.2	£0.9	£0.5	£8.3	£4.9	£0.0	£0.2	£72.2	£88.1
	Sub-Total Rest of Study Area	£4.1	£8.2	£5.2	£9.4	£16.2	£134.5	£4.1	£73.3	£254.8
	Outside of Study Area	£43.4	£30.3	£19.7	£56.8	£83.8	£138.3	£171.9	£62.4	£606.6
	Total	£367.6	£310.1	£329.4	£328.9	£137.4	£394.8	£215.9	£174.9	£2,259.1

TABLE B7.5: TOTAL COMPARISON SHOPPING SPEND - 2041 (£m)

Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
	Store /Centre	Coventry South East	Coventry North West	Coventry North East	Coventry South West	Outer Zone West	Outer Zone North	Outer Zone East	Outer Zone South	Total Zones
	Available Expenditure 2041 (£m)	£406.0	£343.1	£364.5	£363.1	£151.0	£435.3	£239.1	£192.1	£2,494.2
In-Centre Coventry	Coventry City Centre	£148.0	£101.2	£85.1	£82.6	£10.3	£57.1	£9.6	£8.3	£502.3
	Major District Centre - Arena Park	£6.6	£71.7	£46.5	£16.4	£5.6	£18.1	£3.6	£0.0	£168.5
	Major District Centre - Brandon Road	£15.7	£1.0	£7.2	£2.4	£0.0	£21.6	£3.5	£0.0	£51.3
	Major District Centre - Cannon Park	£5.1	£0.9	£1.2	£24.0	£3.4	£0.0	£0.0	£1.5	£36.0
	District Centre - Ball Hill	£0.3	£0.0	£0.9	£0.0	£0.0	£2.3	£0.0	£0.0	£3.5
	District Centre - Bell Green	£0.0	£0.0	£0.7	£0.6	£0.0	£0.0	£0.0	£0.0	£1.4
	District Centre - Brade Drive	£11.7	£10.0	£22.6	£0.0	£0.0	£0.0	£0.2	£0.3	£44.9
	District Centre - Daventry Road	£6.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7
	District Centre - Earlsdon	£0.7	£0.3	£0.0	£3.8	£0.0	£2.4	£0.0	£0.0	£7.2
	District Centre - Foleshill	£0.0	£1.6	£0.0	£0.4	£0.0	£0.0	£0.1	£0.3	£2.4
	District Centre - Jardine Crescent	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.0
	District Centre - Jubilee Crescent	£0.0	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
	Local Centres	£11.9	£17.1	£4.7	£4.2	£0.4	£0.0	£0.3	£0.6	£39.3
	Sub-Total Coventry Centres	£206.7	£204.8	£169.1	£137.4	£19.8	£101.5	£17.3	£11.0	£867.5
Out of Centre Coventry	Airport Retail Park, Coventry	£44.2	£13.9	£37.7	£36.9	£3.5	£7.5	£8.5	£12.1	£164.4
	Alvis Retail Park	£17.1	£25.9	£13.8	£39.9	£7.6	£4.2	£0.9	£6.8	£116.3
	Cantral Six Retail Park	£19.8	£4.3	£7.1	£17.4	£2.4	£0.9	£2.2	£4.5	£58.6
	Gallagher Retail Park, Coventry	£7.3	£21.8	£38.3	£4.9	£2.2	£3.2	£1.4	£0.9	£80.1
	Other Coventry	£58.3	£29.7	£70.9	£53.5	£5.6	£17.3	£13.9	£7.8	£257.2
	Sub-Total Coventry Out of Centre	£146.8	£95.7	£167.8	£152.7	£21.3	£33.1	£27.0	£32.1	£676.5
	Sub-Total Coventry	£353.5	£300.5	£336.9	£290.1	£41.1	£134.6	£44.2	£43.1	£1,544.1
Outside of Coventry	Zone 5 - Elsewhere	£0.5	£0.0	£0.0	£0.3	£7.3	£0.0	£0.0	£0.3	£8.3
	Zone 6 - Elsewhere	£1.8	£7.9	£4.8	£0.3	£5.1	£148.1	£0.1	£0.1	£168.1
	Zone 7 - Elsewhere	£1.0	£0.1	£0.4	£0.7	£0.0	£0.2	£4.2	£0.9	£7.4
	Zone 8 - Elsewhere	£1.3	£1.0	£0.6	£9.1	£5.4	£0.0	£0.2	£79.3	£96.8
	Sub-Total Rest of Study Area	£4.5	£9.0	£5.7	£10.3	£17.8	£148.2	£4.5	£80.5	£280.7
	Outside of Study Area	£48.0	£33.6	£21.8	£62.7	£92.2	£152.5	£190.3	£68.5	£669.4
	Total	£406.0	£343.1	£364.5	£363.1	£151.0	£435.3	£239.1	£192.1	£2,494.2



APPENDIX B8: COMPARISON CAPACITY FORECASTS

TABLE B8.1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2023	2028	2033	2038	2041
Coventry City Centre	£293.6	£324.8	£384.0	£454.7	£502.3
Major District Centre - Arena Park	£98.2	£108.7	£128.6	£152.5	£168.5
Major District Centre - Brandon Road	£30.5	£33.5	£39.3	£46.4	£51.3
Major District Centre - Cannon Park	£21.1	£23.4	£27.6	£32.7	£36.0
District Centres	£40.8	£45.2	£53.6	£63.5	£70.2
Local Centres	£22.8	£25.3	£30.0	£35.5	£39.3
Elsewhere in Coventry	£395.4	£437.5	£517.3	£612.4	£676.5
TOTAL COMPARISON TURNOVER OF BOROUGH STORES/CENTRES:	£902.3	£998.3	£1,180.5	£1,397.7	£1,544.1

Assume constant market shares over forecast period.

TABLE B8.2: ESTIMATION OF INFLOW/ VISITOR EXPENDITURE

	Assumed Inflow	2023	2028	2033	2038	2041
Coventry City Centre	10%	£326.2	£360.9	£426.7	£505.2	£558.1
Major District Centre - Arena Park	5%	£103.4	£114.5	£135.4	£160.5	£177.4
Major District Centre - Brandon Road	5%	£32.1	£35.2	£41.4	£48.9	£54.0
Major District Centre - Cannon Park	5%	£22.3	£24.6	£29.1	£34.4	£37.9
District Centres	0%	£40.8	£45.2	£53.6	£63.5	£70.2
Local Centres	0%	£22.8	£25.3	£30.0	£35.5	£39.3
Elsewhere in Coventry	0%	£395.4	£437.5	£517.3	£612.4	£676.5
TOTAL		£942.8	£1,043.1	£1,233.5	£1,460.4	£1,613.4

TABLE B8.3: COMMITTED COMPARISON GOODS FLOORSPACE

TABLE BOIS: COMMITTED COMM ANISON GOODS I LOOKS! ACE								
			Sales					
Location	Planning Application	Net Sales Area	Density	2023	2028	2033	2038	2041
	Reference	(Sqm)	(£/sqm)					
Riley Square, Bell Green	FUL/2021/2093	40	£5,500	£0.2	£0.2	£0.3	£0.3	£0.3
Keresley South Local Centre	OUT/2014/2282	240	£5,500	£1.3	£1.4	£1.6	£1.9	£2.1
54-57 Hertford Street	FUL/2019/0635	80	£5,500	£0.4	£0.5	£0.5	£0.6	£0.7
Well Street & Bishop Street	FUL/2019/3114	115	£5,500	£0.6	£0.7	£0.8	£0.9	£1.0
TOTAL COMMITTED COMPARISON GOODS TURNOVER				£2.6	£2.8	£3.2	£3.8	£4.1

Source: CCC, LSH

TABLE B8.4: COVENTRY CITY COUNCIL AREA - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£942.8	£1,043.1	£1,233.5	£1,460.4	£1,613.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£942.8	£1,020.5	£1,172.7	£1,359.4	£1,485.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£22.7	£60.8	£100.9	£127.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£2.8	£3.2	£3.8	£4.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£19.8	£57.5	£97.2	£123.7
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	3,333	8,412	12,253	14,279
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		4,167	10,515	15,316	17,848

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the Borough's comparison retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (2023) and other research evidence. STEP 2:

STEP 3:  $The forecast \ residual \ expenditure \ capacity \ (pre-commitments) \ has been \ derived \ from \ Steps \ 1 \ and \ 2. \ No \ account \ is taken \ of \ commitments \ at this stage.$ 

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028. The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 5:

STEPS 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda,

TABLE B8.5: COVENTRY CITY CENTRE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£326.2	£360.9	£426.7	£505.2	£558.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£326.2	£353.1	£405.7	£470.4	£514.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£7.8	£21.0	£34.8	£44.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.2	£1.3	£1.5	£1.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£6.6	£19.6	£33.3	£42.4
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	1,113	2,872	4,198	4,895
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		1,391	3,590	5,247	6,119

TABLE B8.6: ARENA PARK MAJOR DISTRICT CENTRE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£103.4	£114.5	£135.4	£160.5	£177.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£103.4	£111.9	£128.6	£149.1	£162.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.6	£6.8	£11.4	£14.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£2.6	£6.8	£11.4	£14.5
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	432	1,000	1,441	1,675
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		540	1,250	1,801	2,094

### TABLE B8.7: BRANDON ROAD MAJOR DISTRICT CENTRE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.1	£35.2	£41.4	£48.9	£54.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£32.1	£34.7	£39.9	£46.2	£50.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.5	£2.7	£3.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£1.5	£2.7	£3.5
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	87	225	337	401
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		109	282	421	502

### TABLE B8.8: CANNON PARK MAJOR DISTRICT CENTRE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.3	£24.6	£29.1	£34.4	£37.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.3	£24.1	£27.7	£32.1	£35.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.4	£2.3	£2.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£1.4	£2.3	£2.9
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	86	203	287	330
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		108	254	358	412

#### TABLE B8.9: COVENTRY DISTRICT CENTRES - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£40.8	£45.2	£53.6	£63.5	£70.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£40.8	£44.2	£50.7	£58.8	£64.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.1	£2.8	£4.6	£5.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.2	£0.3	£0.3	£0.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.8	£2.5	£4.3	£5.5
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	141	371	546	638
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		176	464	683	797

### TABLE B8.10: COVENTRY LOCAL CENTRES - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.8	£25.3	£30.0	£35.5	£39.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.8	£24.6	£28.3	£32.8	£35.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.7	£2.7	£3.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.4	£1.6	£1.9	£2.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.8	£0.0	£0.8	£1.3
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	-135	2	103	154
	(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		-168	2	128	193

### TABLE B8.11: COVENTRY ELSEWHERE - COMPARISON GOODS CAPACITY

		2023	2028	2033	2038	2041
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£395.4	£437.5	£517.3	£612.4	£676.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£395.4	£427.9	£491.8	£570.1	£622.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£9.6	£25.6	£42.4	£53.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£9.6	£25.6	£42.4	£53.6
STEP 6:	CAPACITY FOR COMPARISON FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,953	£6,841	£7,930	£8,666
	(ii) Net Floorspace Capacity (sq m):	-	1,609	3,738	5,342	6,185
	(iii) Assumed Net / Gross Floorspace Ratio:	•	80%	80%	80%	80%
	(iv) Gross Floorspace Capacity (sq m):		2,011	4,672	6,677	7,731

### TABLE B8.12: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

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	2028	2033	2038	2041		
Coventry City Centre	1,113	2,872	4,198	4,895		
Major District Centre - Arena Park	432	1,000	1,441	1,675		
Major District Centre - Brandon Road	87	225	337	401		
Major District Centre - Cannon Park	86	203	287	330		
District Centres	141	371	546	638		
Local Centres	-135	2	103	154		
Elsewhere in Coventry	1,609	3,738	5,342	6,185		
Total Comparison Goods Floorspace	3,333	8,412	12,253	14,279		

Note: Assumes Equilibrium at Base Year (2023) and Constant Market Shares



**APPENDIX C:** HOUSEHOLD SURVEY SUMMARY FINDINGS



### 1.0 INTRODUCTION

This appendix provides further information on the household survey that was commissioned to inform the capacity assessment and which also provides important information on shopping patterns in the Coventry area and residents' views on and use of existing retail and leisure centres and outlets.

### **CATCHMENT (STUDY) AREA DEFINITION**

- 1.1. The definition of an appropriate Catchment Area is an important starting point for retail and town centre assessments. It provides the framework for the household telephone interview survey (HS) and the retail capacity analysis.
- 1.2. The broad geography of the Catchment Area and composing zones has been informed by the Council's previous study and is based on postal sector boundaries. The Study Area has been subdivided into 8 zones, with the four central zones covering the Coventry City Council area and the four outer zones covering the surrounding areas, to enable our understanding of the use of the City Centre and other inflows.
- 1.3. The table below sets out the study zones and the aggregated postal sector areas for each zone.

Table C1: Study Area, Zones, Postal Sector Areas

Zone	Study Area	Postal Sectors
1	Coventry South East	CV1 1, CV1 2, CV1 5, CV3 1-6
2	Coventry North West	CV1 4, CV5 9, CV6 1-5
3	Coventry North East	CV2 1-5, CV6 6-7
4	Coventry South West	CV1 3, CV4 7-9, CV5 6-8
5	Outer Zone West	B46 2, B92 0, CV7 7-8
6	Outer Zone North	CV7 9, CV10 7-8, CV11 4, CV11 6, CV12 0, CV12 8-9
7	Outer Zone East	CV8 3, CV22 7, CV23 0, CV23 9
8	Outer Zone South	B93 0, CV8 1-2, CV35 7

1.4. NEMS Market Research (NEMS) was commissioned to carry out 800 household telephone interviews across the 8 study zones. The interviews took place in April and May 2023. The full results are provided in Appendix D.

### MARKET SHARES AND TRADE DRAW

- 1.5. The main purpose of the HS is to provide the necessary inputs on shopping patterns to inform the retail capacity assessment. This requires a understanding of where people are currently undertaking their convenience and comparison shopping, which in turn allows an understanding of where centres and shops draw their trade from and the extent of their catchment areas.
- 1.6. The 2023 market shares for convenience food shopping are provided in Table B3.1 (including SFT) and Table B3.2 in Appendix B, with the resulting turnover forecasts for 2023 set out in Table B4.1 and subsequent years in the following tables.
- 1.7. Key findings from these tables are as follows:



- The Coventry City Council area is relatively self-contained in terms of convenience spend, with around 90% of spend retained in the area (including SFT) and between 91% and 97% retained excluding SFT;
- This is evenly split between stores within defined centres and those outside;
- Mian food convenience shopping patterns are largely determined by the location of the large food stores and discount operators regardless of whether they are in centre or out of centre. The best performing store within Coventry appears to be Sainsbury's at Fletchamstead Highway, followed by the shops at Cannon Park Major District Centre (MDC) (Tesco and Aldi) and Arena Park MDC (Tesco and Marks & Spencer);
- These stores and centres also have a relatively extensive draw extending beyond the Coventry City Area. The majority of the other foodstores in Coventry tend to serve a catchment within the City, the only exception being Brandon Road District Centre (DC), which draws trade from Zones 5, 6 and 7. This is likely to reflect the wider comparison draw of the Warwickshire Shopping Park;
- Top up shopping is tends to be undertaken more locally, with more people using the district
  and local centres and 'other Coventry' outlets. This will include local convenience stores and
  independent shops located in local parades;
- Spend online and at other non-shop outlets (Special Forms of Trading SFT) ranges from 4.7% of total convenience spend in Zones 1 and 2 to 8.0% in Zone 4. It is higher in Outer Zones 5 and 8;
- Coventry City Centre's limited convenience offer is reflected in a relatively low turnover of £28.4m in 2023, with most of this drawn from the City Council area (Zones 1 4); and
- Inflows of convenience spend from the outer study zones (Zones 5 − 8) represent around 10% of total convenience turnover in 2023.
- 1.8. The equivalent information for comparison shopping is provided in Appendix B6 and Appendix B7, with the relevant tables being B6.1 and B6.2 providing the overall market shares for comparison spend and Table B7.1 setting out 2023 turnover forecasts. Information on spend on different types of comparison goods is provided in Tables B6.3 B6.13.
- 1.9. The key points of note are as follows:
  - The Coventry City Council area is also relatively self-contained in terms of comparison spend once SFT has been removed. Between 80% and 92% of spend is retained with most of the leakage going to locations outside of the study area such as Nuneaton, Rugby, Solihull, and Birmingham;
  - Within Coventry the City Centre attracts the most comparison spend followed by the various out of centre retail parks and Brandon Road and Brade Drive DCs;
  - In terms of the different types of comparison goods spend:
    - Arena Park MDC is popular for clothing and footwear, audio-visual, electrical and personal goods purchases;



- Airport Retail Park is popular for audio-visual, electrical and toys/games/pet products purchases; and
- Alvis Retail Park is popular for furniture/carpet shopping and DIY/gardening purchases;
- Levels of inflow from the outer zones is generally higher for comparison sales than convenience. The City Centre draws trade from across the survey area with particularly large levels of inflow from Zone 6 (Outer Zone North). Other centres with significant levels of inflow are Arena Park MDC and Brandon Road DC.
- 1.10. The survey asked respondents whether they were likely to change their shopping habits as a result of the cost of living crisis. The responses were relatively evenly split, with 48% of all respondents indicating they had or were going to change their habits. Changes were expected to be greatest by respondents in Zone 2 (Coventry North West) and Zone 6 (Outer Zone North).

Table C2: Changing Shopping Habits as a result of 'Cost of living' crisis

Changing Shopping Habits as a result of 'cost of living' crisis	Total ALL Zones	Zone 1 Coventry South	Zone 2 Coventry North	Zone 3 Coventry North	Zone 4 Coventry South	Zone 5 Outer Zone	Zone 6 Outer Zone	Zone 7 Outer Zone	Zone 8 Outer Zone
		East	West	East	West	West	North	East	South
Have changed / Likely to change	48%	47%	53%	47%	46%	42%	55%	40%	39%
No change	52%	53%	47%	53%	54%	58%	45%	60%	61%

1.11. The main changes seen or expected relate to respondents reducing spending, by spending less and/or using discount foodstores more.

Table C3: Expected Changes in Shopping Habits as a result of 'Cost of living' crisis

Main Changes to Shopping Habits (Top 5)	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North East	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
Spend less in general on food items	36%	32%	43%	12%	23%	21%	66%	40%	25%
Spend less on non-essential / luxury food items	36%	46%	34%	40%	27%	8%	54%	11%	7%
Shop more at discount foodstores such as Aldi and Lidl	21%	19%	22%	39%	19%	33%	10%	14%	13%
Spend more on discounted food items	18%	17%	18%	15%	30%	14%	11%	23%	24%
Spend less on non-essential food items	9%	0%	9%	11%	4%	2%	26%	0%	0%

### **USE OF COVENTRY CITY CENTRE**

1.12. The HS questions relating to the use of Coventry City Centre (Q22 – Q26) show that around a quarter of residents within the City Council area (Zones 1 – 4) visit the city centre at least weekly and about half visit at least once a month.



**Table C4: Frequency of Visiting Coventry City Centre** 

Frequency of Visit to Coventry City Centre	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North East	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
Daily	2%	4%	7%	0%	1%	0%	0%	0%	2%
4-6 days a week	2%	4%	3%	3%	1%	3%	0%	0%	0%
2-3 days a week	3%	6%	4%	6%	3%	2%	0%	0%	0%
One day a week	10%	12%	15%	12%	18%	3%	4%	0%	5%
At least once a week	17%	26%	29%	21%	23%	8%	4%	0%	7%
Every two weeks	6%	12%	7%	6%	7%	7%	2%	1%	1%
Monthly	19%	25%	18%	23%	19%	7%	16%	14%	12%
At least once a month	42%	63%	54%	50%	49%	22%	22%	16%	19%
Once every two months	8%	10%	6%	4%	5%	10%	15%	1%	5%
Three-four times a year	13%	9%	13%	18%	15%	10%	10%	13%	16%
Once a year	7%	2%	4%	8%	10%	9%	9%	9%	11%
Less often	8%	8%	6%	5%	5%	3%	19%	5%	5%
Never	22%	8%	17%	16%	15%	43%	25%	56%	43%
(Don't know) / Varies	0%	0%	0%	0%	0%	3%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

1.13. Shopping and non-food shopping in particular are the main reasons for visiting the City Centre. The third most cited reason is to visit the food and beverage outlets in the centre. However, less than 10% of respondents indicate this is a primary reason for visiting.

Table C5: Main Reasons for Visiting Coventry City Centre

Main Reasons for visiting Coventry City Centre	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North East	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
Shopping in general	35%	34%	30%	40%	25%	15%	53%	27%	16%
Non-food shopping	27%	38%	28%	17%	28%	25%	19%	32%	32%
Visit cafés, restaurants, and takeaways	8%	9%	9%	5%	16%	0%	4%	13%	6%
Visiting financial services e.g. banks, building society etc	5%	3%	9%	7%	7%	2%	3%	0%	1%
For work/ business	5%	2%	9%	7%	3%	6%	0%	0%	9%
Food shopping	4%	0%	1%	10%	7%	13%	0%	0%	4%
To meet family/ friends	3%	0%	2%	1%	0%	5%	11%	8%	0%
Visit street market	2%	3%	3%	2%	1%	2%	3%	0%	8%
Visit cultural venues e.g. museums/ art gallery, theatre,									
concert hall, music venues etc	2%	2%	1%	0%	2%	5%	4%	5%	6%
For education e.g. school, college, university	1%	4%	0%	0%	0%	9%	0%	0%	6%
Visit leisure entertainment venues e.g. cinemas	1%	0%	0%	1%	1%	8%	0%	6%	1%

1.14. The things respondents like about the City Centre vary depending on where they are travelling from. For those within Coventry, the main draw seems to be that they consider the centre to be an attractive place to visit. For those coming from further afield it is the range of non-food shops that is the main draw.

Table C6: Main 'Likes' about Coventry City Centre

Main 'Likes' about Coventry City Centre	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North East	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
Good range of non-food shops	14%	6%	9%	2%	4%	21%	45%	19%	18%
Attractive environment / nice place	13%	15%	13%	16%	20%	8%	3%	7%	16%
Close to home	8%	15%	7%	11%	9%	9%	0%	3%	1%
Easy to get on foot	5%	8%	6%	4%	5%	1%	2%	0%	0%
Traditional	4%	9%	0%	3%	0%	4%	9%	0%	6%
Good pubs, cafés or restaurants	4%	2%	1%	10%	4%	4%	4%	6%	0%
Traffic free shopping centre	4%	1%	10%	0%	3%	0%	5%	7%	0%
Compact	4%	4%	2%	4%	3%	3%	3%	7%	7%
Good facilities	4%	1%	0%	9%	0%	0%	6%	0%	15%
Primark	3%	0%	4%	3%	0%	0%	6%	0%	13%
Street market	3%	4%	0%	4%	1%	4%	3%	7%	2%



1.15. Responses to the questions regarding suggested improvements to encourage more visits to the centre, show that local residents would like to see a better/ more extensive non-food offer to encourage more visits during the day. Other suggestions relate to more / better or free car parking, and an improved food store and F&B offer. There also seems to be some concerns regarding security, which is the main improvement cited to encourage more evening visits.

Table C7: Main Improvements to encourage daytime visits to Coventry City Centre

Improvements to encourage day visits	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North East	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
More national multiple shops / High Street shops	26%	20%	28%	33%	37%	14%	28%	11%	13%
More / better comparison retailers (i.e. non-food	11%	8%	16%	16%	16%	8%	6%	2%	4%
Free car parking	7%	8%	10%	6%	7%	15%	7%	6%	0%
Cleaner streets	5%	8%	12%	2%	5%	0%	4%	3%	5%
More / better parking	5%	0%	6%	5%	7%	14%	5%	3%	5%
Needs a revamp / update	4%	0%	6%	10%	1%	0%	2%	5%	1%
More / better public conveniences	3%	0%	6%	4%	0%	0%	8%	0%	1%
Better security	3%	3%	8%	5%	0%	3%	0%	3%	1%
Better access by road	3%	2%	2%	1%	1%	5%	1%	12%	4%
More / better food shops	2%	2%	2%	3%	4%	1%	2%	0%	0%
More / better places for eating out (e.g. cafes and									
restaurants)	2%	6%	1%	0%	1%	0%	4%	2%	0%
Less homelessness	2%	2%	2%	1%	3%	3%	1%	0%	4%
Jewellery / food markets / other events	2%	4%	2%	0%	1%	0%	4%	0%	0%

Table C8: Main Improvements to encourage evening visits to Coventry City Centre

Improvements to encourage evening visits	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North East	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
Better security / more police presence	10%	12%	18%	10%	12%	5%	4%	8%	6%
Free car parking	4%	5%	11%	6%	0%	6%	2%	3%	0%
Cleaner streets	4%	6%	13%	6%	2%	0%	0%	0%	1%
More / better places for eating out (e.g. cafes and	4%	8%	1%	3%	5%	7%	2%	6%	0%
More / better entertainment	3%	4%	6%	1%	2%	0%	3%	5%	4%
More national multiple shops / High Street shops	3%	4%	4%	3%	2%	1%	4%	0%	1%
More / better parking	2%	1%	7%	0%	2%	2%	2%	0%	2%
More / better public conveniences	2%	0%	9%	3%	0%	0%	0%	0%	1%
More / better evening entertainment events	1%	0%	0%	2%	0%	0%	6%	0%	0%
More / better pubs / bars	1%	0%	2%	3%	2%	0%	0%	0%	0%

### COVENTRY'S MAJOR DISTRICT CENTRES AND DISTRICT CENTRES

- 1.16. The HS questions also included questions on the use of the major district centres and district centres (Q27 Q34) with respondents asked to indicate which of the centres they were close to.
- 1.17. From the responses of those indicating they are close to one of the centres, it would seem that between a quarter and a third of respondents visit their local MDC on an at least weekly basis. However, Arena Park MDC is the most frequently visited overall, with nearly three-quarters of respondents indicating they visit at least monthly.
- 1.18. In comparison usage of Eastern Green MDC is low reflecting the limited provision there at the present time.



**Table C9: Frequency of Visit to Major District Centres** 

Frequency of Visit to Major District Centre	Arena Park	Brandon Road	Cannon Park	Eastern Green
Daily	1%	4%	0%	1%
4-6 days a week	0%	0%	1%	0%
2-3 days a week	8%	3%	8%	7%
One day a week	15%	26%	17%	18%
At least once a week	23%	33%	27%	25%
Every two weeks	10%	18%	10%	0%
Monthly	38%	5%	19%	16%
At least once a month	71%	55%	57%	41%
Once every two months	7%	5%	4%	0%
Three-four times a year	10%	3%	7%	1%
Once a year	5%	5%	9%	7%
Less often	0%	5%	1%	1%
Never	6%	26%	22%	48%
(Don't know) / Varies	0%	1%	0%	2%
Total	100%	100%	100%	100%

1.19. The reasons for visiting the MDCs also varies depending on the centre, with the wide retail offer being a draw at Arena Park and Brandon Road, whilst at Cannon Park and Eastern Green it is the convenience offer that is the most important.

**Table C10: Reasons for Visiting Major District Centres** 

Reasons for Visiting Major District	Arena	Brandon	Cannon	Eastern
Centres	Park	Road	Park	Green
Shopping in general	56%	42%	27%	0%
Food shopping	21%	33%	42%	46%
Non-food shopping	18%	11%	20%	2%
Visit cafés, restaurants, and takeaways	0%	5%	8%	11%
To meet family / friends	0%	6%	0%	10%
Browsing / window shopping	2%	1%	0%	2%

1.20. The main things respondents like about a centre also vary by location, with 'close to home' being especially important for those using Brandon Road and Cannon Park. At Arena Park it is the range of non-food shops that is the main 'like', whilst at Eastern Green it is the attractive environment.



Table C11: Things to like about the Major District Centres

Things to Like about the Major District	Arena	Brandon	Cannon	Eastern
Centres	Park	Road	Park	Green
Good range of non-food shops	32%	17%	23%	12%
Close to home	17%	46%	34%	27%
Easy to park	22%	18%	17%	0%
Attractive environment / nice place	14%	8%	10%	31%
Easy to get to by car	14%	2%	7%	2%
Good food stores	8%	10%	8%	25%
Free car parking	5%	7%	7%	0%
Makes a change from other places	7%	1%	0%	0%
Good pubs, cafés or restaurants	2%	3%	7%	12%
Compact	5%	0%	1%	0%
Safe and secure	4%	1%	0%	2%

1.21. The frequency with which Coventry's district centres are visited also varies between locations, with Brade Drive and Earlsdon being the most frequently visited and Ball Hill and Foleshill the least.

**Table C12: Frequency of Visit to District Centres** 

Frequency of Visit to District Centres	Ball Hill	Bell Green	Brade Drive	Daventry Road	Earlsdon	Foleshill	Jardine Crescent	Jubilee Crescent
Daily	0%	0%	0%	2%	3%	3%	2%	3%
4-6 days a week	3%	1%	1%	0%	5%	3%	0%	0%
2-3 days a week	6%	1%	1%	6%	4%	0%	6%	9%
One day a week	8%	17%	36%	4%	14%	10%	10%	7%
At least once a week	16%	20%	38%	13%	26%	16%	17%	19%
Every two weeks	1%	3%	1%	12%	8%	0%	1%	5%
Monthly	9%	17%	13%	16%	11%	6%	17%	15%
At least once a month	27%	40%	51%	41%	45%	22%	36%	39%
Once every two months	2%	10%	1%	10%	4%	3%	6%	5%
Three-four times a year	10%	0%	7%	8%	11%	3%	6%	2%
Once a year	6%	6%	4%	1%	8%	2%	7%	4%
Less often	5%	5%	1%	14%	1%	0%	7%	8%
Never	49%	39%	29%	26%	31%	67%	38%	41%
(Don't know) / Varies	0%	0%	6%	0%	0%	3%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%

1.22. The main reasons for visiting a district centre normally relate to shopping, particularly food shopping as would be expected for a district centre. Non- food shopping is important for Brade Drive, the F&B offer is popular in Earlsdon and community services are important for Jardine Cresent.

**Table C13: Reasons for Visiting District Centres** 

MaIn Reason for Visiting District	Ball Hill	Bell	Brade	Daventry	Earlsdon	Foleshill	Jardine	Jubilee
Centres	Dall Fill	Green	Drive	Road	Edisuon	rolesiilli	Crescent	Crescent
Food shopping	30%	41%	29%	16%	9%	60%	37%	31%
Shopping in general	35%	42%	46%	32%	16%	21%	3%	15%
Non-food shopping	13%	0%	25%	16%	8%	9%	19%	16%
Visit cafés, restaurants, and takeaways	0%	0%	0%	0%	34%	0%	5%	6%
Visiting financial services e.g. banks, bui	3%	9%	0%	14%	3%	2%	0%	3%
Visit community services e.g. library, GP	2%	0%	0%	2%	0%	0%	13%	9%
Browsing / window shopping	1%	8%	0%	6%	1%	0%	0%	6%
Visiting personal services e.g. hair salon	1%	0%	0%	0%	6%	0%	5%	3%
Visiting health services e.g. doctors, den	9%	0%	0%	1%	0%	0%	3%	6%
To meet family/ friends	0%	0%	0%	0%	7%	9%	0%	0%
Visit bars / pubs	0%	0%	0%	0%	8%	0%	0%	0%
For work / business	0%	0%	0%	0%	2%	0%	0%	5%



- 1.23. The things people like about the district centres varies considerably across Coventry, with 'close to home', which is normally the most cited reason only being the most important draw for Brade Drive, Daventry Road, Foleshill and Jubilee Cresent. However, even for these centres other factors are important the traffic free environment at Brade Drive, the food stores at Daventry Road and Foleshill and the range of shops at Jubilee Cresent.
- 1.24. Elsewhere the shopping provision is important at Ball Hill and Jardine Cresent, whilst at Bell Green and Earlsdon the attractive environment is particularly valued. The F&B offer in Earlsdon is also an important draw, whilst the independent shops at Jardine Cresent are also noted.

Table C14: Things to like about the District Centres

Things to Like about District Centres	Ball Hill	Bell Green	Brade Drive	Daventry Road	Earlsdon	Foleshill	Jardine Crescent	Jubilee Crescent
Close to home	7%	11%	38%	42%	16%	31%	8%	32%
Good range of non-food shops	16%	2%	1%	17%	14%	10%	26%	23%
Attractive environment / nice place	0%	16%	8%	2%	51%	0%	1%	0%
Good food stores	19%	2%	2%	27%	5%	26%	19%	20%
Good pubs, cafés or restaurants	0%	0%	0%	0%	28%	0%	9%	0%
Easy to park	10%	2%	10%	7%	1%	0%	4%	13%
Traffic free shopping centre	5%	0%	17%	0%	0%	9%	0%	0%
Easy to get to by bus	7%	9%	8%	0%	1%	0%	0%	0%
Good range of independent shops	0%	0%	0%	0%	4%	0%	17%	0%
Traditional	10%	0%	0%	0%	0%	10%	0%	0%
Close to friends or relatives	0%	0%	0%	0%	6%	0%	0%	5%

#### **RETAIL PARKS**

1.25. The HS questions asked about the use of Coventry's retail parks, with Q35 asking about the frequency of visit. The responses show less very frequent visits than to the City Centre, but overall the proportion of respondents visiting monthly is similar.

Table C15: Frequency of visit to Retail Parks

	Total ALL	Zone 1 Coventry	Zone 2 Coventry	Zone 3 Coventry	Zone 4 Coventry	Zone 5 Outer	Zone 6 Outer	Zone 7 Outer	Zone 8 Outer
Frequency of Visit to Coventry's Retail Parks	Zones	South	North	North	South	Zone	Zone	Zone	Zone
		East	West	East	West	West	North	East	South
Daily	0%	0%	0%	0%	0%	0%	0%	0%	0%
4-6 days a week	1%	3%	0%	0%	3%	0%	0%	0%	0%
2-3 days a week	1%	2%	4%	1%	1%	0%	0%	0%	0%
One day a week	9%	15%	23%	8%	9%	3%	1%	5%	0%
At least once a week	12%	20%	26%	9%	13%	4%	1%	5%	0%
Every two weeks	10%	7%	8%	19%	19%	6%	3%	3%	2%
Monthly	25%	23%	27%	22%	27%	17%	45%	8%	3%
At least once a month	47%	50%	61%	50%	60%	27%	49%	17%	5%
Once every two months	11%	9%	14%	17%	9%	12%	6%	3%	17%
Three-four times a year	11%	13%	6%	7%	11%	14%	11%	16%	26%
Once a year	6%	1%	9%	9%	3%	7%	4%	12%	11%
Less often	5%	9%	2%	3%	6%	4%	3%	12%	3%
Never	18%	14%	7%	12%	6%	33%	26%	40%	37%
(Don't know) / Varies	2%	4%	2%	2%	5%	3%	0%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

1.26. The main reasons for visiting the retail parks differ from those mentioned in relation to City Centre, with the offer at the retail parks being more limited. The range of shops is therefore rated lower than in the City Centre but the proximity to home, the attractive environment and ease of access and parking by car are all important. It seems retail parks also offer a change to the more traditional



locations. However, it is the parking related factors that are the main reason why respondents choose to visit retail parks rather than the City Centre.

**Table C16: Reasons for Visiting Retail Parks** 

Main Reasons for visiting Coventry 's Retail Parks	Total ALL Zones	South	North	North	South	Zone 5 Outer Zone	Zone 6 Outer Zone	Zone 7 Outer Zone	Zone 8 Outer Zone
	2221	East	West	East	West	West	North	East	South
Good range of non-food shops	22%	26%	35%	18%	18%	19%	10%	26%	23%
Close to home	20%	23%	14%	32%	8%	17%	17%	33%	26%
Makes a change from other places	13%	9%	17%	14%	11%	0%	25%	0%	3%
Attractive environment / nice place	12%	17%	19%	11%	16%	0%	6%	6%	1%
Close to friends or relatives	11%	4%	8%	11%	23%	22%	6%	7%	19%
Easy to park	11%	10%	10%	4%	6%	6%	29%	2%	9%
Easy to get to by car	7%	10%	8%	1%	0%	6%	18%	0%	3%
Good range of high street shops/ retail multiples	6%	2%	2%	6%	5%	11%	4%	12%	27%
Good food stores	6%	2%	12%	8%	6%	9%	0%	4%	1%
Protection from weather	3%	6%	2%	1%	6%	6%	1%	5%	0%
Compact	2%	6%	2%	3%	3%	2%	0%	0%	0%
Good facilities in general	2%	2%	2%	1%	2%	0%	6%	0%	0%

Table C16: Reasons for Visiting Retail Parks rather than the City Centre

Main Reasons for visiting Coventry 's Retail Parks rather	Total ALL	Zone 1 Coventry	Zone 2 Coventry	Zone 3 Coventry	Zone 4 Coventry	Zone 5 Outer	Zone 6 Outer	Zone 7 Outer	Zone 8 Outer
than the City Centre	Zones	South	North	North	South	Zone	Zone	Zone	Zone
		East	West	East	West	West	North	East	South
Free parking	31%	30%	39%	22%	25%	19%	47%	19%	22%
Easier to park	24%	23%	16%	19%	23%	26%	30%	27%	52%
More/ better non-food stores	15%	16%	10%	18%	24%	20%	7%	7%	21%
Closer to home	14%	10%	19%	13%	7%	2%	29%	17%	1%
More parking spaces	14%	5%	28%	8%	11%	9%	25%	2%	4%
Easier to get to by car	10%	11%	9%	11%	9%	19%	4%	12%	27%
More/ better high street brands/ retail multiples	9%	9%	5%	17%	13%	5%	3%	8%	9%
Easier to get around/ more compact	6%	9%	7%	8%	5%	6%	3%	2%	0%
Better facilities in general	5%	12%	0%	3%	8%	7%	3%	5%	1%
Nicer environment	5%	3%	1%	7%	10%	4%	4%	2%	1%
More safe and secure	4%	4%	7%	6%	3%	1%	0%	0%	0%
More/ better food stores	3%	3%	8%	2%	4%	5%	0%	2%	1%
Closer to work	2%	5%	6%	0%	0%	0%	0%	0%	0%
Less busy / quieter	2%	0%	2%	6%	0%	3%	0%	5%	0%

#### **LEISURE ACTIVITIES**

- 1.27. The frequency with which respondents undertake various leisure activities was also the subject of questions in the HS (Q38). The responses show the importance of F&B visits, with a fifth of people visiting cafes and restaurants at least once a week and over 50% visiting at least once a month. Also only 20% of respondents suggest they do not undertake this activity.
- 1.28. There are also a significant minority of respondents who visit pubs, clubs and nightclubs on a regular basis with 16% indicating they visit at least weekly and 38% visiting at least once a month. These numbers are higher than those using delivery services to dine in, with 60% of all respondents indicating they do not use this service and only 27% indicating they use them on an at least monthly basis.
- 1.29. Most other activities are undertaken on an occasional basis (every few months) but with less than half of respondents participating. The lowest participation being for gambling related activities. The only exception to this is the sports and fitness responses which indicate that the 25% of respondents who do undertake such activities normally do so on a weekly basis.



**Table C17: Frequency of undertaking Leisure Activities** 

Frequency of Undertaking Leisure Activities (All respondents)	Restaurant /café	Pub /club /nightclub	F&B Home Delivery	Cinema	Theatre /concert / music	Museum / gallery /cultural activity	Family Entertainm ent	Gym / health centre / sports facility	Bingo / Casino/ Bookmaker
At least once a week	21%	16%	9%	1%	1%	1%	0%	18%	2%
Once a fortnight	13%	11%	8%	1%	1%	1%	1%	1%	0%
Once a month	19%	11%	10%	6%	3%	3%	2%	0%	1%
Once every two months	10%	6%	4%	15%	9%	9%	6%	1%	0%
Once every six months	5%	3%	1%	12%	11%	11%	5%	0%	1%
Once a year	1%	1%	0%	6%	8%	8%	5%	0%	2%
Less often than once a year	1%	1%	0%	4%	4%	4%	1%	0%	0%
Don't do	20%	40%	62%	43%	54%	54%	68%	75%	90%
(Dont know / varies)	10%	11%	5%	13%	8%	8%	11%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

#### 1.30. In terms of the main locations used these are as follows:

- Bingo / casinos / bookmakers:
  - o Buzz Bingo, Radford Road, Coventry (25%)
  - o Grosvenor Casino, Judds Lane, Coventry (11%)
  - o Buzz Bingo, Brade Drive, Coventry (9%)
  - o Palace Bingo, Leicester Road, Bedworh (9%)
  - o BJ's Bingo, Mackadown Lane, Birmingham (8%)

#### Cinema:

- Showcase, Gielgud Way, Walsgrave on Sowe (54%)
- Odean, Sky Dome, Croft Road, Coventry (15%)
- Odean, St David's Way, Nuneaton (10%)
- o Vue, Portland Place East, Learnington Spa (7%)
- Theatre / concert / music venue:
  - Belgrade Theatre, Coventry (41%)
  - o Birmingham Hippodrome (10%)
  - Albany Theatre, Coventry (6%)
  - Warwick Arts Centre, University of Warwick (5%)
  - Central London / West End (9%)
- Museum / art gallery /cultural activity
  - Herbert Art Gallery and Museum (40%)
  - Coventry Transport Museum (17%)
  - o Birmingham City Centre (5%)
  - Nuneaton Museum and Art Gallery (4%)
  - Central London / West End (14%)
- Family entertainment:
  - o Ten Pin, Crosspoint Business Park, Coventry (44%)
  - Nuneaton Bowl, St David's Way, Nuneaton (25%)
  - Coventry City Centre (6%)



- Cafes / restaurants:
  - Coventry City Centre (24%)
  - Nuneaton town centre (10%)
  - Kenilworth town centre (6%)
  - Leamington Spa (6%)
  - o Earlsdon (5%)
  - o Bedworth town centre (5%)
  - Birmingham City Centre (5%)
- Pubs, bars, nightclubs and music venues:
  - o Coventry City Centre (26%)
  - o Earlsdon (7%)
  - Kenilworth town centre (6%)
  - Nuneaton town centre (6%)
- Business location for home delivery service:
  - Coventry City Centre (23%)
  - Rugby town centre (8%)
  - Nuneaton town centre (6%)
  - Kenilworth town centre (5%)
- 1.31. For the other activities the locations used tend to vary significantly, with no single destination dominating, as is to be expected. For gyms / health clubs and sports clubs. The responses are very varied and will depend on the activity and location of respondents, with no single venue attracting more than 7% of total responses and rarely having a draw beyond the zone in which they are located.
- 1.32. In terms of improvements that respondents would like to see to Coventry's leisure offer, there is no single item identified as missing, with price and more for children being the top responses but by just 11% and 6% of total respondents.

Table C18: Improvements to Coventry's Leisure Offer

Improvements to Coventry's Leisure Offer	Total ALL Zones	Zone 1 Coventry South East	Zone 2 Coventry North West	Zone 3 Coventry North Fast	Zone 4 Coventry South West	Zone 5 Outer Zone West	Zone 6 Outer Zone North	Zone 7 Outer Zone East	Zone 8 Outer Zone South
Cheaper prices	11%	10%	19%	23%	10%	7%	5%	0%	5%
More for children	6%	6%	13%	5%	10%	0%	2%	3%	0%
More / better car parking	4%	4%	7%	4%	4%	2%	1%	4%	5%
A swimming pool	3%	2%	6%	3%	1%	0%	1%	5%	1%
More better parks / green spaces	2%	2%	2%	8%	0%	0%	0%	0%	8%
More street cleaning	2%	2%	12%	0%	0%	0%	0%	0%	0%
Improved security / CCTV	2%	3%	2%	4%	1%	0%	2%	0%	3%
Provision of public toilets	2%	2%	9%	3%	0%	0%	0%	0%	0%
More facilities in general / more events	2%	2%	0%	0%	2%	0%	6%	0%	0%
More affordable facilities	2%	4%	6%	0%	0%	0%	0%	0%	0%
Improvements in the built environment	2%	3%	5%	0%	0%	0%	0%	3%	0%
More / better signposting and information	2%	0%	3%	3%	0%	1%	3%	0%	0%



### **APPENDIX D: NEMS HOUSEHOLD SURVEY RESULTS**



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### Coventry Household Survey For Lambert Smith Hampton

May 2023

Job Ref: 039A23

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### Introduction

### 1.1 Research Background & Objectives

To conduct a survey amongst residents in the catchment area of the Coventry Council area to assess shopping habits for main food and grocery, top-up food, non-food shopping, leisure patterns and a qualitative assessment of key centres.

### 1.2 Research Methodology

A total of 801 interviews were conducted between Wednesday 26<sup>th</sup> April and Wednesday 17<sup>th</sup> May 2023. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

### 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into eight zones, defined by postcode sectors. The zone details were:

Zone	Postcode sectors	Number of Interviews
1	CV1 1, CV1 2, CV1 5, CV3 1, CV3 2, CV3 3, CV3 4, CV3 5, CV3 6	101
2	CV1 4, CV5 9, CV6 1, CV6 2, CV6 3, CV6 4, CV6 5	100
3	CV2 1, CV2 2, CV2 3, CV2 4, CV2 5, CV6 6, CV6 7	100
4	CV1 3, CV4 7, CV4 8, CV4 9, CV5 6, CV5 7, CV5 8	100
5	B46 2, B92 0, CV7 7, CV7 8	100
6	CV7 9, CV10 7, CV10 8, CV11 4, CV11 6, CV12 0, CV12 8, CV12 9	100
7	CV8 3, CV22 7, CV23 0, CV23 9	100
8	B93 0, CV8 1, CV8 2, CV35 7	100
Total		801

### 1.3.2 Telephone Numbers

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

### 1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

All calls are made by interviewers; no automated call handling systems are used.

#### 1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

### 1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

### 1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	24.1%	89	2.1656
35-44	18.5%	57	2.6041
45-54	17.2%	61	2.2649
55-64	16.8%	123	1.0930
65+	23.4%	471	0.3975
Total		801	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	81,338	101	127	1.0796
2	81,290	100	127	0.9643
3	86,379	100	135	1.5813
4	74,563	100	117	1.0811
5	25,417	100	40	0.4388
6	91,760	100	143	1.2350
7	38,488	100	60	0.7381
8	33,037	100	52	0.7397
Total	512,272	801	801	

<sup>\*</sup> Source: 2011 Census

### 1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 801 answers "Yes" to a question, we can be 95% sure that between 46.5% and 53.5% of the population holds the same opinion (i.e. +/- 3.5%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.1%
20%	±2.8%
30%	±3.2%
40%	±3.4%
50%	±3.5%

#### 1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

### Appendix 4:

Data Tabulations
By Zone Filtering Nulls
(Weighted)

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Weighted: for Lambert Smith Hampton May 202

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q01 In which store or she primarily bulk trolley Excl. Nulls				ou NC	ORMALL	Y sho	p at for	all yo	our hous	seholo	d's mair	n food	and gr	ocery	shoppi	ing nee	eds (i.e.	
Aldi, Airport Retail Park, Coventry, CV3 4RP	2.0%	16	7.6%	10	0.0%	0	0.5%	1	2.1%	2	0.4%	0	0.0%	0	5.1%	3	0.0%	0
Aldi, Central Park Drive, Rugby, CV23 0UX	0.7%	6	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Aldi, Gallagher Retail Park, Coventry, CV6 5QG	3.7%	30	2.2%	3	13.7%	17	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hinckley Road, Walsgrave, CV2 2TW	0.5%	4	2.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Homer Road, Solihull, B91 3QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingswood Road, Nuneaton, CV10 8QY	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	8.5%	12	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth, CV12 8JX	1.9%	15	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	0	9.7%	14	0.0%	0	0.0%	0
Aldi, Paddox Close, Rugby, CV22 5AU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Aldi, Radford Road, Coventry, CV6 3BU	1.9%	15	0.0%	0	0.0%	13	0.0%	0	0.0%	0	0.4%	0	0.0%	0	3.2% 1.3%	2	0.0%	0
Aldi, Rugby Road, Lutterworth, LE17 4HN Aldi, Shultern Lane,	0.1% 3.8%	31	0.0% 3.5%	4	0.0%	0	0.0%		15.5%		10.7%	0	0.0%	0	0.0%	0	7.0%	4
Coventry, CV4 7AN Aldi, Leamington Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Park, Tachbrook Park Drive, Leamington Spa, CV34 6RH	0.070		0.070	Ü	0.070		0.070	Ů	0.070		0.070	Ů	0.070	Ü	0.070	Ü	0.070	v
Aldi, Watling Street, Hinckley, LE10 3ED	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Aldi, Weddington Road, Nuneaton, CV10 0AH	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	7.6%	11	0.0%	0	0.0%	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	2.2%	18	11.7%	15	0.0%	0	0.9%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry, CV2 2PN	5.4%	43	12.5%	16	5.7%	7	14.6%	20	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		14.7%	9	0.0%	0
Asda, Chesterton Drive, Leamington Spa, CV31 1YD	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Daventry Road, Cheylesmore, Coventry, CV3 5HN	0.5%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jubilee Crescent, Radford, Coventry, CV6 3EX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	17.4%	25	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Minworth, Sutton	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coldfield, B76 1XL Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry,	0.3%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
CV3 2SB Co-Op Food, Earlsdon Street, Coventry, CV5 6EG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gerard Road, Cawston, Rugby, CV22 7GU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-Op Food, Kenilworth Road, Balsall Common, Coventry, CV7 7DL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Norman Place Road, Coventry, CV6 2BQ	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Green, Old Bilton, Rugby, CV22 7LY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.9%	7	0.0%	0	2.8%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

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Weighted:				101	Lain	ıbe.	rı Siili	ım	паш	pto	)[]						May 2	:023
	Total		Zone 1	:	Zone 2	,	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3
Farmfoods, Jardine Crescent, Tile Hill, Coventry, CV4	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9PP Farmfoods, Riley Square, Bell Green, Coventry,	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV2 1LY Heron Foods, Walsgrave	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV2 4BD Iceland, Albert Buildings, Queen Victoria Road,	0.3%	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
Coventry, CV1 3JH Iceland, Binley Road,	0.8%	6	1.8%	2	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 1HX Iceland, Mill Street,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Bedworth, CV12 8JX Iceland, Queens Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Nuneaton, CV11 5JU Iceland, Warwick Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Kenilworth, CV8 1HB Lidl, Bilton Road, Rugby,	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	8	0.0%	0
CV22 7DT Lidl, Binley Road, Coventry, CV3 1HX	1.5%	12	3.6%	5	1.6%	2	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, Brandon Road, Coventry, CV3 2AN	1.1%	9	0.3%	0	0.0%	0	3.9%	5	1.0%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Lidl, Emscote Road, Warwick, CV34 4QP	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hinckley Road, Nuneaton, CV11 6LF	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	5.0%	7	0.0%	0	0.0%	0
Lidl, John Wigley Way, Coventry, CV6 5RF	0.9%	7	1.8%	2	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Myton Road, Leamington Spa, CV31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
3NY Lidl, Queen's Road, Nuneaton, CV11 5LD	0.2%	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
Marks and Spencer (M&S)(BP), Stonebridge Highway, Coventry, CV3 6RQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Arena Park, Foleshill	0.1%	1	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Longford, CV6 6AS Marks and Spencer (M&S), Binley Shopping Centre,	0.3%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Coventry, CV3 2TA Marks and Spencer (M&S), Coventry Road, Warwick,	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV34 5YH Marks and Spencer (M&S), Sears Retail Park, Oakenshaw Road, Shirley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Solihull, B90 4QY Marks and Spencer (M&S), The Precinct, Coventry,	0.2%	1	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1DE Morrisons Daily, Foleshill	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV6 5HR Morrisons Daily, Lockhurst	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Coventry, CV6 5NY Morrisons Superstore, George Road, Solihull,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
B91 3BQ Morrisons Superstore, Holyhead Road, Coventry,	2.9%	23	1.9%	2	4.8%	6	0.5%	1	11.8%	14	0.9%	0	0.0%	0	0.0%	0	0.0%	0
CV5 8BX Morrisons Superstore, Old Warwick Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Leamington Spa, CV31 3NU																		
Morrisons Superstore, Park Road, Coleshill, B46 1AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Parkgate Road, Holbrooks,	1.7%	13	1.8%	2	7.9%	10	0.5%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone	8
Coventry, CV6 4GB																		
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	1.9%	16	5.0%	6	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0
Sainsbury's Local, Far Gosford Street, Coventry, CV1 5EA	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Hillmorton Road, Rugby, CV22 5EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	C
Sainsbury's Local, Kenilworth Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV7 7EU Sainsbury's Local, Queens Road, Nuneaton, CV11 5LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton	1.2%	10	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	9	0.0%	0
Fields, Rugby, CV22 6HU Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	8.6%	69	11.7%	15	12.4%	16	0.0%	0	29.1%	34	8.7%	3	0.3%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Poplar Way, Solihull, B91 3BX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0OG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6
Sainsbury's Superstore, Station Road, Dorridge, Solihull, B93 8FG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull, B90 4AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Shires Retail Park, Tachbrook Park Drive,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.7%	1
Warwick, CV34 6RH Sainsbury's Superstore, Trinity Street, Coventry,	0.9%	7	0.0%	0	4.0%	5	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1FL Sainsbury's Superstore, Vicarage Street, Nuneaton,	0.8%	7	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0	0.0%	0
CV11 4XS Sainsbury's Superstore, Warwick Road,	2.6%	21	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	1	0.0%	0	0.0%	0	36.2%	19
Kenilworth, CV8 1HH Tesco Express, Bishopsgate, Tower Street, Coventry,	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1JN Tesco Express, Jubilee Crescent, Coventry, CV6	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3EX Tesco Express, Parade, Leamington Spa, CV32	0.8%	7	3.7%	5	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
4DN Tesco Express, Shelton Square, Coventry, CV1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
1DG Tesco Express, Station Road, Balsall Common, CV7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	O
7FE Tesco Express, Walsgrave Road, Ball Hill, Coventry, CV2 4BA	0.8%	6	1.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	5.1%	41	0.3%	0	1.9%	2	1.7%	2	0.0%	0	2.4%	1	24.2%	35	0.0%	0	0.0%	C
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	1.5%	12	0.3%	0	0.0%	0	8.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena,	5.0%	40	2.2%	3	13.3%	17	10.5%	14	2.5%	3	5.0%	2	0.9%	1	0.0%	0	0.0%	0

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	Total		Zone 1	1	Zone 2	ļ	Zone	3	Zone	4	Zone 5	5	Zone (	5	Zone	7	Zone	8
Phoenix Way, Coventry,																		
CV6 6GE Tesco Extra, Stratford Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Shirley, Solihull, B90 4EN Tesco Superstore, Cannon Park Centre, Lynchgate	1.9%	15	0.3%	0	0.0%	0	0.0%	0	11.2%	13	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV4 7EH Tesco Superstore, Clifford Bridge Road, Coventry,	3.1%	25	1.7%	2	0.0%	0	15.0%	20	0.0%	0	0.0%	0	0.9%	1	2.3%	1	0.0%	0
CV2 2TS Tesco Superstore, Emscote Road, Warwick, CV34 5OJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	9	0.0%	0
Tesco Superstore, Stratford Road, Shirley, Solihull, B90 3LU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth, CV8 1JP	1.4%	11	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	1.0%	1	16.5%	9
Waitrose, M6 Motorway, Coventry, CV7 8NR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / internet / home delivery	10.0%	80	4.6%	6	6.2%	8	13.7%	18	15.1%	18	21.9%	9	6.8%	10	5.6%	3	16.3%	8
Aldi, Sheaf Street, Daventry, NN11 4AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, South Street, Willenhall, WV13 3TG	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Warehouse, Hunter Boulevard, Lutterworth, LE17 4YZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Asda, Ventura Park Road, Tamworth, B78 3HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Church Road, Long Itchington, CV47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Coventry Market, Queen Victoria Road, Coventry, CV1 3HT	0.6%	4	1.8%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food City, Foleshill Road, Coventry, CV6 5JW	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, West Orchards Shopping Centre, Smithfield Way, Coventry,	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1QL Local shops, Bedworth Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.3%	0	0.0%	0	0.0%	0
Centre, CV12 8NA Local shops, Coventry City	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Centre, CV1 3JH Marks and Spencer (M&S), Ventura Park, Ventura	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Park Road, Bitterscote, Tamworth, B78 3JD Morrisons Superstore, Coventry Road, Sheldon,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham, B26 3PD Nisa Local, Arbury Road, Stockingford, Nuneaton,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
CV10 7NB Premier Stores, Woodlands Road, Binley Woods,	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 2JL S & S Charter Store, Charter Avenue, Coventry, CV4 8DA	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
Sainsbury's Superstore, Bitterscote Drive, Bonehill, Tamworth, B78	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
3HD Tesco Superstore, Coventry Road, Sheldon, Birmingham, B26 3DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		801 801		127 101		127 100		135 100		117 100		40		143		60		52 100

### **Coventry Household Survey for Lambert Smith Hampton**

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Zone 3 Total Zone 1 Zone 2 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q02 What do you like about (STORE MENTIONED AT Q01)? [MR] Those visiting a store / location for main food shopping at Q0. 36.8% 26.0% 32 34.5% 36.0% 42 55.4% 55 23.9% 32.4% 43 45.7% 45.1% 20 Close to home 266 41 26 Low prices / value for money 23.9% 172 26.5% 32 13.9% 17 29.5% 34 19.2% 19 32.8% 10 26.8% 36 28.1% 16 18.4% 8 12 Good range of FOOD goods 14.6% 105 20.9% 2.5 13.8% 16 10.6% 15.6% 15 29.5% 9 10.3% 14 7.8% 4 19.2% 8 available Good quality FOOD goods 10.0% 72 11.1% 13 9.1% 11 8.7% 10 12.0% 12 18.2% 6 3.9% 5 19.2% 11 9.5% 4 available Parking - easy to find a space 5.7% 41 8.0% 10 10.2% 12 0.0% 0 3.4% 3 5 3% 7.2% 10 2.1% 8.0% 3 2 You can get everything you 4.6% 33 6.4% 8 3.0% 4 6.6% 8 4.9% 5 4.9% 2.8% 4 6.0% 3 1.4% 1 need there 1.5% 16.0% 4.2% 31 2.3% 3 2 0.5% 2.4% 2 0 2.1 0.5% 0 1.4% 1 Attractive environment / nice 1.8% 1 place Habit / always used it 3.8% 1.8% 2.2% 3 6.8% 8 3.7% 4 3.8% 4.2% 6 2.5% 6.0% 3 3.7% 2.7 1.4% 2 2 8.7% 2.8% 6.6% 2 Friendly / helpful staff 1.8% 5.6% 7 4.1% 4 3 4.1% 4 4 3 8 Easy to get to by car 3.4% 24 2.3% 6.6% 4.4% 5 0.9% 1 4.2% 1 3.1% 4 2.5% 1 1.4% 1 Familiar / know where 3.0% 22 0.0% 0 0.0% 0 10.2% 12 4.6% 5 3.6% 1 1.0% 3.5% 2 2.0% everything is Staff discount / work there 2.8% 20 2.3% 3 5.7% 3.5% 4 0.0% 0 3.7% 1 0.4% 0 5.3% 3 4.4% 2 Good range of shops / 3.9% 5 7.7% 9 0 0 0.5% 0 0.0% 0 2.5% 18 0.0% 3.7% 4 0.0% 0.0% 0 services nearby 0 0.5% 0 Good NON-FOOD range 2.3% 0.0% 5.9% 5.0% 1.3% 0.6% 0 1.4% 2 0 0.0% 16 6 1 0 0.0% Close to work 2.1% 15 2.3% 3 5.8% 7 3.0% 3 0.0% 0 1.5% 0 0.0% 0 3.7% 2 2.1% 1.9% 2 3.2% 2.5% 0.5% 3.7% 2 Loyalty scheme / reward 1.0% 3.5% 4 1.3% 3 0 points 2.0% 0.0% 0 2.0% 2 14 1.0% 1.2% 1 3.6% 1 2.5% 7.7% 4 1.4% Small / quiet store 1 3 1 1.7% 12 0.4% 0 2.4% 3 3.1% 4 0.9% 1 0.6% 0 1.7% 2 3.0% 2 0.7% 0 Clean Good layout / compact / easy 1.5% 11 0.4% 0 2.2% 3 0.5% 1 2.8% 3 1.7% 1 0.4% 0 3.4% 2 3.2% 1 to get around 0 0 Parking - is free 1.4% 10 2.7% 3 0.0% 0 3.5% 4 0.4% 0.0% 0.0% 0 1.5% 1 3.9% 2 Easy to get to by bus 1.3% 9 3.9% 5 0.6% 3.5% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Good offers 0.9% 7 1.9% 2 3.6% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 0.0% 0.8% 0.4% 0.0% 2.0% 2 0.0% 0.0% 0 0 0.0% 0 Easy to get to on foot 6 2.9% 3 The market (food / farmers 0.8% 5 2.3% 3 1.8% 2 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 market, other markets) 0.8% 5 0.4% 0 0.3% 0 0.5% 0.0% 0 4.8% 1 1.0% 1.0% 1.4% 1 1 Large store 0.7% 5 0 0.0% 0 0.0% 0.0% 0 0.0% Range of facilities nearby 2.3% 3 2.1% 3 0.0% 0.0% 0 0 0 Has a petrol station 0.7% 5 0.4% 0 0.3% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 2.9% 2 2.6% Close to university 0.6% 3.9% 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 3.5% 4 0.0% 0.0% 0.4% 0.0% Safe shopping environment 0.6% 0.0% 0 0 0 0 0.0% 0 0 Good lighting 0.6% 4 0.0% 0 0.0% 0 3.5% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 3 0.0% 0 0.0% 0 Traditional Close to leisure facilities 0.4% 3 0.0% 0 0.0% 0 0.0% 0 2.8% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Close to school 3 0 2.1% 3 0 2 Get a lift there 0.3% 0.0% 0 0.0% 0 0.0% 0 2.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.3% 2 0.4% 0 0.0% 0.0% 0 0.0% 0 2.7% 0.0% 0.0% Preference for retailer 2.1% 0 0.3% 2 0.0% 0 0.0% 0 0.0% 0 2.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good amount of stock 2 0 0.3% 1.9% 2 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% New store 0 0 0 3.2% Delivery service 0.2% 1 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Ouiet 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 1 0.0% 0 0.0% 0 0.0% 0 Offers click & collect service 0.0% 0 0.0% 0.0% 0 0.4% 0.0% 0 0.4% 0.0% 0 0.0% 0.1% 0 0 0 0 Close to family / friends 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.7% Good covid safety measures 0.1% 0 0 0 Well staffed 0.1% 0.0% 0 0.0% 0.5% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 1 0 0 0 0 0.0% 0 0.0% 0.5% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Parking - prices are low 0.1% 1 0 1 0.0% 0 Easy to get to by bicycle 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 1 0.0% 0 0.0% 0.0% Has a cafe 0.1% 0 0.4% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0 0.1% 0 0.4% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Long opening hours Price match products 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.6% 0.0% 0.0% 0 0.0% Offers scan-as-you-shop 0 0 0 0 0 0 service 0 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.6% 0 0 0.0% Familiar (No reason in particular) 2.6% 19 1.1% 1 2.8% 3 5.7% 7 0.4% 0 0.0% 0 2.8% 4 3.5% 2 3.9% 2 7 2 0 0 0 2 0 0 (Don't know) 1.0% 1.9% 0.0% 0.0% 2.5% 2 1.1% 1.4% 0.0% 0.0% 119 117 99 31 57 43 Weighted base: 721 121 134 90 82 95 Sample: 721 92 93 88 93 88

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**Coventry Household Survey** for Lambert Smith Hampton

Total Zone 1 Zone 6 Zone 8

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q03 When you visit (STC example non-food s	hopping	j, leis	ure / ent	tertair	nment, v								shoppin	g with	other a	ctivit	ies (for	
Yes - non-food shopping	11.7%	84	7.0%	9	7.6%	9	21.4%	25	12.8%	13	28.1%	9	4.3%	6	14.2%	8	14.4%	6
Yes - other food shopping	9.3%	67	7.0%	9	5.1%	6	14.9%	17	6.9%	7	19.6%	6	6.7%	9	12.8%	7	13.9%	6
Yes - cafés	2.8%	20	0.7%	1	7.0%	8	1.6%	2	4.1%	4	5.7%	2	0.4%	0	3.5%	2	2.0%	1
Yes - work	1.7%	12	4.6%	6	0.3%	0	1.5%	2	2.8%	3	1.5%	0	0.4%	0	0.0%	0	1.9%	1
Yes - visiting services such as banks and other financial institutions	1.3%	9	0.7%	1	0.3%	0	1.6%	2	1.6%	2	1.1%	0	1.8%	2	1.5%	1	1.4%	1
Yes - get petrol	1.2%	9	2.6%	3	0.3%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	2.5%	1	0.7%	0
Yes - restaurants	0.5%	3	0.0%	0	0.0%	0	1.5%	2	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.7%	0
Yes - school run	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0
Yes - go to park	0.4%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Yes - museums / art gallery	0.4%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Yes - library	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.4%	0	0.6%	0	0.4%	0	0.5%	0	0.7%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - gyms / health and fitness	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.7%	0
Yes - visit the cemetery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - browsing window shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Yes - meeting family	0.1%	1	0.4%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Yes - meeting friends	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Yes - swimming	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - markets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Yes - bars / pubs	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - health / slimming class	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - health services (e.g. doctors, dentist, opticians).	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
No	76.8%	554	84.1%	102	77.8%	93	66.1%	77	74.5%	74	57.4%	18	88.9%	119	71.9%	41	70.8%	31
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		721 721		121 92		119 93		117 88		99 90		31 82		134 93		57 95		43 88
r																		

### **Coventry Household Survey** for Lambert Smith Hampton

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	Total	l	Zone	1	Zone 2		Zone 3		Zone 4	ı	Zone 5	5	Zone 6		Zone 7	7	Zone	8
Q04 When you combine Those visiting a store /										an o tha	vr activity	AND	Evol Nulls	,				
Ball Hill Local Centre,	0.4%	or mai	0.0%	<i>орр</i> іп <u>я</u> 0	0.0%	па и 0	1.9%	1	0.0%	<i>и</i> оте 0	0.0%	AND 0	0.0%	0	0.0%	0	0.0%	0
Coventry Balsall Common Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Centre	0.70/	1	0.00/	0	0.00/	0	0.00/	0	0.0%	0	1.50/	0	6.9%	1	0.00/	0	0.0%	0
Bedworth Town Centre Bell Green Local Centre, Coventry	0.7% 0.8%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.7%	0	0.0%	0	1.5% 0.0%	0	0.0%	1	0.0% 0.0%	0	0.0%	0
Binley Local Centre, Coventry	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canley Local Centre, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Cannon Park Local Centre	1.7%	3	2.5%	0	0.0%	0	0.0%	0	4.8%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre, Coventry	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coleshill Town Centre Coventry City Centre	0.2% 8.3%	0 13	0.0% 13.8%	0 2	0.0% 8.0%	0	0.0% 10.8%	0 4	0.0% 16.1%	0 4	2.9% 4.0%	0	0.0% 0.0%	0	0.0% 2.1%	0	0.0%	0
Daventry Road Local Centre, Coventry	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsdon Local Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	11.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holbrooks Local Centre	2.0%	3	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Crescent Local	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Radford, Coventry Kenilworth Town Centre	8.0%	12	2.5%	0	0.0%	0	0.0%	0	4.8%	1	4.4%	1	0.0%	0	0.0%	0	81.4%	10
Leamington Spa Town Centre	1.3%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Nuneaton Town Centre Radford Local Centre,	3.2% 0.9%	5 1	0.0% 0.0%	0	0.0% 5.5%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	12.4% 0.0%	1	24.0% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0
Coventry																		
Rugby Town Centre Solihull Town Centre	3.1% 0.4%	5 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 5.5%	0 1	0.0% 0.0%	0	34.0% 0.0%	5 0	0.0% 0.0%	0
(Touchwood)	0.20/	0	2.50/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Stoke Local Centre, Coventry	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World,	0.2% 3.1%	0 5	0.0% 21.6%	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% 7.9%	0	2.3% 0.0%	0
Smyths, B&M) Alvis Retail Park, Holyhead	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV5 8BX (B&Q, DFS, Sofology) Arena Shopping Park,	7.6%	12	0.0%	0	7.4%	2	21.0%	7	9.9%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	0
Classic Drive, Rowley's Green, Coventry, CV6 6LN (M&S, New Look, Tesco Extra, Decathlon)	7.076	12	0.076	U	7.470	۷	21.070	,	9.970	2	2.970	U	0.070	U	0.0%	U	0.0%	U
Binley Industrial Estate, Coventry, CV3 2NY (Dulux, Screwfix, Howdens, B&Q,	0.5%	1	2.5%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation) Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon	4.5%	7	2.5%	0	0.0%	0	0.0%	0	20.3%	5	9.8%	1	0.0%	0	0.0%	0	2.3%	0
Park, Coventry, CV4 7EH (Boots, Tesco Superstore, Wilko, Iceland, Peacocks) Central 6 Retail Park,	1.4%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak																		
Furnitureland) Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH (Tesco Extra, Showcase, Home	0.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargains, Tenpin) Elliott's Field Retail Park, Leicester Road, Rugby,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0

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Weighted:				- f∩i	r Laml	, he	rt Smi	th	Hamr	nto.	n n						May 20	23
weighted.	Total		Zone 1		Zone 2		Zone 3		Zone 4	-	Zone 5		Zone 6		Zone 7		Zone 8	
CV21 1SR (New Look, H&M, Nike, Clarks, M&S, TX Maxx, Dunelm,																		
Superdrug, DFS, Halfords) Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's, New Look, JD Sports, Next, Halford	2.5%	4	16.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	2.3%	(
Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl,	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	(
Homesense, M&S, Boots) The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)	4.9%	7	0.0%	0	12.6%	3	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	C
Next, Halfords, Smyths) Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card Factory, Asda)	2.2%	3	7.6%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	(
Aldi, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2TW	0.7%	1	2.5%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Mill Street, Bedworth, CV12 8JX	2.5%	4	0.0%	0	0.0%	0		0	0.0%	0	0.0%		26.4%	4	0.0%	0	0.0%	(
Aldi, Station Road, Coleshill, Birmingham, B46 1HU	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	(
Asda Warehouse, Hunter Boulevard, Lutterworth, LE17 4YZ	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	(
B&M, Ansty Road, Coventry, CV2 3BQ	2.7%	4	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Brandon Road Local Centre,	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Coventry, CV3 2AN Brinklow Village Centre, CV23 0NE	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Centre AT7, Bell Green Road, Coventry, CV6 7GP	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Costco, Torrington Avenue, Coventry, CV4 9AQ	2.4%	4	0.0%	0	9.6%	3	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	(
Oobbies Garden Centre, Nuneaton Road, Atherstone, CV9 1RF	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	(
Eastern Green Village Centre, CV5 7BX	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Empress Arcade, Binley Road, Coventry, CV3 1JF	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Farmfoods, Riley Square, Bell Green, Coventry, CV2 1LY	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Fletchamstead Highway Local Centre, Coventry, CV4 7BA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	C
Greggs, Vanguard Avenue, Coventry, CV5 6UA	1.4%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Harrys Bakery, Mill Street, Bedworth, CV12 8JX	0.9%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	(
Home Bargains, Mill Street, Bedworth, CV12 8JX	2.5%	4	0.0%	0	1.5%	0	1.9%	1	0.0%	0	0.0%		19.5%	3	0.0%	0	0.0%	(
Iceland, North Street, Rugby, CV21 2JS	0.2%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Joseph Morris Butchers, Central Park, Bryant Road,	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	14.1%	2	0.0%	0

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Weighted:				for	Lam	be	rt Smi	ith	Ham	pto	n						May 202	23
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Rugby, CV23 0WE Lidl, Bilton Road, Rugby,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
CV22 7DT Lidl, Brandon Road,	0.5%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Coventry, CV3 2AN Lidl, Myton Road, Warwick, Leamington Spa, CV31	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
3NY Londis, Quinton Park,	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 5HZ Marks and Spencer (M&S), Binley Shopping Centre, Coventry Eastern Bypass, Binley, Coventry, CV3	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
2TA Marks and Spencer (M&S), Coventry Road, Sheldon,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham, B26 3DE McDonald's, Arlington Business Park, Tile Hill Lane, Canley, Coventry,	1.4%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV4 9BJ Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Parkgate Road, Coventry, CV6 4GB	1.4%	2	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	1.7%	3	5.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0
Nisa Local, Arbury Road, Stockingford, Nuneaton, CV10 7NB	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Radford Local Centre, Coventry, CV6 1JF	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Rugby, CV22 6HU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	2.7%	4	2.5%	0	1.5%	0	0.0%	0	13.1%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsgrave Road, Coventry, CV2 4BA	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	2.2%	3	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
The Alan Higgs Centre, Allard Way, Coventry, CV3 1HW	0.3%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Phantom Coach, Fletchamstead Highway, Canley, Coventry, CV4 7BA	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tile Hill Local Centre, Coventry, CV4 9PP	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth, CV8 1JP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre, WR1 2QA	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Xcel Leisure Centre, Mitchell Avenue, Coventry, CV4 8DY	1.8%	3	0.0%	0	0.0%	0	0.0%	0	11.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		154		17		26		34		25		12		14		14		13

## **Coventry Household Survey for Lambert Smith Hampton**

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**Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q05 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping? Excl. Nulls Aldi, Airport Retail Park, 1.8% 7 9.1% 5 0.0% 0 2.4% 2 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Coventry, CV3 4RP Aldi, Central Park Drive. 0 0.0% 0 0 0.0% 2.0% 0.0% 0 0.2% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 1 Rugby, CV23 0UX Aldi, Gallagher Retail Park, 5.3% 20 0.0% 0 12.1% 6 18.4% 14 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV6 5QG Aldi, Hinckley Road, 1.0% 4 0.0% 0 0.0% 0 5.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Walsgrave, CV2 2TW Aldi, Homer Road, Solihull, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 B91 3OJ Aldi, Kingswood Road, 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0 0.0% 0 0.0% 0 Nuneaton, CV10 8QY Aldi, Mill Street, Bedworth, 0 0.0% 0 0.9% 0.0% 0 0.0% 0 0.8% 3 0.0% 1 0.0% 0 0.0% 0 4.6% 2 CV12 8JX Aldi, Paddox Close, Rugby, 0.6% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.4% 2 0.0% 0 CV22 5AU 0.0% 0 Aldi, Radford Road, 2.6% 10 0.0% 0 7.6% 4.9% 4 1.4% 6.5% 0.0% 0 0 0.0% 4 1 Coventry, CV6 3BU 2.3% 9 1.5% 0.7% 0 0.0% 0 11.2% 7 1.7% 0 0.0% 0.0% 0 1.2% 0 Aldi, Shultern Lane, Coventry, CV4 7AN 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 Aldi, Station Road, Coleshill, 0.6% 2 0.0% 0 0.0% 0.0% 12.2% 2 0 B46 1HU 0.0% 0.0% 0.0% 2 Aldi, Leamington Shopping 0.0% 0.0% 0 0.0% 0.0% 6.3% Park, Tachbrook Park Drive, Learnington Spa, CV34 6RH Aldi, Weddington Road, 1.7% 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 11.8% 0.0% 0 0.0% 0 6 6 Nuneaton, CV10 0AH Asda, Abbey Park, North 3.5% 13 10.6% 0.0% 0 7.2% 5 0.0% 0 0.0% 0 0.0% 4.7% 2 0.0% 0 0 London Road, Coventry, CV3 4AR 0 Asda, Brade Drive, 0.7% 0 4.1% 0.9% 0.0% 0 0.0% 5.5% 0.0% 0 0.0% 1.6% 6 2 1 0 3 Coventry, CV2 2PN Asda, Chapel Street, Rugby, 0.8% 3 0.7% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 6.3% 3 0.0% 0 CV21 3EB 0 Asda, Daventry Road, 1.0% 6.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Cheylesmore, Coventry, CV3 5HN 0.0% 0.0% 0 Asda, Jubilee Crescent. 0.0% 0 4.9% 0.0% 0 0.0% 0 0.0% 0 4.1% 2 1.1% 3 Radford, Coventry, CV6 Asda, Newtown Road, 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.9% 0.0% 0 0.0% 0 6 6 Nuneaton, CV11 4FL Co-Op Food, Ansty Road, 0.2% 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 Wyken, Coventry, CV2 3EY 0 Co-Op Food, Earlsdon 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Street, Coventry, CV5 6EG Co-Op Food, Kenilworth 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 0 0.0% 0 0.0% 0 0.0% 0 Road, Balsall Common, Coventry, CV7 7DL Co-On Food. The Green. 0.1% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Meriden, Coventry, CV7 Co-Op Food, The Green, Old 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 Bilton, Rugby, CV22 7LY Costco, Torrington Avenue, 2.0% 8 0.0% 0 0.0% 0 0.0% 0 9.6% 6 0.9% 0 0.0% 0 2.7% 1 2.3% 1 Coventry, CV4 9AQ Farmfoods, Horeston Grange 0.7% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.5% 3 0.0% 0 0.0% 0 Shopping Centre, Camborne Drive, Nuneaton, CV11 6GU 0 Farmfoods, Jardine Crescent, 0.7% 3 0.0% 0 0.0% 0 0.0% 0 4.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% Tile Hill, Coventry, CV4 9PP Heron Foods, Remembrance 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.1% 0 0 0 0 0 0 0 0 Road, Coventry, CV3 3DP Heron Foods, Walsgrave 0.9% 3 0.0% 0 0.0% 0 4.7% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Coventry, CV2 4BD Home Bargains, Parkway 0.5% 2 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 2.7% 0.0% 0 0.0% 0 1

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Weighted:				for	Lam	be	rt Smi	ith	Ham	pto	n						May 2	.023
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3
Cross Point Business Park,																		
Coventry, CV2 2SR Iceland, Airport Retail Park,	0.7%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 4RP Iceland, Albert Buildings, Queen Victoria Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV1 3JH Iceland, Binley Road,	1.1%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 1HX Iceland, Cannon Park, Coventry, CV4 7EH	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Iceland, Mill Street, Bedworth, CV12 8JX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Iceland, Warwick Road, Kenilworth, CV8 1HB	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Lidl, Bilton Road, Rugby, CV22 7DT	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0
Lidl, Binley Road, Coventry, CV3 1HX	1.8%	7	9.7%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry, CV3 2AN Lidl, Emscote Road,	1.2% 0.5%	5	4.1% 0.0%	2	0.0%	0	3.2% 0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 7.8%	0
Warwick, CV34 4QP Lidl, Hinckley Road,	1.2%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Nuneaton, CV11 6LF Lidl, John Wigley Way,	1.5%	6	0.0%	0	6.0%	3	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 5RF Manor Farm Shop, Main Street, Catthorpe,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Lutterworth, LE17 6DB Marks and Spencer (M&S), Arena Park, Foleshill	0.6%	2	0.0%	0	0.7%	0	0.0%	0	0.7%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Road, Longford, CV6 6AS Marks and Spencer (M&S), Binley Shopping Centre,	1.1%	4	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.7%	1	1.4%	1	0.0%	0
Coventry, CV3 2TA Marks and Spencer (M&S), Clifford Bridge Road,	0.5%	2	2.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Coventry, CV2 2DX Marks and Spencer (M&S), Elliot's Field Retail Park, Rugby, CV21 1SR	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0
Marks and Spencer (M&S), Leamington Spa Shopping Park, Warwick, CV34	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
6RH Marks and Spencer (M&S), Sears Retail Park, Oakenshaw Road, Shirley,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0
Solihull, B90 4QY Marks and Spencer (M&S), The Parade, Leamington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.2%	0
Spa, CV32 4XT Marks and Spencer (M&S), The Precinct, Coventry,	0.5%	2	0.7%	0	2.0%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1DE Morrisons Superstore, George Road, Solihull,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
B91 3BQ Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	3.8%	14	0.7%	0	3.5%	2	0.9%	1	18.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Morrisons Superstore, Old Warwick Road, Leamington Spa, CV31	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
3NU Morrisons Superstore, Park Road, Coleshill, B46 1AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0

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Weighted:				toı	r Lam	be	rt Smi	th	Ham	pto	n						May 2	023
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3
Morrisons Superstore, Parkgate Road, Holbrooks, Coventry, CV6 4GB	2.9%	11	0.7%	0	9.6%	5	7.2%	5	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley,	3.4%	13	12.0%	7	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Coventry, CV3 2AN Oakes Farm Shop, Balsall Street, Balsall Common,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV7 7AQ Sainsbury's Local, Coventry Road, Exhall, Coventry,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV7 9NU Sainsbury's Local, Far Gosford Street, Coventry,	0.6%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 5EA Sainsbury's Superstore, Dunchurch Road, Bilton	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	6	0.0%	0
Fields, Rugby, CV22 6HU Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	5.7%	22	3.0%	2	2.0%	1	3.2%	2	23.0%	14	10.7%	2	0.0%	0	0.7%	0	0.0%	0
Sainsbury's Superstore, Rugby Road, Hinckley, LE10 0OG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's Superstore, Station Road, Dorridge, Solihull, B93 8FG	0.6%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stratford Road, Shirley, Solihull, B90 4AJ	0.2%	1	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 Superstore, The Shires Retail Park, Tachbrook Park Drive,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Warwick, CV34 6RH Sainsbury's Superstore, Trinity Street, Coventry, CV1 1FL	0.4%	1	0.7%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	9	0.0%	0	0.0%	0
Sainsbury's Superstore, Warwick Road, Kenilworth, CV8 1HH	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	16.8%	4
Tesco Express, Leyes Lane, Kenilworth, CV8 2DE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Tesco Express, Jubilee Crescent, Coventry, CV6 3EX	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Main Street, Bilton, CV22 7ND	0.2%	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
Tesco Express, Station Road, Balsall Common, CV7 7FE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsgrave Road, Ball Hill, Coventry, CV2 4BA	1.5%	6	5.8%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	1.2%	4	0.0%	0	0.7%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	7.4%	28	0.0%	0	28.1%	15	9.2%	7	0.0%	0	3.2%	1	11.7%	6	0.0%	0	0.0%	0
Tesco Extra, Stratford Road, Shirley, Solihull, B90 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	4.4%	17	0.7%	0	6.1%	3	0.0%	0	16.6%	10	10.6%	2	0.0%	0	0.0%	0	2.3%	1
Tesco Superstore, Clifford Bridge Road, Coventry,	1.9%	7	5.8%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0

# **Coventry Household Survey for Lambert Smith Hampton**

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	Total	l	Zone 1	Ĺ	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
CV2 2TS																		
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	1.2%	5	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	5.5%	1
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	5	0.0%	0
Tesco Superstore, St Johns Way, Knowle, Solihull, B93 0LE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth, CV8 1JP	2.6%	10	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	33.3%	8
Waitrose, Homer Road, Solihull, B91 3QG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Online / internet / home delivery	2.8%	11	4.9%	3	4.1%	2	0.0%	0	0.0%	0	4.7%	1	0.0%	0	4.1%	2	12.0%	3
B&M, Ansty Road, Coventry, CV2 3BQ	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frank Parker Butchers, Abbey Green, Nuneaton, CV11 5DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Home Bargains, Mill Street, Bedworth, CV12 8JX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Iceland, West Orchards Shopping Centre, Smithfield Way, Coventry, CV1 1QL	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Binley Road, Coventry, CV2 5LJ	0.9%	4	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Coventry City Centre, CV1 3JH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Coventry Road, Sheldon, Birmingham, B26 3DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Upper Gungate, Tamworth, B79 7NU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Scotts Butchers, Woodlands Road, Binley Woods, Coventry, CV3 2JL	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fesco Express, Wimbourne Place, Ashby Fields Local Centre, Daventry, NN11 0XY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Extra, Swan Shopping Centre, Coventry Road, Birmingham, B26 1AD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Lower Leicester Road, Lutterworth, LE17 4NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.7%	0	0.0%	0
Weighted base:		383		57		53		73		62		20		51		41		25

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Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q06 In addition to your n store you visit regul Excl. Nulls												small	scale to	op-up	food sl	noppir	ıg (i.e. tl	he
Aldi, Airport Retail Park, Coventry, CV3 4RP	1.1%	6	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Central Park Drive, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Gallagher Retail Park, Coventry, CV6 5QG	5.8%	35	9.2%	8	18.4%	20	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hinckley Road, Walsgrave, CV2 2TW	0.7%	4	3.1%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Homer Road, Solihull, B91 3QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingswood Road, Nuneaton, CV10 8QY	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	14	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth, CV12 8JX	4.4%	27	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	20.8%	25	0.0%	0	0.0%	0
Aldi, Radford Road, Coventry, CV6 3BU	0.7%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	4.3%	2	0.0%	0
Aldi, Shultern Lane, Coventry, CV4 7AN	0.9%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Leamington Shopping Park, Tachbrook Park Drive, Leamington Spa, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Aldi, Weddington Road, Nuneaton, CV10 0AH	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.8%	8	0.0%	0	0.0%	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	1.5%	9	9.3%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry, CV2 2PN	2.0%	12	3.1%	3	4.7%	5	1.7%	1	0.0%	0	0.0%	0	2.2%	3	0.7%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Asda, Daventry Road, Cheylesmore, Coventry, CV3 5HN	1.2%	7	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jubilee Crescent, Radford, Coventry, CV6 3EX	0.4%	3	0.0%	0	2.0%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Alfall Road, Wyken, Coventry, CV2 3GF	0.8%	5	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Allesley Old Road, Coventry, CV5 8GG	0.4%	3	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ansty Road, Wyken, Coventry, CV2 3EY	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Camborne Drive, Horeston Grange,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Nuneaton, CV11 6GU Co-Op Food, Coniston Way,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Nuneaton, CV11 6DG Co-Op Food, Coventry Road, Exhall, Coventry,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
CV7 9EZ Co-Op Food, Earlsdon Street, Coventry, CV5	2.4%	14	0.0%	0	0.0%	0	0.0%	0	15.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6EG Co-Op Food, Gerard Road, Cawston, Rugby, CV22	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
7GU Co-Op Food, Gun Hill, New Arley, Coventry, CV7	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
8HB Co-Op Food, High Street,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0

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XX/-:-b-4J-				for	Laml	J hai	rt Smi	th	Hamr	sto	v Nn						M 20	22
Weighted:	Total		Zone 1		Zone 2	<b>UC</b> 1	Zone 3	LII	Zone 4	Ju	Zone 5		Zone 6		Zone 7		May 20 Zone 8	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 3		Zone o		Zone /		Zone o	
Ryton on Dunsmore, Coventry, CV8 3FH																		
Co-Op Food, Kem Street, Attleborough Green, Nuneaton, CV11 4LH	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	(
Co-Op Food, Kenilworth Road, Balsall Common,	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	8	0.0%	0	0.0%	0	0.7%	
Coventry, CV7 7DL Co-Op Food, Lawford Road, New Bilton, Rugby, CV21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	
2HS Co-Op Food, Norman Place	1.3%	8	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	
Road, Coventry, CV6 2BQ Co-Op Food, Overslade Lane, Bilton, Rugby,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	
CV22 6DY Co-Op Food, Rotherham	0.5%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Road, Coventry, CV6 4FL Co-Op Food, School Road, Bulkington, Bedworth,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	(
CV12 9JB Co-Op Food, School Street, Wolston, Coventry, CV8	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	
3HF Co-Op Food, Sutherland Avenue, Eastern Green,	1.3%	8	0.0%	0	0.0%	0	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV5 7NJ Co-Op Food, The Green, Meriden, Coventry, CV7	0.8%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	
7LN Co-Op Food, The Green, Old	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	
Bilton, Rugby, CV22 7LY Co-Op Food, Tile Hill Lane,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV4 9DU Co-Op Food, Townsend Lane, Long Lawford,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	
Rugby, CV23 9DE Co-Op Food, Woodway Lane, Walsgrave,	0.7%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV2 2HX Costcutter, Copsewood Avenue, Nuneaton, CV11 4TQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	
Farmfoods, Jardine Crescent, Tile Hill, Coventry, CV4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Farmfoods, Riley Square, Bell Green, Coventry, CV2 1LY	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	
Heron Foods, Remembrance Road, Coventry, CV3 3DP	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Heron Foods, Walsgrave Road, Coventry, CV2 4BD	0.8%	5	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.4%	3	0.5%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Iceland, Airport Retail Park, Coventry, CV3 4RP	0.7%	4	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Iceland, Binley Road, Coventry, CV3 1HX	0.6%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Iceland, Mill Street,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.7%	3	0.0%	0	0.0%	
Bedworth, CV12 8JX Iceland, Queens Road,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	
Nuneaton, CV11 5JU Iceland, Warwick Road, Kenilworth, CV8 1HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	
Lidl, Bilton Road, Rugby, CV22 7DT	0.9%	5	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	
Lidl, Binley Road, Coventry, CV3 1HX	0.6%	3	3.0%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lidl, Emscote Road, Warwick, CV34 4QP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	
Lidl, Hinckley Road, Nuneaton, CV11 6LF	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	(

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Dy Zone The I talks Wea [D]				for Lambert Smith Hampton														••
Weighted:			]	tor	Lam	bei	rt Smi	th	Hamp	oto	n						May 20	23
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Lidl, John Wigley Way,	2.0%	12	8.2%	7	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 5RF Lidl, Myton Road, Leamington Spa, CV31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
3NY Lidl, Queen's Road, Nuneaton, CV11 5LD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Londis, Brookside, Stretton-on-Dunsmore,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
CV23 9LY Londis, Quinton Park, Coventry, CV3 5HZ	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malt Kiln Farm Shop, Main Street, Stretton under	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0
Fosse, Rugby, CV23 0PE Marks and Spencer (M&S)(BP), Stonebridge Highway, Coventry, CV3	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6RQ Marks and Spencer (M&S), Arena Park, Foleshill	0.4%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	0	1.1%	1	0.0%	0	0.0%	0
Road, Longford, CV6 6AS Marks and Spencer (M&S), Binley Shopping Centre,	0.7%	4	3.1%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.8%	1	0.0%	0
Coventry, CV3 2TA Marks and Spencer (M&S), Coventry Road, Warwick, CV34 5YH	0.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Elliot's Field Retail Park, Rugby, CV21 1SR	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Marks and Spencer (M&S), Leicester Road, Rugby, CV23 0EZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Marks and Spencer (M&S), Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4OY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Parade, Learnington Spa, CV32 4XT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.7%	0
Marks and Spencer (M&S), The Precinct, Coventry, CV1 1DE	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	1.2%	7	0.5%	0	0.4%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Park Road, Coleshill, B46 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Parkgate Road, Holbrooks, Coventry, CV6 4GB	3.4%	21	0.0%	U	13.1%	14	5.5%	4	2.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	1.8%	11	7.0%	6	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Nisa Extra, Westmede Centre, Coventry, CV5 9AF	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Bell Green Road, Coventry, CV6 7GP	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakes Farm Shop, Balsall Street, Balsall Common, Coventry, CV7 7AQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Albion Street, Kenilworth, CV8 2FZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
One Stop, Bennetts Road North, Keresley End, Coventry, CV7 8JX	0.7%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Birmingham Road, Allesley, Coventry, CV5 9HA	0.5%	3	0.0%	0	0.4%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Frobisher Road, Rugby, CV22 7JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
One Stop, Heath Road,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0

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Weighted:	for Lambert Smith Hampton															May 2023		
			Zone 2	Zone 2 Zone 3		Zone 4 Zone 5				Zone 6 Zone 7				Zone 8				
Dadouarda CVIA ODI																		
Bedworth, CV12 0BJ One Stop, Quorn Way, Binley, Coventry, CV3 2JU	0.6%	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
One Stop, Station Road, Balsall Common, Coventry, CV7 7FD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Westhill Road, Coventry, CV6 2AD	0.6%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Far Gosford Street, Coventry, CV1 5EA	1.5%	9	7.7%	7	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Kenilworth Road, Coventry, CV7 7EU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	C
Sainsbury's Superstore, Austin Drive, Coventry, CV6 7NS	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	3.5%	21	0.0%	0	2.9%	3	0.8%	1	18.2%	17	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's Superstore, Poplar Way, Solihull, B91 3BX	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Road, Dorridge, Solihull, B93 8FG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Trinity Street, Coventry, CV1 1FL	0.7%	4	3.0%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Warwick Road, Kenilworth, CV8 1HH	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	33.3%	13
Spar, Lutterworth Road, Nuneaton, CV11 6PF	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Tesco Express, Leyes Lane, Kenilworth, CV8 2DE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3
Tesco Express, Croft Road, Nuneaton, CV10 7DP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Tesco Express, Helvelyn Way, Rugby, CV21 1LT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Tesco Express, Holyhead Road, Coventry, CV5 8HU	0.6%	4	0.0%	0	0.7%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Jubilee Crescent, Coventry, CV6 3EX	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Main Street, Bilton, CV22 7ND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Express, Redpoll Road, Rugby, CV21 3HW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Tesco Express, Shelton Square, Coventry, CV1 1DG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Balsall Common, CV7 7FE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	C
Tesco Express, Walsgrave Road, Ball Hill, Coventry, CV2 4BA	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	5.7%	7	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	0.6%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	2.0%	12	0.0%	0	5.8%	6	5.5%	4	0.0%	0	1.4%	0	1.1%	1	0.0%	0	0.0%	0

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Weighted:			1	for	r Lambert Smith Hampton												May 20		
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	3	
Tesco Extra, Stratford Road, Shirley, Solihull, B90 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	1.2%	7	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	1.0%	6	2.6%	2	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Emscote Road, Warwick, CV34	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
5QJ Tesco Superstore, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Road, Rugby, CV21 1RG Tesco Superstore, St Johns Way, Knowle, Solihull, B93 0LE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Bertie Road,	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.1%	13	
Kenilworth, CV8 1JP Waitrose, Bowen Square, Daventry, NN11 4DR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Online / internet / home delivery	1.2%	7	0.9%	1	0.0%	0	0.0%	0	3.3%	3	5.3%	2	0.0%	0	2.5%	1	0.7%	0	
Asda Warehouse, Hunter Boulevard, Lutterworth, LE17 4YZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	
B&M Express, Jubilee Crescent, Radford, Coventry, CV6 3ES	0.4%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bains & Bains, Ansty Road, Wyken, Coventry, CV2 3FN	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bains Newsagents, Belgrave Road, Coventry, CV2 5BE	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Barkers Quality Meats, Holyhead Road, Coventry, CV5 8HU	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Best One, Broad Lane, Coventry, CV5 7BA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Budgens, Roseland Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	
Kenilworth, CV8 1GA Cheylesmore, Daventry Road, Coventry, CV3	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
5HD Clifton Stores, Main Street, Clifton upon Dunsmore, CV23 0BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Clovelly News, Clovelly	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Coventry, CV2 3GR Costcutter, Sovereign Road, Coventry, CV5 6LU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crimscote Local, Crimscote Square, Warwick, CV35 7TS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Crows Nest, Attleborough, Nuneaton, CV11 6PJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	
Dave's News & Booze, Standard Avenue, Middlecotes, Coventry,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CV4 9AZ Dhillons, Nickson Road,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coventry, CV4 9RU Ellys Convenience Store, Widdrington Road,	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coventry, CV1 4ET Food City, Foleshill Road, Coventry, CV6 5JW	1.1%	7	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Frank Parker Butchers, Abbey Green, Nuneaton,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
CV11 5DT Hillfield Garage, Harnall Lane East, Coventry, CV1	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
5AX Joe Richards, Talisman Square, Kenilworth, CV8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	

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•	for Lambert Smith Hampton																		
Weighted:				for	Lambert Smith Hampton												May 2023		
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
1JB																			
Kennedy's News, Sewall Highway, Coventry, CV2	0.6%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3NG Knowle Village Centre, PO17 5LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Arbury Road, Nuneaton, CV10 7ND	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	
Local shops, Bedworth Town	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, CV12 8NA Local shops, Bell Green Local Centre, Coventry,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CV2 1LQ Local shops, Coleshill Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, B46 3BL Local shops, Corley Village Centre, CV7 8AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Coventry City Centre, CV1 3JH	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Finham Local Centre, Coventry, CV3 6GD	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Foleshill Road, Foleshill, Coventry, CV6 5AH	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Holyhead Road, Coventry, CV5 8BX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Kenilworth Town Centre, CV8 1HH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	
Local shops, Queens Road, Nuneaton, CV11 5LD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Local shops, Sewall Highway, Coventry, CV6 7JJ	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Unicorn Avenue, Coventry, CV5 7GS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Water Orton Village Centre, B46 1QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Wyken Local Centre, Coventry, CV2 3FN	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Malinka Delicatessen, Holbrook Lane, Coventry,	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CV6 4DG Marks and Spencer (M&S), Ventura Park, Ventura Park Road, Bitterscote,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0	
Tamworth, B78 3JD Martins Fruit & Veg, Kingsway, Rugby, CV22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
5NU McColl's, Green Lane, Finham, Coventry, CV3	0.5%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
6EJ Meadow Food & Wine, Meadow Road, Coventry,	0.2%	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	
CV6 4GU Morrisons Daily, Black Prince Avenue, Coventry,	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CV3 5JE Nisa Local, Arbury Road, Stockingford, Nuneaton,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
CV10 7NB Nisa Local, Elm Tree Avenue, Coventry, CV4	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
9EU One Stop, Alderminster Road, Upper Eastern Green, Coventry, CV5 7IT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Green, Coventry, CV5 7JT One Stop, Broad Park Road,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coventry, CV2 1DB One Stop, Earlsdon Street, Earlsdon, Coventry, CV5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Weighted:	for Lambert Smith Hampton															May 2023		
	Total		Zone		Zone		Zone 3		Zone 4	•	Zone 5		Zone 6	í	Zone '	7	Zone	8
6EP																		
One Stop, Hillgrounds Road, Kempston, MK42 8TP	0.4%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, Keresley Road, Coventry, CV6 2JJ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, Oaks Precinct, Caesar Road, Kenilworth,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
CV8 1DP One Stop, Parkhill Drive, Coventry, CV5 7PF	0.3%	2	0.5%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	C
One Stop, Station Avenue, Coventry, CV4 9HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, Wheelwright Lane, Coventry, CV6 4HN	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
One Stop, Wiclif Way, Nuneaton, CV10 8NH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	(
One Stop, Winsford Avenue, Coventry, CV5 9JG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Paul Mac Quality Butchers, Sutton Avenue, Coventry,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
CV5 7ER Poundland, Market Way,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Coventry, CV1 1DL Premier Stores, Clifton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	(
Road, Rugby, CV21 3QZ Premier Stores, Cymbeline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	(
Way, Rugby, CV22 6JZ Premier Stores, Nuneaton Road, Gun Hill, Coventry,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	C
CV7 8HB Premier Stores, Sutton Avenue, Coventry, CV5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
7ES Premier Stores, Winsford Avenue, Coventry, CV5 9NB	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Premier Stores, Woodlands Road, Binley Woods, Coventry, CV3 2JL	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Spar, Coventry Road, Dunchurch, Rugby, CV22 6RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	(
Spar, Gramercy Park, Bannerbrook Park, Coventry, CV4 9AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sps News & Wine, Dawlish Drive, Coventry, CV3 5NA	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Taylors Butchers, Newcombe Road, Earlsdon, Coventry, CV5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	C
6NL The Baker's Dozen, Leyes Lane, Kenilworth, CV8 2DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	(
The Village Stores, High Street, Hampton in Arden, B92 0AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	(
Today's Express, Upper Spon Street, Coventry, CV1 3BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Varni Trading, Park Road, Rugby, CV21 2QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	(
Waitrose (Little), Kenilworth Road, Balsall Common,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	(
Coventry, CV7 7DN Windy Arbour News, Moseley Road, Kenilworth, CV8 2AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	(
Weighted base:		607		91		107		74		96		34		120		45		39

By Zone Filt Nulls Wtd [D]

### **Coventry Household Survey** for Lambert Smith Hampton

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Weighted: Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Meanscore: [%] Q07 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? 0 0.0% 1 - 10% 0.3% 2 0.0% 0 1.3% 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 1 11 - 20% 0.3% 0.0% 0 1.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 21 - 30% 1.2% 9 0.0% 0 2.0% 3 2.7% 4 2.5% 0.0% 0 0.3% 0 0.0% 0 0.0% 0 3 31 - 40% 1.6% 0.4% 3 0.3% 0 0.0% 0 0.0% 0 0.0% 0 1 0.0% 0 3.1% 2 0.0% 0 41 - 50% 4.1% 32 5.9% 6.3% 8 2.7% 4 4.2% 4.7% 2 2.3% 3 1.0% 5.4% 3 51 - 60% 8.4% 67 2.6% 10.3% 13 3.0% 4 6.8% 3.8% 2 19.8% 28 8.3% 7.4% 4 61 - 70% 13.7% 109 9.5% 12 20.3% 26 6.1% 8 9.3% 11 19.2% 8 24.3% 35 8.2% 5 9.8% 5 71 - 80% 25.3% 203 32.8% 42 26.5% 34 16.2% 22 30.9% 36 27.0% 11 20.6% 29 24.6% 15 27.6% 14 81 - 90% 13.1% 105 13.1% 17 12.8% 16 10.0% 13 14.6% 17 21.8% 10.9% 16 15.7% 9 15.2% 91 - 99% 4.6% 37 2.2% 3 1.7% 2 6.1% 8 10.4% 12 2.9% 1 2.2% 3 8.4% 5 4.4% 2 15.7% 100% (Don't do top-up food 20.7% 166 25.7% 33 15.2% 19 30.7% 41 15.4% 18 13.8% 5 22 25.7% 15 21.0% 11 6.9% (Don't know / varies) 7.9% 2.8% 21.3% 29 6.0% 3.5% 3.9% 5.0% 9.2% 5 0.2% 1.0% 1 0.3% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Refused) 2 0.0% 80.27 82.89 75.73 84.58 80.74 78.94 76.57 83.79 82.43 Mean: Weighted base: 801 127 127 135 117 40 143 60 52 Sample: 801 101 100 100 100 100 100 100 100

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q08 In addition to (STOR	RE MENT	ΓΙΟΝΕ	D AT Q	06), is	there a	ny otl	ner store	e that	you reg	gularly	use fo	r your	house	hold's	small	scale t	op-up f	ood
shopping? Those who do top-up fo				•		,			,	, ,		,						
Aldi, Airport Retail Park,	0.8%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 4RP Aldi, Gallagher Retail Park, Coventry, CV6 5QG	1.7%	5	1.5%	0	11.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingswood Road, Nuneaton, CV10 8QY	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	9.9%	8	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth, CV12 8JX	4.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	11	0.0%	0	0.0%	0
Aldi, Paddox Close, Rugby, CV22 5AU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Aldi, Radford Road, Coventry, CV6 3BU	0.3%	1	1.5%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shultern Lane, Coventry, CV4 7AN	1.2%	3	1.5%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Leamington Shopping Park, Tachbrook Park Drive, Leamington Spa, CV34 6RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Aldi, Weddington Road, Nuneaton, CV10 0AH	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	1.3%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	3.6%	1
Asda, Brade Drive, Coventry, CV2 2PN	1.3%	3	9.8%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	2	0.0%	0
Asda, Daventry Road, Cheylesmore, Coventry, CV3 5HN	0.2%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Jubilee Crescent, Radford, Coventry, CV6 3EX	0.8%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Green, Meriden, Coventry, CV7 7LN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ansty Road, Wyken, Coventry, CV2 3EY	0.6%	2	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Camborne Drive, Horeston Grange, Nuneaton, CV11 6GU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-Op Food, Coniston Way, Nuneaton, CV11 6DG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-Op Food, Earlsdon Street, Coventry, CV5 6EG	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gerard Road, Cawston, Rugby, CV22 7GU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Co-Op Food, Goodyers End Lane, Exhall, Bedworth, CV12 0HR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Ryton on Dunsmore,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Coventry, CV8 3FH Co-Op Food, Kem Street, Attleborough Green,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Nuneaton, CV11 4LH Co-Op Food, Kenilworth Road, Balsall Common,	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Coventry, CV7 7DL Co-Op Food, Main Street, Newbold-on-Avon,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0

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				c	T 1		4 0	41	TT	4							Ö	
Weighted:				ior	Lamı	oe	rt Smi	tn	Hamp	oto	n						May 2	023
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	i	Zone 7	•	Zone 8	3
Rugby, CV21 1HH																		
Co-Op Food, Norman Place Road, Coventry, CV6 2BQ	1.0%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Co-Op Food, Rotherham Road, Coventry, CV6 4FL	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Co-Op Food, Sutherland Avenue, Eastern Green,	0.9%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV5 7NJ Co-Op Food, The Green, Meriden, Coventry, CV7 7LN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, The Green, Old	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Bilton, Rugby, CV22 7LY Co-Op Food, Tile Hill Lane, Coventry, CV4 9DU	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Heron Foods, Remembrance Road, Coventry, CV3 3DP	0.2%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Heron Foods, Walsgrave Road, Coventry, CV2 4BD	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
celand, Airport Retail Park, Coventry, CV3 4RP	1.1%	3	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Binley Road, Coventry, CV3 1HX	2.3%	6	8.1%	2	0.0%	0	19.2%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	C
Iceland, Mill Street, Bedworth, CV12 8JX	3.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	10	0.0%	0	0.0%	0
Iceland, Queens Road, Nuneaton, CV11 5JU	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, Warwick Road, Kenilworth, CV8 1HB	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2
Lidl, Bilton Road, Rugby, CV22 7DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Lidl, Binley Road, Coventry, CV3 1HX	0.4%	1	1.5%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry, CV3 2AN	1.3%	4	0.0%	0	0.0%	0	19.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hinckley Road, Nuneaton, CV11 6LF	6.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	17	0.0%	0	0.0%	C
Lidl, John Wigley Way, Coventry, CV6 5RF	3.0%	8	19.5%	6	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Londis, Quinton Park, Coventry, CV3 5HZ	0.2%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Marks and Spencer (M&S)(BP), Stonebridge Highway, Coventry, CV3	0.9%	2	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
6RQ Marks and Spencer (M&S), Arena Park, Foleshill	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	C
Road, Longford, CV6 6AS Marks and Spencer (M&S), Binley Shopping Centre, Coventry, CV3 2TA	1.7%	4	8.2%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Marks and Spencer (M&S), Elliot's Field Retail Park, Rugby, CV21 1SR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Marks and Spencer (M&S), Leicester Road, Rugby, CV23 0EZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Marks and Spencer (M&S), Sears Retail Park, Oakenshaw Road, Shirley,	1.4%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	2	7.5%	1	0.0%	0	0.0%	0	0.0%	O
Solihull, B90 4QY Marks and Spencer (M&S), The Parade, Leamington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Spa, CV32 4XT Marks and Spencer (M&S), The Precinct, Coventry,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 1DE Morrisons Daily, Foleshill	0.8%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Road, Coventry, CV6 5HR Morrisons Superstore, George Road, Solihull, B91 3BQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holyhead Road, Coventry,	0.9%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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CV5 8BX																		
Morrisons Superstore, Parkgate Road, Holbrooks, Coventry, CV6 4GB	1.0%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons Superstore, Skipworth Road, Binley,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	(
Coventry, CV3 2AN Nisa Extra, Westmede Centre, Coventry, CV5	1.1%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	(
9AF Nisa Local, Baginton Road, Coventry, CV3 6FQ	0.2%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Oakes Farm Shop, Balsall Street, Balsall Common,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV7 7AQ One Stop, Leicester Road, Bedworth, CV12 8AH	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	
One Stop, Lower Hillmorton Road, Rugby, CV21 4AA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	
One Stop, Station Road, Balsall Common, Coventry, CV7 7FD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	•
Sainsbury's Local, Coventry Road, Exhall, Coventry, CV7 9NU	0.8%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's Local, Kenilworth Road,	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	(
Coventry, CV7 7EU Sainsbury's Local, Queens Road, Nuneaton, CV11	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	(
5LZ Sainsbury's Superstore, Dunchurch Road, Bilton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	2	0.0%	
Fields, Rugby, CV22 6HU Sainsbury's Superstore, Fletchamstead Highway,	1.5%	4	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV4 9BJ Sainsbury's Superstore, Loxley Road, Wellesbourne, Warwick,	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
CV35 9JY Sainsbury's Superstore,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	(
Station Road, Dorridge, Solihull, B93 8FG Sainsbury's Superstore, The	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	
Shires Retail Park, Tachbrook Park Drive, Warwick, CV34 6RH									,						,			
Sainsbury's Superstore, Trinity Street, Coventry, CV1 1FL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	
Sainsbury's Superstore, Warwick Road,	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	11.5%	
Kenilworth, CV8 1HH Tesco Express, Leyes Lane, Kenilworth, CV8 2DE	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	
Геsco Express, Arden Buildings, Station Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	
Solihull, B93 8HH Tesco Express, Croft Road, Nuneaton, CV10 7DP	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	
Fesco Express, Holyhead Road, Coventry, CV5 8HU	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Геsco Express, Jubilee Crescent, Coventry, CV6	1.0%	3	0.0%	0	5.7%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
3EX Tesco Express, Main Street, Bilton, CV22 7ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	
Fesco Express, Parade, Leamington Spa, CV32 4DN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	•
Tesco Express, Station Road, Balsall Common, CV7	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	6	0.0%	0	0.0%	0	0.0%	(

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
7FE																		
Tesco Express, Walsgrave Road, Ball Hill, Coventry, CV2 4BA	1.5%	4	0.0%	0	0.0%	0	22.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	3.0%	8	0.0%	0	11.0%	4	0.0%	0	1.0%	0	0.9%	0	3.9%	3	0.0%	0	0.0%	0
Tesco Superstore, Cannon Park Centre, Lynchgate	1.2%	3	11.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV4 7EH Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Tesco Superstore, St Johns Way, Knowle, Solihull, B93 0LE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth, CV8 1JP	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	9.3%	2
Online / internet / home	1.9%	5	9.8%	3	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
delivery A.Whiteley & Sons, Ringwood Highway,	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 2GG Allesley Post Office, Birmingham Road, Allesley, Coventry, CV5	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9BB Andrew Davies, Warwick Road, Kenilworth, CV8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
1HE B&M, Airport Retail Park, Pilot Close, Coventry,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
CV3 4RP B&M, Newton Retail Park,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Nuneaton, CV11 4FN Brinklow Post Office, Broad Street, Brinklow, Rugby,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
CV23 0LS Budgens, Daventry Road,	0.2%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 5DP Budgens, Roseland Road, Kenilworth, CV8 1GA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Coventry Market, Queen Victoria Road, Coventry, CV1 3HT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curdworth Post Office, Coleshill Road, Curdworth, Sutton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Coldfield, B76 9EX Dave's News & Booze, Standard Avenue,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlecotes, Coventry, CV4 9AZ																		
Dayar E Madina Halal Meats, Foleshill Road, Coventry, CV6 5JQ	0.8%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Straight Mile, Frankton, Rugby, CV23 9QQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Eric Lyons, High Street, Knowle, Solihull, B93 0LY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Frank Parker Butchers, Abbey Green, Nuneaton, CV11 5DT	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	O
Home Bargains, Mill Street, Bedworth, CV12 8JX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	O
Iceland, West Orchards Shopping Centre,	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Smithfield Way, Coventry, CV1 1QL																		
Joe Richards, Earlsdon Street, Earlsdon, Coventry, CV5 6EP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joe Richards, Talisman Square, Kenilworth, CV8	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
1JB Local shops, Alfall Road,	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 3GF Local shops, Holyhead Road, Coventry, CV5 8BX	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Jardine Crescent, Tile Hill,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 9PP Local shops, Kenilworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Town Centre, CV8 1HH Local shops, Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
4QY Local shops, Unicom Avenue, Coventry, CV5	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7GS Local shops, Warwickshire Shopping Park, Kynner Way, Binley, Coventry,	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 2SB Local shops, Whitmore Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Road, Coventry, CV6 4DP Marks and Spencer (M&S), High Street, Harborne, B17 9NE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Marks and Spencer (M&S), Maybird Retail Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Morrisons Superstore, Alcester Road, Stratford-upon-Avon, CV37 9DA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2
Morrisons Superstore, Chester Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham, B34 7HR Nisa Local, Jardine Crescent, Tile Hill, Coventry, CV4 9PQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Alderminster Road, Upper Eastern	1.2%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Green, Coventry, CV5 7JT One Stop, Earlsdon Street, Earlsdon, Coventry, CV5	1.0%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6EP One Stop, Oaks Precinct, Caesar Road, Kenilworth,	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
CV8 1DP One Stop, Parkhill Drive,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV5 7PF One Stop, Station Avenue,	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Coventry, CV4 9HR One Stop, Wheelwright	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Coventry, CV6 4HN Premier Stores, Broomfield	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Road, Coventry, CV5 6LB Premier Stores, Nuneaton Road, Gun Hill, Coventry,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
CV7 8HB Shrewley Village Store, Shrewley Common,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Shrewley, CV35 7AN Spar, Gramercy Park, Bannerbrook Park, Coventry, CV4 9AE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Texaco, Sandpits Lane,	0.8%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 2FR The Baker's Dozen, Leyes Lane, Kenilworth, CV8 2DE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Triple A, Coleshill Road, Hartshill, Nuneaton, CV10 0PH	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Weighted base:		268		29		38		19		41		19		81		19		22
Sample:		258		22		25		13		36		47		45		30		40
Q09 Have you changed o (e.g. rising inflation						your F	OOD ar	nd/or	NON-FO	OOD s	hopping	g hab	its as a	result	of cost	of liv	ing cris	is
Yes No	47.9% 52.1%	383 417	46.8% 53.2%	59 68	53.1% 46.9%	67 60	46.9% 53.1%	63 72	46.4% 53.6%	54 63	41.9% 58.1%	17 23	54.9% 45.1%	79 65	39.6% 60.4%	24 36	38.7% 61.3%	20 32
Weighted base: Sample:		801 801		127 101		127 100		135 100		117 100		40 100		143 100		60 100		52 100

#### **Coventry Household Survey for Lambert Smith Hampton**

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q10 How have your GENERAL shopping habits changed or are likely to change as a result of the cost of living crisis? [MR] Those who have or intend to change shopping habits due to the cost of living crisis at Q09: Spend less in general on food 36.0% 138 31.5% 19 43.1% 29 11.9% 22.9% 12 21.4% 4 66.1% 52 40.2% 10 25.2% 5 items 7.9% 138 46.3% 28 33.9% 23 39.7% 25 14 54.0% 7.0% Spend less on non-essential / 36.0% 26.6% 1 43 11.4% 3 1 luxury food items Shop more at discount 20.9% 80 19.5% 12 21.9% 15 38.9% 25 18.6% 10 33.0% 5 9.8% 8 14.2% 3 12.5% 2 foodstores such as Aldi and Lidl. Spend more on discounted 18.2% 70 17.4% 10 18.5% 12 15.3% 10 29.6% 16 14.1% 2 10.7% 8 23.2% 24.2% 5 food items 25.5% 0.0% 0 Spend less on non-essential 9.4% 0.0% 0 9.3% 11.1% 7 4.3% 2 2.1% 0 20 0 0.0% 36 6 food items Spend more on discounted 5.8% 22 8.7% 5 7.4% 5 4.7% 3 3.0% 2 15.7% 3 4.7% 1.2% 0 4.4% items 0 0 0.0% 0 0 Spend less in general on 3.9% 15 0.0% 6.8% 5 0.0% 0.0% 0 6.8% 1 11.6% g 0.0% non-food items Price checking more / look 3.4% 13 0.7% 6.3% 3.0% 2 7.4% 8.9% 0.0% 0 1.2% 0 2.9% 1 for bargains / be more cautious Shop more online 3.2% 12 4.7% 3 0.0% 0 6.4% 4 2.2% 0.0% 0 0.0% 0 1.2% 0 19.3% 4 Spend less in general on 2.8% 11 0.0% 0 3.7% 3 6.6% 4 0.0% 0 3.9% 1 4.1% 3 0.0% 0 0.0% 0 non-food items Carry out more bulk food 2.2% 8 3.9% 2 3.7% 2 2.0% 1 4.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 shopping Spend less on luxury 1.9% 7 0.7% 0 3.2% 2 1.0% 0.0% 0 2.9% 0 4.1% 1.2% 0 0.0% 0 1 3 non-food items Buy more frozen foods 1.3% 0.0% 0 3.7% 3 0.0% 0 0.0% 0.0% 0 1.7% 4.6% 0.0% 0 Shop more at local 1.3% 5 0 3.1% 2 0 0.0% 0 0.0% 0 3.6% 0.0% 0 0.0% 0 0.0% 0.0% 3 convenience stores Growing my own produce 1.3% 5 0.0% 0 1.6% 0.0% 0 3.0% 2 2.9% 0 0.0% 0 7.0% 2 0.0% 0 0 2 0 0 Spend more on discounted 1.1% 4 0.7% 0.0% 0 0.0% 0 4.3% 0.0% 0.6% 0.0% 4.1% non-food items Plan weekly shopping better 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.0% 4 6.7% 4 Shop more at discount shops 0.9% 4 0.0% 0 0.0% 0 5.7% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 for non-food items 0.8% 0 0.0% 0 0.0% 0 Shop more at Asda 3 0.7% 0 0.0% 0.0% 0 0.0% 0 3.6% 0 0.0% 3 Only buy what's needed / cut 0.8% 3 0.0% 0 0.6% 0 2.7% 2 0.0% 0 0.0% 0 0.0% 0 3.4% 1 0.0% 0 down Buy more organic goods / 0.7% 3 0.0% 0 0.0% 0.0% 0 6.0% 0.0% 0.0% 0 0 1.6% 1 0 4.1% 1 1 fresh products Shop less at larger foodstores 0.6% 2 0.0% 0 3.1% 2 0.0% 0 0.0% 0.0% 0 0.0% 1 2% 0 0.0% 0 Shop fortnightly instead of 0.6% 2 3.9% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 weekly Shop less at local 2 0 0 0 0.0% 0.0% 0 0 0.5% 0.0% 3.1% 2 0.0% 0.0% 0.0% 0 0 0.0% convenience stores Shop more locally 0.5% 0.0% 0.0% 0.0% 0.0% 1.0% 0.6% 0.0% 7.0% 0.0% Shop less in Marks and 0.4% 2 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 7.0% 2. 0.0% 0 Spencer 0.0% 0.0% 0 Shop more at larger 0.4% 2 0.0% 0 0.0% 0 1.0% 0.8% 0 2.9% 0 0 0 0.0% foodstores 0.0% Buy products with longer use 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0 0.0% 0 buy dates 0.0% Shop more at the market 0.3% 0.7% 0 0.6% 0.0% 0.8% 0.0% 0 0.0% 0.0% 0 Used different physical 0.3% 2.0% 0 0.0% 0.0% 0 0.0% 0.0% 1 1 0.0% 0 0.0% 0 0 0 0.0% 0 shops for top-up shopping Do less top up shopping 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.9% 0.0% 0 0.0% 0 0.0% 0 Go to the foodbank 0.3% 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Carry out more basket / 0.2% 1 0.0% 0 0.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.2% 0 0.0% 0 top-up shopping Shop more at Frank Parker 0.1% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.6% 0.0% 0.0% 0 Butchers, Abbey Green, Nuneaton, CV11 5DT Shop less online 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.6% 0.0% 0.0% 0 Shop more at frozen 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0 0.0% 0 1.2% 0 0.0% 0 foodstores such as Farmfoods and Iceland 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Buying less processed meals 0.1% 0.0% 0 0.6% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Waste less food 0 0 0 0 Shop less at Waitrose 0 0 0 0.0% 1.5% 0.1% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0 Shop more at Sainsbury's 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 0 Shop more at Lidl 0.1% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 1.5% 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 1.0% 0 0.0% 0 0.0% 0 0.0% 0 Shop more at Costco 0 0.0%

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Total	l	Zone 1	L	Zone 2	2	Zone 3	3	Zone 4	1	Zone 5	;	Zone 6	ó	Zone '	7	Zone 8	8
(Don't know)	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		383 319		59 38		67 51		63 42		54 40		17 40		79 41		24 33		20 34

**Coventry Household Survey for Lambert Smith Hampton** 

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q11 In which ONE town children's and baby Excl. Nulls													opping	for m	ien's, wo	omen'	s,	
		_																
Bedworth Town Centre Bell Green Local Centre,	0.7% 0.1%	5	0.0% 0.0%	0	0.9% 0.0%	1	0.0% 0.0%	0	0.0% 0.4%	0	0.9% 0.0%	0	2.6% 0.0%	4	0.0% 0.0%	0	0.0% 0.0%	0
Coventry Birmingham City Centre	1.4%	11	2.3%	3	1.2%	1	1.8%	2	2.4%	3	0.9%	0	0.0%	0	0.0%	0	1.7%	1
Cannon Park Local Centre	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	22.3%	172	22.9%	27	35.5%	43	27.7%	37	25.3%	29	13.8%	5	16.2%	22	7.5%	4	7.9%	4
Earlsdon Local Centre	0.2%	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
Kenilworth Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	7.6%	4
Leamington Spa Town	2.8%	21	1.1%	1	0.0%	0	0.0%	0	5.8%	7	1.2%	0	0.4%	0	6.6%	4	18.8%	9
Centre Leicester City Centre	0.5%	4	2.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lutterworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	Ö
Market Harborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	2.6%	20	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.9%	0	11.4%	16	0.0%	0	0.0%	0
Rugby Town Centre	1.0%	7	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.4%	0	5.6%	3	0.0%	0
Solihull Town Centre	3.5%	27	2.3%	3	1.5%	2	0.0%	0	5.4%	6	34.6%	13	1.3%	2	0.0%	0	2.5%	1
(Touchwood)	0.20/	2	0.00/	0	0.00/		0.00/		2.10/	2	0.00/	0	0.00/	0	0.00/		0.00/	0
Southam Town Centre Stratford-upon-Avon Town	0.3% 0.1%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.1% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.3%	0 1
Centre Walsgrave on Sowe Local	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry																		
Warwick Town Centre	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellesbourne Village 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	0.6%	0
Whitnash Town Centre	0.3%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World, Smyths, B&M)	0.8%	6	2.1%	2	0.0%	0	2.7%	4	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6	4.4%	34	0.7%	1	8.9%	11	11.7%	16	1.8%	2	0.4%	0	2.1%	3	2.8%	2	0.0%	0
6LN (M&S, New Look, Tesco Extra, Decathlon) Astle Retail Park, Off Cronehills Linkway, West	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromwich, B70 8NS (M&S, Pavers) Binley Industrial Estate,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Coventry, CV3 2NY (Dulux, Screwfix, Howdens, B&Q, Toolstation)																		
Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Boots, Tesco Superstore, Wilko, Iceland, Peacocks) Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx,	1.6%	12	2.8%	3	0.0%	0	3.5%	5	1.8%	2	0.4%	0	0.4%	0	0.0%	0	3.6%	2
Poundland, Oak Furnitureland) Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks,	2.4%	18	2.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	24.7%	14	0.0%	0
M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords) Fosse Park, Fosse Park Avenue, Leicester, LE19 1HY (M&S, H&M, TK Maxx, Primark, River Island, Sports Direct, DFS,	1.9%	15	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	6.8%	9	4.2%	2	0.0%	0
Next) Junction One Retail Park, Leicester Road, Rugby,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0

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Weighted:				for	Lam	be	rt Smi	ith	Ham	pto	n						May 2	023
	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;
CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M,																		
Wickes, Iceland Food Warehouse, Home																		
Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's, New Look, JD Sports, Next, Halford	1.3%	10	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	18.1%	8
Lower Precinct Shopping Centre, Coventry, CV1 INQ (New Look, Poundland, Game, Argos, Sports Direct, M&S, JD Sports)	0.4%	3	2.0%	2	0.3%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ (Next, Matalan, Asda, Lidl, Tesco Superstore, M&S, Sports Direct)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl, Homesense, M&S, Boots)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Shires Gate Trade Park, Tachbrook Park Drive, Leamington Spa, CV34	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	3.0%	1
Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords, Lidl, Boots, TK Maxx)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)	1.8%	14	2.4%	3	1.3%	2	4.8%	6	1.4%	2	0.0%	0	1.0%	1	0.0%	0	0.6%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark, Next, Halfords, Smyths)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	2	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card Factory, Asda)	1.0%	8	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry, CV2 2PN	0.7%	5	0.0%	0	1.7%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Asda, Parkgate, Stratford Road, Shirley, Solihull, B90 3GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.5%	4	0.7%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons Superstore, Normandy Way, Hinckley, LE10 1YA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley,	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:				for	Lan	ıbe	rt Sm	ith	Ham	pto	n						May	2023
	Total		Zone	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6	5	Zone	7	Zone	8
Coventry, CV3 2AN																		
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	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
Sainsbury's Superstore, Fletchamstead Highway,	0.8%	6	2.8%	3	0.9%	1	0.0%	0	1.4%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 9BJ Sainsbury's Superstore, Saltisford, Warwick,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	C
CV34 4TR Sainsbury's Superstore, The Shires Retail Park, Tachbrook Park Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Warwick, CV34 6RH Sainsbury's Superstore, Vicarage Street, Nuneaton,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	O
CV11 4XS Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	O
Tesco Extra, Olivier Way, Cross Point Business Park,	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 2SH Tesco Extra, Ricoh Arena, Phoenix Way, Coventry,	0.7%	6	0.0%	0	3.2%	4	0.9%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV6 6GE Tesco Superstore, Cannon Park Centre, Lynchgate	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV4 7EH Tesco Superstore, Emscote Road, Warwick, CV34	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
5QJ Dobbies Garden Centre, Straight Mile, Frankton,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby, CV23 9QQ Abroad Online / internet / home	0.1% 39.0%	1 300	0.0% 47.2%	0 56	0.0% 42.1%	0 51	0.0% 33.3%	0 44	0.0% 43.3%	0 49	1.2% 23.7%	0 9	0.0% 42.0%	0 58	0.0% 32.3%	0 19	0.6% 27.1%	0 13
delivery Catalogue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bicester Village Shopping Centre, Pingle Drive, Bicester, OX26 6WD	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	Ö
Boundary Outlet, Park Lane, Shiremoor, Newcastle upon Tyne, NE27 0BS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Brighton City Centre, BN1 2HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Corley Village Centre, CV7 8AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Dunchurch Village Centre, CV22 6NS	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Country Park, Evesham, WR11 4DS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	C
Jigsaw, Bridge Street, Stratford-upon-Avon, CV37 6AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Marks and Spencer (M&S), Arena Park, Foleshill Road, Clovelly Road, Longford, Coventry, CV6	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
6AS Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	O
Banbury, OX16 3ER Marks and Spencer (M&S), The Precinct, Coventry,	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O
CV1 1DE Matalan, Seven Stars Industrial Estate, Wheler	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O
Road, Coventry, CV3 4LA Old Arley Village Centre, CV7 8FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Resort World, Marston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Green, Birmingham, B40 1PU																		
Seven Stars Industrial Estate, Wheler Road, Coventry, CV3 4LA	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Homer Road, Solihull, B91 3QG	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
York City Centre, YO1 7LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Weighted base: Sample:		769 755		119 93		121 92		133 97		114 95		39 96		138 95		59 95		47 92

for Lambert Smith Hampton

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Zone 3 Total Zone 1 Zone 2 Zone 4 Zone 5 Zone 7 Zone 6 Zone 8

Q12 Where do you norm and unrecorded CD: Excl. Nulls														(e.g.	records	, pre-	recorde	d
Birmingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	10.0%	34	14.3%	7	7.9%	5	19.8%	9	15.1%	6	5.8%	1	3.0%	3	11.5%	2	5.1%	1
Kenilworth Town Centre Leamington Spa Town Centre	0.3% 0.6%	1 2	0.0% 0.8%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	5.5% 7.4%	1
Nuneaton Town Centre	4.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	15	0.0%	0	0.0%	0
Solihull Town Centre	1.0%	3	0.0%	0	0.6%	0	0.0%	0	2.9%	1	10.6%	2	0.0%	0	0.0%	0	0.0%	0
(Touchwood)	0.50	_	0.00/		0.00/		0.004		<b>~</b> 000	_	0.004		0.00/		0.004		0.00/	
Southam Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN (M&S, New Look,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Decathlon)																		
Cannon Park Shopping	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore, Wilko, Iceland, Peacocks)																		
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks, M&S, TX Maxx, Dunelm,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0
Superdrug, DFS, Halfords) Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
New Look, JD Sports, Next, Halford Ropewalk Shopping Centre, Chapel Street, Nuneaton, CV11 5TZ (New Look,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Game, The Perfume Shop, Next, The Works) The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at	0.8%	3	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home) Asda, Chapel Street, Rugby,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
CV21 3EB Morrisons Superstore, Skipworth Road, Binley,	0.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 2AN Sainsbury's Superstore, Dunchurch Road, Bilton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Fields, Rugby, CV22 6HU Sainsbury's Superstore, Fletchamstead Highway,	0.6%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 9BJ Sainsbury's Superstore, Stratford Road, Shirley,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull, B90 4AJ Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Warwick Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Kenilworth, CV8 1HH Tesco Extra, Olivier Way, Cross Point Business Park,	1.0%	3	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 2SH Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	1	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone 5	5	Zone	6	Zone	7	Zone	8
Tesco Superstore, Stratford Road, Shirley, Solihull, B90 3LU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / internet / home delivery	78.4%	268	78.7%	41	88.3%	57	72.9%	34	75.1%	30	71.9%	12	78.2%	69	71.8%	12	77.0%	12
Phoenix Centre Carboot, Bermuda Road, Nuneaton, CV10 7HU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		342 246		52 27		65 39		47 23		40 28		17 35		88 43		17 25		16 26

**Coventry Household Survey for Lambert Smith Hampton** 

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q13 Where do you norma TVs, software, came Excl. Nulls							oing for	audio	visual,	photo	ographio	c, com	nputer i	tems (	such as	stere	eos, rad	ios,
Dimmin aham City Cantus	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre Coventry City Centre	3.5%	23	7.6%	7	0.0%	0	7.3%	8	2.2%	0 2	0.6%	0	4.3%	5	0.0%	0	0.0%	0
Cubbington Village Centre	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Earlsdon Local Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth 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	2.7%	1
Leamington Spa Town	0.4%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Centre	0.170	,	0.070	Ü	0.070	Ů	0.070	•	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	3.070	~
Lillington Local Centre, Leamington Spa	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0
Nuneaton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Solihull Town Centre (Touchwood)	4.2%	27	3.6%	3	5.0%	5	0.6%	1	4.3%	4	30.1%	10	0.4%	0	1.6%	1	7.4%	3
Southam Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave on Sowe Local	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry																		
Warwick Town Centre	0.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World,	16.1%	105	22.2%	20	5.1%	5	22.3%	23	29.0%	31	3.2%	1	9.9%	12	10.4%	5	16.8%	7
Smyths, B&M)																		
Alvis Retail Park, Holyhead Road, Coventry, CV5 8BX	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.4%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
(B&Q, DFS, Sofology)																		
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6	9.5%	62	3.1%	3	16.1%	16	12.8%	13	9.5%	10	8.8%	3	11.6%	15	3.7%	2	0.0%	0
6LN (M&S, New Look,																		
Tesco Extra, Decathlon)	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.60/	0	0.00/		0.00/		0.00/	
Battery Retail Park, Chapel Lane, Selly Oak,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham, B29 6SJ (TK Maxx, Iceland Food Warehouse, Halfords,																		
Currys) Cannon Park Shopping	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore,																		
Wilko, Iceland, Peacocks) Central 6 Retail Park,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak																		
Furnitureland) Elliott's Field Retail Park,	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0
Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks,	0.070	_	0.070	O	0.070	O	0.070	O	0.070	O	0.070	Ü	0.070	O	7.070	7	0.070	O
M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords)																		
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M,	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	25.3%	13	0.0%	0
Wickes, Iceland Food Warehouse, Home Leamington Shopping Park,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.9%	3
Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's, New Look, JD Sports,																		
Next, Halford Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
,																		

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Weighted:				for	r Lan	nbe	rt Sm	ith	Ham	pto	n						May	2023
	Total	l	Zone	1	Zone	2	Zone 3	3	Zone 4	4	Zone	5	Zone 6	í	Zone	7	Zone	8
Homesense, M&S, Boots) Shires Gate Trade Park,	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	6
Tachbrook Park Drive, Leamington Spa, CV34 6RH																		
Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	5	0.4%	0	0.0%	0	0.0%	0
Lidl, Boots, TK Maxx) The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)	0.8%	5	1.3%	1	2.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark, Next, Halfords, Smyths)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.4%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card Factory, Asda)	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	0.7%	5	3.1%	3	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry, CV2 2PN	1.2%	8	0.0%	0	0.0%	0	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.5%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	0.7%	4	0.0%	0	2.1%	2	0.0%	0	1.2%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Fesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	0.8%	5	0.0%	0	1.4%	1	1.7%	2	0.4%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / internet / home delivery	52.4%	341	56.8%	52	64.4%	64	43.8%	46	43.7%	46	29.3%	9	68.9%	86	38.9%	20	42.1%	17
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.7%	5	0.0%	0	0.0%	0	0.6%	1	3.1%	3	1.1%	0	0.0%	0	0.0%	0	1.4%	1
Shoreham-by-sea Town Centre, BN43 5WX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
St. Johns Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Wolverhampton, WV2 4SJ Wall's, Cubbington Road, Lillington, Leamington Spa, CV32 7AG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Weighted base: Sample:		651 613		92 73		100 76		104 73		105 83		32 76		125 76		51 79		41 77

#### for Lambert Smith Hampton

**Coventry Household Survey** 

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Zone 2 Zone 3 Total Zone 1 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q14 Where do you normal electrical appliances smaller etc)?  Excl. Nulls																		
Bedworth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Canley Local Centre, Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Coventry City Centre	4.0%	29	9.3%	10	1.8%	2	6.3%	8	3.6%	4	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Cubbington Village Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre Foleshill Local Centre, Coventry	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.5% 0.5%	0	0.0% 0.0%	0
Kenilworth Town Centre Leamington Spa Town	1.0% 0.4%	7	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.5%	0 1	0.0% 0.0%	0	1.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	0 1	14.5% 2.5%	7 1
Centre	0.2%	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
Leicester City Centre Lillington Local Centre,	0.2%	1 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1 0	0.0%	0	0.6%	0
Leamington Spa	0.070	· ·	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü
Nuneaton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	2	0.0%	0	0.0%	0
Rugby Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Solihull Town Centre (Touchwood)	2.3%	17	1.1%	1	4.4%	5	0.0%	0	0.8%	1	21.1%	7	0.4%	0	0.0%	0	4.6%	2
Southam Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre Airport Retail Park, London Road, Coventry, CV3 4RP	0.1% 17.9%	1 130	0.0% 26.1%	0 29	0.0% 6.4%	0 7	0.0% 29.0%	0 35	0.4% 33.1%	0 36	0.0% 2.9%	0 1	0.0% 4.4%	0 6	0.0% 12.0%	0 7	1.2% 19.9%	1 10
(Currys PC World, Smyths, B&M)																		
Alvis Retail Park, Holyhead Road, Coventry, CV5 8BX	0.9%	7	0.0%	0	2.2%	3	0.5%	1	2.6%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(B&Q, DFS, Sofology) Arena Shopping Park,	7.8%	57	2.6%	3	19.5%	22	7.0%	8	9.6%	10	11.9%	4	5.0%	7	3.5%	2	0.0%	0
Classic Drive, Rowley's Green, Coventry, CV6 6LN (M&S, New Look, Tesco Extra, Decathlon)																		
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords) Fosse Park, Fosse Park Avenue, Leicester, LE19 1HY (M&S, H&M, TK Maxx, Primark, River Island, Sports Direct, DFS,	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next) Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys,	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	25.2%	14	0.0%	0
Sports Direct, Matalan, Boots, The Range, B&M, Wickes, Iceland Food Warehouse, Home Leamington Shopping Park, Tachbrook Park Drive,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.7%	2
Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's, New Look, JD Sports, Next, Halford																		
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ (Next, Matalan, Asda, Lidl, Tesco Superstore, M&S, Sports Direct)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Direct) Rugby Central Shopping Centre, Market Mall, Rugby, CV21 2JR (Game, The Fragrance Shop,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

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Weighted				for	Laml	, hei	rt Smi	th	Hami	nt c	) m						Mov 20	122
Weighted:	Total		Zone 1		Zone 2	001	Zone 3	LII	Zone 4	yıı	Zone 5		Zone 6		Zone 7		May 20 Zone 8	
Boots, Wilko, New Look) Shires Gate Trade Park, Tachbrook Park Drive, Leamington Spa, CV34	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
6RH Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords, Lidd B, oto TY, Many)	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	8	0.4%	0	0.0%	0	0.6%	(
Lidl, Boots, TK Maxx) The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at	1.6%	12	1.9%	2	1.8%	2	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	(
Home) Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	(
Next, Halfords, Smyths) Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card	0.5%	4	3.0%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Factory, Asda) Aldi, Radford Road, Coventry, CV6 3BU	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Aldi, Shultern Lane, Coventry, CV4 7AN	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Aldi, Weddington Road, Nuneaton, CV10 0AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	(
Asda, Abbey Park, North London Road, Coventry,	0.3%	2	0.4%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	(
CV3 4AR Asda, Brade Drive, Coventry, CV2 2PN	1.3%	10	2.1%	2	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Chapel Street, Rugby, CV21 3EB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	(
Asda, Daventry Road, Cheylesmore, Coventry,	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
CV3 5HN Asda, Newtown Road,	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	6.5%	9	0.0%	0	0.0%	(
Nuneaton, CV11 4FL Asda, Walmley Ash Road, Minworth, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	(
Coldfield, B76 1XL Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry,	0.1%	1	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
CV3 2SB Morrisons Superstore, Holyhead Road, Coventry,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	(
CV5 8BX Morrisons Superstore, Skipworth Road, Binley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	(
Coventry, CV3 2AN Sainsbury's Superstore, Austin Drive, Coventry,	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
CV6 7NS Sainsbury's Superstore, Dunchurch Road, Bilton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	(
Fields, Rugby, CV22 6HU Sainsbury's Superstore, Fletchamstead Highway,	2.5%	18	4.6%	5	1.8%	2	0.0%	0	10.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Coventry, CV4 9BJ Sainsbury's Superstore, Rugby Road, Hinckley,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	(
LE10 0QG Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
CV34 41R Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	5.1%	7	0.0%	0	0.0%	0

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone	7	Zone	8
Sainsbury's Superstore, Warwick Road,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4
Kenilworth, CV8 1HH Tesco Extra, Leicester Street, Bedworth, CV12 8SY	2.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	15	0.5%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	0.1%	1	0.4%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	2.1%	15	0.0%	0	7.1%	8	3.0%	4	0.4%	0	0.5%	0	2.0%	3	0.5%	0	0.0%	0
Tesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	0.3%	2	0.4%	0	0.0%	0	0.0%	0	0.4%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.4%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, Alvis Retail Park, Coventry, CV5 8BW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / internet / home delivery	42.7%	310	45.5%	50	50.6%	58	35.4%	43	35.5%	39	28.0%	10	55.6%	75	35.0%	20	34.6%	17
B&M, Ansty Road,	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 3BQ Costco, Torrington Avenue, Coventry, CV4 9AQ	0.4%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	0
Currys, Sussex House Business Park, Old Shorehamd Road, Brighton and Hove, BN3 7EU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Dorridge Town Centre, B93 8JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Edgwick Town Centre, CV6 5EO	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euronics, Emscote Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Warwick, CV34 5QY Harrison Domestic Services, Albion Street, Kenilworth, CV8 2FX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Marks Electrical, Boston Road, Leicester, LE4 1AU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
St. Johns Retail Park, Wolverhampton, WV2 4SJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wyken Village Centre, CV2 3AS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		727 707		110 84		114 86		121 87		109 91		34 88		135 90		56 90		48 91

Total

Zone 1

Zone 2

Weighted:

#### for Lambert Smith Hampton

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

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Zone 8

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials? Allesley Village Centre 0.1% 0.0% 0 0.4% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 1.0% Balsall Common Village 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 Centre Bedworth Town Centre 1.0% 0.0% 0 0.4% 0.6% 0.0% 0.5% 0 4.2% 0.0% 0.0% 0.0% Binley Local Centre. 0.7% 3.2% 0.0% 2 0.0% 0.0% 0 0 0.0% 0.0% 5 3 0 1.7% 0 0 0 Coventry Birmingham City Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 Canley Local Centre, 0.1% 1 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Cheylesmore Local Centre, 0.1% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Coleshill Town Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 Coventry City Centre 14 1% 89 20.9% 18 20.3% 20 19 2% 19 22 5% 21 2 3% 69% 8 0.5% 0 2.6% Daventry Road Local Centre, 0.1% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0.5% 0 0.0% 0 Daventry Town Centre 0.0% 0 Earlsdon Local Centre 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Holbrooks Local Centre 0.1% 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Jubilee Crescent Local 0.1% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre, Radford. Coventry 42.7% Kenilworth Town Centre 3.9% 25 1.0% 0.0% 0 0.0% 0 5.0% 2.8% 0.0% 0 0.0% 0 18 Keresley Village Centre 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% Knowle Village 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 0.7% 0 Leamington Spa Town 1.5% 9 1.0% 1 0.0% 0 0.0% 0 0.5% 0 1.3% 0 0.0% 0 7.9% 4 7.8% 3 Centre Leicester City Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.5% 0 0.0% 0 3.8% 0.5% 3.2% 15.0% 0.0% 0.0% Nuneaton Town Centre 24 0.0% 0 0.4% 0 4.2% 4 0 18 0 0 1 Rugby Town Centre 2.0% 13 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 22.8% 12 0.0% 0 0 0 2 8 Solihull Town Centre 1.6% 10 0.0% 0.0% 0 0.0% 2.5% 21.6% 0.0% 0.0% 0 0.0% 0 (Touchwood) Stratford-upon-Avon Town 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 3.2% 0.0% 0.0% 0 0.7% 0.2% 1 1 0 Centre Abbeygate Shopping Centre, 0.0% 0.0% 0.0% 0.0% 0.4% 0.0% 0.0% 0 0.1% 0.0% Newdegate Street, Nuneaton, CV11 4EL (Poundstretcher, Card Factory, Savers) Airport Retail Park, London 0.9% 0.0% 0.0% 3.2% 3 0.0% 0 0.0% 0 2.5% 0.0% 0 0 0 1.9% 1 2 Road, Coventry, CV3 4RP (Currys PC World, Smyths, B&M) Cannon Park Shopping 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 2 0.5% 0 0 0 1.8% 2 0 0 0 Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore, Wilko, Iceland, Peacocks) Central 6 Retail Park, 1.1% 4.2% 0.0% 0 0.6% 1.3% 2.7% 0.0% 0.5% 0 0.7% 0 Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak Furnitureland) 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Fosse Park, Fosse Park 0.6% 1.1% Avenue, Leicester, LE19 1HY (M&S, H&M, TK Maxx, Primark, River Island, Sports Direct, DFS, Next) Junction One Retail Park. 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.7% 0 0 0 0 8.7% 5 Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M, Wickes, Iceland Food Warehouse, Home Lower Precinct Shopping 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0 0.5% 2.7% 0.6% 0 Centre, Coventry, CV1 1NQ (New Look, Poundland, Game, Argos.

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Weighted:	m . 1			101	Laml	Je.		un		μο					7 -		May 20	23
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sports Direct, M&S, JD Sports)																		
Ropewalk Shopping Centre, Chapel Street, Nuneaton, CV11 5TZ (New Look, Game, The Perfume Shop, Next, The Works)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.4%	0	0.0%	0	0.0%	0
Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords, Lidl, Boots, TK Maxx)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	O
The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)	0.3%	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
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card Factory, Asda)	0.2%	1	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shultern Lane,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 7AN Asda, Abbey Park, North London Road, Coventry,	0.3%	2	0.5%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 4AR Asda, Brade Drive,	1.2%	8	0.0%	0	4.3%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 2PN Asda, Chapel Street, Rugby,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
CV21 3EB Asda, Newtown Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.4%	0	0.0%	0	0.0%	0
Nuneaton, CV11 4FL Morrisons Superstore, Holyhead Road, Coventry,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
CV5 8BX Morrisons Superstore, Parkgate Road, Holbrooks, Coventry, CV6 4GB	0.3%	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
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.2%	1	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	1.9%	12	2.8%	2	2.1%	2	0.0%	0	7.8%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sainsbury's Superstore, Trinity Street, Coventry, CV1 1FL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Warwick Road, Kenilworth, CV8 1HH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	0.6%	4	0.5%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	1.9%	12	0.0%	0	1.2%	1	10.6%	11	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Fesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.5%	3	0.5%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	1	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone	5	Zone (	5	Zone	7	Zone	8
Tesco Superstore, Leicester	0.2%	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
Road, Rugby, CV21 1RG Dobbies Garden Centre, Straight Mile, Frankton, Rugby, CV23 9QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Online / internet / home delivery	55.0%	348	57.2%	50	61.3%	61	48.2%	48	54.3%	51	44.7%	16	67.6%	81	44.4%	24	39.5%	17
Astley Village Centre, CV10 7QH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
B&M, Coventry Road, Sheldon, B26 3PD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Kenilwroth Road, Balsall Common, Coventry, CV7 7DL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Hampton in Arden Village Centre, B92 0AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mill Street, Bedworth, CV12 8JX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
University of Warwick, Coventry, CV4 7AL	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyken Village Centre, CV2 3AS	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		633 611		88 64		100 72		100 70		93 78		36 82		120 78		54 85		43 82

**Coventry Household Survey** for Lambert Smith Hampton

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q16 Where do you norma footwear and equipr										s; pets	and pe	t proc	ducts; h	obby	items;	sport	clothing	<b>j</b> /
Bedworth Town Centre	0.9%	5	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.6%	2	0.0%	0
Canley Local Centre, Coventry	0.6%	3	0.0%	0	1.0%	1	0.7%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	8.4%	50	22.0%	19	11.0%	11	0.7%	1	10.5%	10	2.3%	1	7.2%	9	0.7%	0	0.0%	0
Earlsdon Local Centre Kenilworth Town Centre	0.5%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0	2.3% 0.0%	3	0.0% 0.0%	0	0.0% 26.9%	0
Knowle Village Centre	1.5% 0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	9
Leamington Spa Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	14.8%	5
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Nuneaton Town Centre	1.1%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.7%	0	4.3%	5	0.0%	0	0.0%	0
Radford Local Centre, Coventry	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Shirley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0 5	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre (Touchwood)	1.0%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	16.9%		0.0%	0	0.0%		0.0%	0
Walsgrave on Sowe Local Centre, Coventry	0.5%	3	1.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick Town Centre Whitnash Town Centre	0.1% 0.4%	0	0.0% 0.0%	0	0.0% 2.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.9% 0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World,	8.5%	50		10	9.6%	10		20	5.3%	5	4.7%	1	0.8%	1	4.4%	2	4.3%	1
Smyths, B&M) Arena Shopping Park, Classic Drive, Rowley's	2.2%	13	0.5%	0	8.5%	9	0.7%	1	2.6%	2	0.6%	0	0.4%	0	0.0%	0	0.0%	0
Green, Coventry, CV6 6LN (M&S, New Look, Tesco Extra, Decathlon)																		
Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Iceland, Peacocks) Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx,	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	5.1%	1	0.0%	0	0.0%	0	1.8%	1
Poundland, Oak Furnitureland) Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH (Tesco Extra, Showcase, Home	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Bargains, Tenpin) Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks,	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0
M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords) Fosse Park, Fosse Park Avenue, Leicester, LE19	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1HY (M&S, H&M, TK Maxx, Primark, River Island, Sports Direct, DFS, Next)																		
Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M, Wickes, Iceland Food	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0
Warehouse, Home Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
																-	Column %	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's,																		
New Look, JD Sports, Next, Halford Maybird Shopping Park,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Birmingham Road, Stratford-upon-Avon, CV37 0HZ (Next, Matalan, Asda, Lidl, Tesco Superstore, M&S, Sports																		
Direct) Sears Retail Park,	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl, Homesense, M&S, Boots)																		
Shires Gate Trade Park, Tachbrook Park Drive, Leamington Spa, CV34 6RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Boots, TK Maxx) Technology Retail Park, Technology Drive, Rugby, CV21 1GB (Wickes, Pets	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0
at Home, Homebase) The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG	2.3%	13	0.0%	0	4.1%	4	6.1%	5	1.3%	1	4.1%	1	1.1%	1	0.0%	0	0.0%	0
(Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)																		
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	6.6%	8	0.0%	0	0.0%	0
Next, Halfords, Smyths) Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0
Factory, Asda) Aldi, Mill Street, Bedworth, CV12 8JX	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shultern Lane, Coventry, CV4 7AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	0.1%	1	0.5%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brade Drive, Coventry, CV2 2PN	0.8%	5	0.0%	0	2.1%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby,	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
CV21 3EB Asda, Newtown Road,	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	5.8%	7	0.0%	0	0.0%	0
Nuneaton, CV11 4FL Lidl, Brandon Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Coventry, CV3 2AN Morrisons Superstore, Holyhead Road, Coventry,	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV5 8BX Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.9%	5	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	1.6%	10	0.0%	0	2.0%	2	0.0%	0	7.9%	7	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sainsbury's Superstore, The	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.9%	0

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Weighted:				101	r Lam	be	rt Sm	ntn	Ham	pto	n						May 2	2023
	Total	l	Zone 1	ĺ	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6		Zone 7	7	Zone	8
Shires Retail Park,																		
Tachbrook Park Drive, Warwick, CV34 6RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	(
Sainsbury's Superstore, Warwick Road, Kenilworth, CV8 1HH	0.170	U	0.070	U	0.0%	U	0.0%	U	0.076	U	0.0%	U	0.0%	U	0.0%	U	0.970	,
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	3.1%	18	0.5%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	13.4%	16	0.0%	0	0.0%	
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	2.4%	14	0.0%	0	5.7%	6	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.8%	1	0.0%	
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	
B&Q, Alvis Retail Park, Coventry, CV5 8BW	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	•
Dobbies Garden Centre, Straight Mile, Frankton, Rugby, CV23 9QQ	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Online / internet / home delivery	41.9%	249	45.9%	39	44.5%	47	37.4%	33	56.4%	51	45.1%	13	31.6%	38	38.8%	17	35.5%	1
B&M, Ansty Road, Coventry, CV2 3BQ	0.7%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
B&M, Newton Retail Park, Nuneaton, CV11 4FN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	
Bannerbrook Park Local Centre, Coventry, CV4 9AE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	
Camp Farm Pet Shop, Bedworth Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	
Bedworth, CV12 9JA Co-Op Food, Ansty Road, Coventry, CV2 3EX	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Co-Op Food, Church Road, Long Itchington, CV47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	
9PN Co-Op Food, Kenilwroth Road, Balsall Common,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV7 7DL Costco, Torrington Avenue,	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	
Coventry, CV4 9AQ Dobbies Garden Centre, Cross Lane Farm,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	
Nuneaton Road, Atherstone, CV9 1RF Evesham Country Park,	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Evesham, WR11 4DS Go Outdoors, Coventry Business Park, Canley	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Road, Coventry, CV5 6RN Horeston Grange Local Centre, Nuneaton, CV11	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	
GSY Just For Pets, Horeston Grange Shopping Centre, Camborne Drive,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	,
Nuneaton, CV11 6GU Morrisons Daily, Lockhurst	0.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lane, Coventry, CV6 5NY Palmers, Lutterworth Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	
Ullesthorpe, LE17 5DR Paws Pets, Daventry Road,	0.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV3 5HF Pets at Home, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2TW	1.5%	9	0.0%	0	0.0%	0	9.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	1	Zone 1	Ĺ	Zone	2	Zone 3	3	Zone	4	Zone :	5	Zone	6	Zone	7	Zone	8
Pets at Home, Newtown Road, Nuneaton, CV11	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0
4HR Pets at Home, Sir Henry Parkes Road, Canley,	1.0%	6	3.4%	3	0.4%	0	0.0%	0	1.9%	2	1.7%	0	0.0%	0	0.7%	0	0.0%	0
Coventry, CV5 6RG Purdys Pet Shop, Cheveral Avenue, Coventry, CV6	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3EN Spring Hill Industrial Estate,	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arley, CV7 8HN Waitrose, Homer Road, Solihull, B91 3QG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Weighted base: Sample:		594 491		85 57		105 66		90 49		91 71		28 58		120 68		44 66		32 56

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Weighted: for Lambert Smith Hampton May 2023

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q17 Where do you norma (includes beds, sofa Excl. Nulls				house	hold's s	hopp	oing for t	furnitı	ure, car <sub>l</sub>	pets, d	other flo	or co	verings	and	househ	old te	xtiles	
Balsall Common Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.8%	0
Bedworth Town Centre	0.8%	5	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Bell Green Local Centre,	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Binley Local Centre,	0.4%	2	0.5%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Birmingham City Centre Coventry City Centre	0.0% 8.1%	0 46	0.0% 19.2%	0 18	0.0% 4.9%	0 5	0.0% 12.0%	0 11	0.0% 5.3%	0 4	0.8% 2.1%	0	0.0% 5.0%	0 6	0.0% 3.4%	0 1	0.0% 4.5%	0 2
Daventry Road Local Centre,	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry																		
Earlsdon Local Centre Foleshill Local Centre,	0.4% 0.2%	2	0.5% 0.0%	0	0.4% 0.4%	0	0.0% 0.0%	0	1.9% 0.5%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0
Coventry	0.270	1	0.070	U	0.470	U	0.070	U	0.570	U	0.070	U	0.070	U	0.070	U	0.070	U
Hillfields Local Centre, Coventry	0.5%	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
Hillside Local Centre, Rugby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Holbrooks Local Centre	1.6%	9	2.7%	2	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth Town Centre Leamington Spa Town	3.3% 1.7%	19 10	0.0% 0.5%	0	1.2% 1.1%	1 1	0.7% 2.0%	1 2	3.8% 0.5%	3	6.7% 5.8%	2	0.0% 0.0%	0	0.0% 3.4%	0 1	33.8% 9.6%	13 4
Centre	1.7 /0	10	0.570	U	1.1 /0	1	2.070	2	0.570	U	3.670	1	0.070	U	3.470	1	9.070	4
Milton Keynes 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
Nuneaton Town Centre	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	11.6%	14	0.0%	0	0.0%	0
Rugby Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0
Shirley Town Centre Solihull Town Centre	0.0% 1.5%	0 8	0.0% 0.5%	0	0.0% 0.8%	0	0.0% 0.0%	0	0.0% 0.5%	0	0.8% 22.5%	0 5	0.0% 0.0%	0	0.0% 2.0%	0 1	0.0% 2.4%	0 1
(Touchwood)																		
Spon End Local Centre, Coventry	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave on Sowe Local Centre, Coventry	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Weddington Local Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Local Centre, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World, Smyths, B&M)	3.1%	18	0.0%	0	2.8%	3	0.7%	1	10.9%	9	2.9%	1	0.0%	0	2.2%	1	11.1%	4
Alvis Retail Park, Holyhead Road, Coventry, CV5 8BX	8.5%	49	8.5%	8	4.7%	4	14.6%	13	19.9%	17	5.7%	1	2.4%	3	0.0%	0	8.1%	3
(B&Q, DFS, Sofology) Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6 6LN (M&S, New Look,	0.9%	5	0.0%	0	1.5%	1	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Decathlon) Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore,	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Iceland, Peacocks) Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak	2.0%	11	4.4%	4	2.2%	2	2.7%	2	1.5%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Furnitureland) Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH (Tesco Extra, Showcase, Home	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargains, Tenpin) Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks, M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords)	5.3%	31	6.1%	6	0.0%	0	0.0%	0	0.5%	0	4.2%	1	5.6%	7	41.4%	17	0.8%	0

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Weighted:				for	r Lam	be	rt Smi	ith	Hamj	pto	n						May 2	023
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	;
Fosse Park, Fosse Park Avenue, Leicester, LE19 1HY (M&S, H&M, TK Maxx, Primark, River Island, Sports Direct, DFS,	1.8%	10	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0
Next) Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M, Wickes, Iceland Food	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0
Warehouse, Home Leamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's, New Look, JD Sports, Next, Halford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ (Next, Matalan, Asda, Lidl, Tesco Superstore, M&S, Sports	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Direct) Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl,	0.3%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Homesense, M&S, Boots) Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords,	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.8%	0
Lidl, Boots, TK Maxx) The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)	4.6%	26	0.9%	1	8.4%	8	15.8%	14	1.9%	2	2.1%	0	0.4%	0	2.7%	1	0.0%	0
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Next, Halfords, Smyths) Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card Factory, Asda)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, New Coventry Road, Sheldon, B26 3HP	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alvis Retail Park, Coventry, CV5 8BW	0.7%	4		0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Brandon Road, Binley Woods, Coventry, CV3 2JD	0.6%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Technology Retail Park, Technology Drive, Rugby, CV21 1GN	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
IKEA, Goslington, Bletcham Way, Bletchley, Milton Keynes, MK1 1QB	0.4%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury, WS10 9SF	1.0%	6	2.6%	2	0.0%	0	0.7%	1	2.8%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Online / internet / home delivery Ash Green Village Centre,	37.8% 0.5%	217	40.6% 0.0%	37	44.9% 0.0%	42	28.0%	25	34.8% 0.0%	29	19.6% 0.0%	4	54.4% 2.4%	63	17.5% 0.0%	7	24.3%	9
CV7 9AR B&M, Ansty Road,	0.6%	4		0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# **Coventry Household Survey for Lambert Smith Hampton**

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										•							•	
	Total	l	Zone 1	1	Zone 2	2	Zone 3	i	Zone 4	ļ	Zone :	5	Zone 6	5	Zone 7	7	Zone	8
Coventry, CV2 3BQ																		
Brandon Road Local Centre, Binley Woods, Coventry, CV3 2JD	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Castle, Willenhall Lane, Binley, Coventry, CV3 2EA	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Carpetright, Bond Street, Nuneaton, CV11 4FN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	(
Carpets Castle, Holbrook Lane, Coventry, CV6 4BY	0.8%	5	0.5%	0	0.4%	0	2.7%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	(
Castle Vale Retail Park, Erdinton, Birmingham, B35 6HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	(
Chapel Fields Village Centre, CV5 8DQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Cousins Furniture, Warwick Road, Tyseley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	(
Birmingham, B11 2EW Dove House Parade, Warwick Road, Solihull, B91 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	(
Dunelm, Regent Street, Nuneaton, CV11 4BL	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	(
Erdington Local Centre, Birmingham, B23 6DA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	(
Godiva Carpets, Collingwood Road, Earlsdon, Coventry, CV5 6HW	0.2%	1	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Home Comforts, George Street Ringway, Bedworth, CV12 8EB	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
IKEA, Croft Road, Coventry, CV1 3A Z	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
IKEA, Ikea Way, Giltbrook, Nottingham, NG16 2RP	2.1%	12	2.6%	2	7.6%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	(
Karpet Kingdom, Elliot House, Abbery Green, Nuneaton, CV11 5DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	(
Marks and Spencer (M&S), Gateway Retail Park, Ruthvenfield Road, Banbury, OX16 3ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	(
Seven Stars Industrial Estate, Wheler Road, Coventry, CV3 4LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	(
Stoney Stanton Road Local Centre, Coventry, CV1 4FS	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
The Range, Austin Drive, Court House Green, Coventry, CV6 7NS	0.7%	4	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	•
Weighted base: Sample:		575 514		91 61		94 66		88 53		84 66		23 61		117 69		41 67		38 71

#### for Lambert Smith Hampton

**Coventry Household Survey** 

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Weighted: Zone 2 Zone 3 Total Zone 1 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q18 Where do you norm lawn mowers, hamn Excl. Nulls										ecorat	ting sup	plies	and gar	den p	oroducts	s (suc	h as dri	lls,
Bedworth Town Centre Binley Local Centre, Coventry	3.4% 0.3%	23 2	0.0% 0.0%	0 0	0.0% 0.0%	0	0.6% 0.0%	1 0	0.0% 2.6%	0 2	0.0% 0.0%	0 0	16.6% 0.0%	22 0	0.0% 0.0%	0	0.0% 0.0%	0
Coleshill 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	4.0%	2
Coventry City Centre	6.7%	45	16.3%	16	6.0%	7	9.2%	10	6.9%	6	0.0%	0	4.4%	6	0.0%	0	0.0%	0
Daventry Road Local Centre, Coventry	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Holbrooks Local Centre	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0	14.5%	6
Leamington Spa 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	0.7%	0
Nuneaton Town Centre Rugby Town Centre	5.1% 0.2%	35 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.7% 0.0%	1	24.8% 0.0%	34	0.0% 2.6%	0 1	0.0% 0.0%	0
Solihull Town Centre (Touchwood)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave on Sowe Local Centre, Coventry	0.4%	3	0.4%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Warwick Town Centre	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weddington Local Centre, Nuneaton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ő	0.4%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World, Smyths, B&M)	0.6%	4	3.2%	3	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Alvis Retail Park, Holyhead Road, Coventry, CV5 8BX	12.5%	84	17.1%	17	26.7%	30	3.1%	3	23.8%	22	15.6%	5	3.1%	4	0.0%	0	6.2%	2
(B&Q, DFS, Sofology) Arena Shopping Park, Classic Drive, Rowley's	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.4%	0	0.0%	0	0.0%	0
Green, Coventry, CV6 6LN (M&S, New Look, Tesco Extra, Decathlon)	2.00/	20	4.90/	E	0.00/	0	C 50/	7	0.50/	0	2.70/	1	1.00/	1	0.50/	_	2.00/	1
Binley Industrial Estate, Coventry, CV3 2NY (Dulux, Screwfix, Howdens, B&Q, Toolstation)	3.0%	20	4.8%	5	0.0%	0	6.5%	7	0.5%	0	2.7%	1	1.0%	1	9.5%	5	2.0%	1
Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore,	0.4%	2	0.4%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, Iceland, Peacocks) Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak	0.4%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furnitureland) Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks, M&S, TX Maxx, Dunelm,	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0
Superdrug, DFS, Halfords) Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M,	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	9	0.0%	0
Wickes, Iceland Food Warehouse, Home Maybird Shopping Park, Birmingham Road, Stratford-upon-Avon, CV37 0HZ (Next, Matalan, Asda, Lidl, Tesco Superstore, M&S, Sports Direct)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0

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Dy Zone The I talks (Vita [D]				c	. T		4 0	41.	TT	. 4 .	J						ruge c	
Weighted:				101	Lam	be	rt Smi	tn	Hamp	μ	n						May 20	23
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Ropewalk Shopping Centre, Chapel Street, Nuneaton, CV11 5TZ (New Look, Game, The Perfume Shop, Next, The Works)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Royal Priors Shopping Centre, Warwick Street, Leamington Spa, CV32 4XT (The Perfume Shop, Wilko, New Look, Waterstones)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Homesense, M&S, Boots) Shires Gate Trade Park, Tachbrook Park Drive, Leamington Spa, CV34 6RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	1
Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords, Lidl, Boots, TK Maxx)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Technology Retail Park, Technology Drive, Rugby, CV21 1GB (Wickes, Pets at Home, Homebase)	0.5%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at Home)	2.9%	20	0.4%	0	10.1%	11	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flore Manors Retail Park, Rockingham Road, Market Harborough, LE16 7BA (Screwfix, Travis Perkins, Topps Tiles, Loake Factory Outlet)	0.2%	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
Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark, Next, Halfords, Smyths)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card	0.2%	1	0.4%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Factory, Asda) Aldi, Shultern Lane, Coventry, CV4 7AN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weddington Road, Nuneaton, CV10 0AH	0.2%	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
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alvis Retail Park, Coventry, CV5 8BW	12.2%	82	3.6%	4	24.5%	27	4.3%	5	36.7%	33	16.7%	6	0.4%	0	3.7%	2	11.8%	5

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Weighted: May 2023 **Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 18.3% 123 34.1% 34 1 37.5% 41 1 18.5% 25 17.5% 22.2% 9 B&O, Brandon Road, Binley 1.3% 3.0% 3 3.3% Woods, Coventry, CV3 0.0% 0 B&Q, Dunlop Way, 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 1.5% 0.0% 0.0% 0 0 0 0 Erdington, Birmingham, B35 7RD B&Q, New Buildings, 0.3% 2 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 1.7% 2 0.0% 0 0.0% 0 Hinckley, LE10 1HN B&Q, Solihull Retail Park, 0.8% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 14.9% 5 0.0% 0 0.0% 0 0.0% 0 Chalford Way, Marshall Lake Road, Shirley, Solihull, B90 4RB B&Q, The Maybird Centre, 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 1 Stratford-upon-Avon, CV37 0HZ Dobbies Garden Centre, 0.8% 5 0.4% 0 0.3% 0 0.6% 0.0% 0 0.0% 0 0.4% 0 5.8% 3 0.7% 0 Straight Mile, Frankton, Rugby, CV23 9QQ Hilltop Garden Centre, 0.7% 0.0% 0.0% 0 0.6% 0.0% 0 0.3% 0 2.2% 2 0.0% 0 0.0% 0 0 Shilton Lane, Coventry, CV7 9LH Homebase, Myton Road, 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% 4 0.6% 4 0.0% 0 0 0.0% 0 0 0 0 0 Leamington Spa, CV31 Homebase, Technology 1.1% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 14.5% 8 0.0% 0 Retail Park, Technology Drive, Rugby, CV21 1GN Homebase, The Gallagher 0.4% 3 0.0% 1.9% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Retail Park, Stoney Stanton Road, Coventry, CV65QG Online / internet / home 13.1% 88 13.3% 13 19.0% 21 10.3% 11 16.6% 15 7.6% 3 12.9% 17 5.4% 3 11.2% 4 delivery B&M, Ansty Road, 0.9% 6 0.0% 0 0.0% 0 5.3% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV2 3BQ B&M, Newton Retail Park, 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.1% Nuneaton, CV11 4FN B&M, Newtown Road, 0.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 3 0.0% 0 0.0% 0 Bedworth, CV12 8QD B&Q, Newton Retail Park, 0 0.0% 0 0.1% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.4% 0 0 0.0% Nuneaton, CV11 4FN Baddington Village 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 0.7% 0 NG16 2SS Broad Lane Local Centre. 0 0 0.0% 0 0.5% 0.0% 0.0% 0.0% 0 0 0.1% 0.0% 0 0.0% 0 0 0 0.0% Coventry, CV5 7AF Brookfield Nursery, 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.1% 0.4% 0.0% 0 0.0% Hathaway Lane. Stratford-upon-Avon. CV37 9BL Castle Nurseries, 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.7% Birmingham Road, Studley, B80 7DF Charlecote Village Centre, 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0 0.0% 0.0% 0 0 CV35 9EW Court House Green Local 0.3% 2 0.0% 0 0.0% 0 1.6% 2 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Centre, Coventry, CV6 Coventry Garden Centre. 0.3% 2 0.0% 0 1.0% 0.0% 0 0.5% 0 0.5% 0.0% 0.0% 0 0.0% 0 0 0 Brownshill Green Road. Allesley, Coventry, CV5 Crown Decorating Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.5% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Road, Sheldon, Birmingham, B26 3PD EH Smith Builders 0.2% 0.0% 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 0 Merchants, Spon End,

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Coventry, CV1 3HG Hampton in Arden Village

Centre, B92 0AA

Hillier Garden Centre

Kenilworth Road, Hampton in Arden, B92

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# **Coventry Household Survey for Lambert Smith Hampton**

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8																	•	
	Total	l	Zone	1	Zone	2	Zone	3	Zone 4	1	Zone 5		Zone 6		Zone 7	7	Zone	8
Centre, Coventry, CV5 8JO																		
Home Bargains, Mill Street, Bedworth, CV12 8JX	0.2%	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
Huws Gray Buildbase, Princes Drive, Kenilworth, CV8 2FD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Malt Kiln Farm Shop, Main Street, Stretton under Fosse, Rugby, CV23 0PE	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbricks Garden Centre, Coleshill, Birmingham, B46 3HY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.7%	0
Notcutts, Stratford Road, Shirley, Solihull, B90 4EN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Palmers Garden Centre, St Johns, Enderby, Leicester, LE19 2BS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Planters Garden Centre, Woodlands Farm, Trinity Road, Tamworth, B78	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
2EY Russells Garden Centre, Mill Hill, Baginton, Coventry, CV8 3AG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Screwfix, Bermuda Trade Centre, Hamilton Way, Nuneaton, CV10 7RA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Screwfix, Henley Road, Coventry, CV2 1ST	0.9%	6	0.0%	0	2.0%	2	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Holywell Business Park, Northfield Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Southam, CV47 0FT Screwfix, Kingfield Trade Park, Kingfield Road,	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV1 4DW Screwfix, Prospect Way,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Screwfix, Tachbrook Park Drive, Royal Leamington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Screwfix, Torrington Avenue, Coventry, CV4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Sheppards DIY, Broad Lane,	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smith's Garden Centre, Stoneleigh Road, Baginton, Coventry, CV8	0.4%	3	0.9%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1
The Range, Austin Drive, Court House Green,	0.2%	2	0.0%	0	0.3%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, West Park,	0.2%	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
Wickes, Radford Road,	0.9%	6	0.0%	0	2.0%	2	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Wickes, Weddington Road,	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0	0.0%	0
	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		675 665		100 80		112 84		109 78		91 80		35 87		135 89		53 87		40 80
Rugby, CV21 3UU Screwfix, Tachbrook Park Drive, Royal Leamington Spa, CV34 6RS Screwfix, Torrington Avenue, Coventry, CV4 9UT Sheppards DIY, Broad Lane, Coventry, CV5 7AF Smith's Garden Centre, Stoneleigh Road, Baginton, Coventry, CV8 3BA The Range, Austin Drive, Court House Green, Coventry, CV6 7NS Toolstation, West Park, Coventry, CV4 9UT Wickes, Radford Road, Coventry, CV1 4BY Wickes, Weddington Road, Nuneaton, CV10 0AD Wyken Village Centre, CV2 3AS Weighted base:	0.0% 0.2% 0.1% 0.4% 0.2% 0.2% 0.9% 1.3%	0 1 0 3 2 1 6 9 1 675	0.0% 0.0% 0.0% 0.9% 0.0% 0.0% 0.0%	0 0 0 1 0 0 0 0	0.0% 0.0% 0.3% 0.0% 0.3% 0.0% 2.0%	0 0 0 0 0 2 0 0	0.0% 0.0% 0.0% 0.0% 1.2% 0.0% 1.6% 0.0%	0 0 0 0 1 0 2 0 1 109	0.0% 0.5% 0.0% 0.5% 0.0% 1.3% 0.5% 0.0%	0 0 0 0 0 1 0 0	0.0% 1.9% 0.0% 0.0% 0.0% 0.0%	0 1 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 6.5%	0 0 0 0 0 0 9 0	0.0% 0.0% 1.1% 0.0% 0.0% 0.0%	0 0 0 1 0 0 0 0	0.79 0.09 0.09 2.22 0.09 0.09	% % % %

#### **Coventry Household Survey** for Lambert Smith Hampton

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Zone 2 Zone 3 Zone 4 Zone 5 Total Zone 1 Zone 6 Zone 7 Zone 8

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g.

Q19 Where do you norm electric razors, hair cosmetics, perfume	dryers,	curlin	g tongs	, elec	tric toot	hbrus	shes), n											<b>∍s)</b> ,
Excl. Nulls  Balsall Common Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Centre																		
Bedworth Town Centre	3.3%	25	0.4%	0	2.7%	3	2.3%	3	0.4%	0	1.5%		12.4%	17	0.0%	0	0.0%	0
Binley Local Centre, Coventry	0.4%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Cannon Park Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsley Wood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Coleshill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	13.5%	101	24.4%	27	19.5%	23	16.4%	21	18.9%	20	6.6%	2	3.9%	5	0.0%	0	2.3%	1
Daventry Road Local Centre, Coventry	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daventry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Earlsdon Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth Town Centre	4.2%	31	1.4%	2	0.0%	0	0.0%	0	2.6%	3	6.1%	2	0.0%	0	0.0%	0	52.1%	25
Leamington Spa Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.4%	0	0.0%	0	5.8%	3	2.5%	1
Nuneaton Town Centre	3.2%	24	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	0	16.6%	23	0.0%	0	0.0%	0
Radford Local Centre,	0.3%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry																		
Rugby Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	8	0.0%	0
Solihull Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.4%	0	20.7%	7	0.0%	0	1.4%	1	0.0%	0
(Touchwood) Walsgrave on Sowe Local	0.5%	4	2.5%	3	0.3%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry	0.10/		0.00/	0	0.00/	0	0.50/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Abbey Retail Park, St Margarets Way, Leicester, LE4 0BT (The Range,	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Home Bargains, Smyths, B&Q)	1.00/	0	5.40/	_	0.00/	0	0.00/	0	1.10/		0.00/	0	0.00/	0	0.50/	0	0.004	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World, Smyths, B&M)	1.0%	8	5.4%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6	5.4%	40	2.5%	3	20.8%	25	5.9%	8	0.0%	0	3.2%	1	2.7%	4	0.0%	0	0.0%	0
6LN (M&S, New Look, Tesco Extra, Decathlon) Binley Industrial Estate, Coventry, CV3 2NY	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dulux, Screwfix, Howdens, B&Q, Toolstation)																		
Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon Park, Coventry, CV4 7EH	0.8%	6	2.9%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0
(Boots, Tesco Superstore, Wilko, Iceland, Peacocks) Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA (Sports Direct,	3.2%	24	7.7%	9	3.6%	4	0.0%	0	9.7%	10	1.4%	0	0.4%	0	0.0%	0	0.0%	0
Next, TK Maxx, Poundland, Oak Furnitureland) Crosspoint Business Park, Olivier Way, Coventry,	0.8%	6	0.0%	0	0.0%	0	2.6%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV2 2SH (Tesco Extra, Showcase, Home Bargains, Tenpin) Elliott's Field Retail Park,	0.9%	7	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks, M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords)																		
Junction One Retail Park,	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	7	0.0%	0

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Weighted:				ior	Lam	ibei	rt Sm	IIIII	Ham	pto	П						May 2	2023
	Total		Zone 1	1	Zone 2		Zone 3	3	Zone 4		Zone 5		Zone 6	5	Zone 7		Zone 8	8
Leicester Road, Rugby,																		
CV21 1RW (Currys, Sports Direct, Matalan, Boots, The Range, B&M, Wickes, Iceland Food																		
Warehouse, Home eamington Shopping Park, Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.0%	
New Look, JD Sports, Next, Halford Rugby Central Shopping Centre, Market Mall, Rugby, CV21 2JR (Game, The Fragrance Shop,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	
Boots, Wilko, New Look) Sears Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	
Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl, Homesense, M&S, Boots)																		
Solihull Retail Park, Shirley, Solihull, B90 4LD (M&S, Dreams, Currys, Halfords, Lidl, Boots, TK Maxx)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.6%	
The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at	2.0%	15	0.0%	0	2.4%	3	9.0%	12	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	
Home) /entura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.4%	0	0.0%	0	0.0%	
Next, Halfords, Smyths) Varwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card	0.9%	7	1.1%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	
Factory, Asda) Aldi, Airport Retail Park, Coventry, CV3 4RP	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	
Idi, Gallagher Retail Park, Coventry, CV6 5QG	0.7%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi, Kingswood Road, Nuneaton, CV10 8QY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	
Aldi, Mill Street, Bedworth, CV12 8JX Aldi, Radford Road,	0.1%	0	0.0%	0	0.0% 2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	
Coventry, CV6 3BU Aldi, Shultern Lane,	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	3	2.8%	1	0.0%	0	0.0%	0	3.5%	
Coventry, CV4 7AN Aldi, Weddington Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	
Nuneaton, CV10 0AH sda, Abbey Park, North London Road, Coventry,	1.0%	7	3.7%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	
CV3 4AR Asda, Brade Drive, Coventry, CV2 2PN	3.6%	27	7.1%	8	6.1%	7	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Chapel Street, Rugby, CV21 3EB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	
sda, Daventry Road, Cheylesmore, Coventry, CV3 5HN	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Newtown Road, Nuneaton, CV11 4FL	3.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	19.3%	27	0.0%	0	0.0%	
Asda, Walmley Ash Road, Minworth, Sutton Coldfield, B76 1XL	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry,	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

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Weighted:				IOI	Lan	ıbe	rt Sm	ltn	Ham	ipu	)n						May 2	2023
	Total	l	Zone	1	Zone 2	2	Zone 3	,	Zone 4	4	Zone 5		Zone 6	5	Zone	7	Zone	8
CV3 2SB																		
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Binley Road, Coventry, CV3 1HX Lidl, Brandon Road,	0.1%	1 7	0.0%	0	0.0%	0	0.5% 4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 2.5%	0	0.0%	0
Coventry, CV3 2AN Lidl, Hinckley Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton, CV11 6LF Lidl, John Wigley Way,	0.3%	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
Coventry, CV6 5RF Lidl, Queen's Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	C
Nuneaton, CV11 5LD Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.4%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Park Road, Coleshill, B46 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Parkgate Road, Holbrooks, Coventry, CV6 4GB	1.0%	7	0.0%	0	6.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.6%	5	3.3%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	4.0%	30	5.4%	6	4.8%	6	0.5%	1	16.1%	17	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sainsbury's Superstore, The Shires Retail Park, Tachbrook Park Drive, Warwick, CV34 6RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Warwick Road, Kenilworth, CV8 1HH	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	3.6%	27	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	18.0%	25	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	0.5%	3	1.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	3.4%	26	0.0%	0	7.3%	9	6.4%	8	2.3%	2	4.6%	2	3.2%	5	0.0%	0	0.0%	0
Tesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.9%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	2.2%	16	1.1%	1	0.0%	0	11.5%	15	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0
Fesco Superstore, Stratford Road, Shirley, Solihull, B90 3LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad Online / internet / home delivery	0.1% 16.9%	1 126	0.4% 13.1%	0 15	0.3% 15.7%	0 19	0.0% 17.5%	0 23	0.0% 24.0%	0 26	0.0% 23.5%	0 8	0.0% 12.2%	0 17	0.0% 18.3%	0 10	0.0% 19.5%	0 9
Acorn Pharmacy, Remembrance Road, Coventry, CV3 3DP	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Ansty Road, Coventry, CV2 3BQ	0.2%	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
B&M, Newton Retail Park,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

# **Coventry Household Survey for Lambert Smith Hampton**

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Weighten.									IIUII	-I							wiay 2	-00
	Total	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone :	5	Zone	6	Zone '	7	Zone	8
Nuneaton, CV11 4FN																		
Bannerbrook Park Local Centre, Coventry, CV4 9AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Farren Road, Coventry, CV2 5EP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Co-Op Food, Church Road, Long Itchington, CV47 9PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-Op Food, Kenilwroth Road, Balsall Common, Coventry, CV7 7DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Hampton in Arden Village Centre, B92 0AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.3%	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
Morrisons Daily, Lockhurst Lane, Coventry, CV6 5NY	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Coventry Road, Sheldon, Birmingham, B26 3PD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre, NE1 7RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Resort World, Marston Green, Birmingham, B40 1PU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Roskells Pharmacy, Allesley Old Road, Coventry, CV5 8FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queens Road, Nuneaton, CV11 5LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Tesco Express, Bishopsgate, Tower Street, Coventry, CV1 1JN	0.3%	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
Tesco Express, Shelton Square, Coventry, CV1 1DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsgrave Road, Coventry, CV2 4BA	0.6%	4	0.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Waitrose, Bertie Road, Kenilworth, CV8 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Wyken Village Centre, CV2 3AS	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		746 733		112 90		118 88		130 96		107 84		35 92		140 97		57 91		47 95

for Lambert Smith Hampton

**Coventry Household Survey** 

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Zone 2 Zone 3 Total Zone 1 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses,

(e.g. vitamins, plaste hearing aids, wheeld Excl. Nulls			eters, ba	andag	es, syrı	nges)	; and th	erape	utic app	olianc	es / equ	ıpme	nt (e.g. :	spect	acies, c	ontac	t lenses	<b>i</b> ,
Allesley Village Centre	0.8%	6	0.0%	0	3.0%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ball Hill Local Centre, Coventry	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balsall Common Village Centre	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.4%	0	29.9%	11	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	4.0%	29	0.4%	0	2.1%	2	0.5%	1	0.0%	0	1.0%	0	18.4%	26	0.0%	0	0.0%	0
Bell Green Local Centre, Coventry	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilton Local Centre, Rugby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Binley Local Centre, Coventry	0.7%	5	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Brownsover Local Centre, Rugby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Bulkington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Cannon Park Local Centre	1.1%	8	0.4%	0	0.0%	0	0.0%	0	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre, Coventry	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coleshill Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	12.6%	93	33.1%	38	12.5%	15	16.0%	19	14.9%	16	4.0%	1	1.9%	3	0.0%	0	2.2%	1
Daventry Road Local Centre, Coventry	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsdon Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foleshill Local Centre,	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.20/		0.00/		2.40/		0.00/		0.004		0.004		0.00/		0.004		0.00/	
Great Heath Local Centre	0.3%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holbrooks Local Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Crescent Local Centre, Radford, Coventry	0.5%	4	0.0%	0	2.6%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth Town Centre	4.6%	34	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.3%	0	0.0%	0	0.0%	0	61.7%	32
Keresley Heath Local Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keresley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Learnington Spa Town Centre	0.9%	7	0.0%	0	0.0%	0	1.5%	2	2.9%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Meriden Village Centre	0.5%	4	0.0%	0	2.2%	3	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Mount Nod Local Centre, Coventry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	4.8%	36	0.0%	0	0.3%	0	0.0%	0	0.0%	0	1.0%	0	25.2%	35	0.0%	0	0.0%	0
Radford Local Centre, Coventry	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Rugby Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	9	0.0%	0
Solihull Town Centre (Touchwood)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0	0.0%	0
Southam Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Styvechale Local Centre, Coventry	0.3%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Eastern Green Local Centre, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsgrave on Sowe Local Centre, Coventry	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Warwick Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Whitestone Local Centre, Nuneaton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Whitnash Town Centre	0.3%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Local Centre, Coventry	0.3%	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
Wolston Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World,	0.4%	3	2.4%	3	0.0%	Ö	0.0%	0	0.4%	Ö	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0
Smyths, B&M)																		
Arena Shopping Park,	4.1%	30	2.4%	3	17.6%	21	3.6%	4	0.0%	0	4.4%	2	0.4%	0	0.0%	0	0.0%	0
Classic Drive, Rowley's Green, Coventry, CV6 6LN (M&S, New Look,																		
Tesco Extra, Decathlon)	0.10/	1	0.00/	0	0.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Binley Industrial Estate, Coventry, CV3 2NY (Dulux, Screwfix,	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0

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Weighted:				for	Lam	bei	rt Smi	th	Ham	pto	n						May 20	23
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Howdens, B&Q, Toolstation)																		
Cannon Park Shopping Centre, Lynchgate House, Lynchgate Road, Cannon	1.1%	8	3.2%	4	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park, Coventry, CV4 7EH (Boots, Tesco Superstore, Wilko, Iceland, Peacocks)																		
Central 6 Retail Park, Warwick Road, Coventry, CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak	2.7%	20	7.5%	9	0.0%	0	1.5%	2	9.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furnitureland) Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH (Tesco Extra, Showcase, Home	0.8%	6	0.0%	0	0.0%	0	3.0%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargains, Tenpin) Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords) Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan,	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	11	0.0%	0
Boots, The Range, B&M, Wickes, Iceland Food Warehouse, Home Leamington Shopping Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tachbrook Park Drive, Royal Leamington Spa, Warwick, CV34 6RH (TK Maxx, M&S, Sainsbury's, New Look, JD Sports, Next, Halford																		
Sears Retail Park, Oakenshaw Road, Shirley, Solihull, B90 4QY (Lidl, Homesense, M&S, Boots)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	C
The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at	0.6%	5	0.0%	0	0.0%	0	3.6%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O
Home) Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	C
Next, Halfords, Smyths) Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card	0.7%	5	3.1%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Factory, Asda) Aldi, Airport Retail Park, Coventry, CV3 4RP	0.2%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	O
Aldi, Central Park Drive, Rugby, CV23 0UX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Gallagher Retail Park, Coventry, CV6 5QG	0.6%	4	0.0%	0	0.3%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kingswood Road, Nuneaton, CV10 8QY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mill Street, Bedworth, CV12 8JX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	C
Aldi, Radford Road, Coventry, CV6 3BU	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Aldi, Shultern Lane, Coventry, CV4 7AN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	3.3%	2
Aldi, Weddington Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	0

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Weighted:				tor	· Lan	abei	rt Sm	uth	Ham	pto	n						May 2	023
	Total		Zone 1	l	Zone 2	2	Zone 3	3	Zone 4		Zone 5		Zone (	5	Zone 7		Zone 8	3
Nuneaton, CV10 0AH	1.00/	1.4	0.00/	11	0.00/	0	0.50/		0.00/	0	0.00/	0	0.00/	0	2.50	2	0.00/	0
Asda, Abbey Park, North London Road, Coventry, CV3 4AR	1.9%	14	9.8%	11	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Asda, Brade Drive, Coventry, CV2 2PN	2.4%	18	4.8%	6	2.1%	3	8.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chapel Street, Rugby, CV21 3EB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Asda, Newtown Road, Nuneaton, CV11 4FL	3.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	20.6%	28	0.0%	0	0.0%	0
Asda, Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bilton Road, Rugby, CV22 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Binley Road, Coventry, CV3 1HX	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brandon Road, Coventry, CV3 2AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Lidl, Queen's Road, Nuneaton, CV11 5LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	1.1%	8	0.0%	0	0.3%	0	0.0%	0	6.6%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Park Road, Coleshill, B46 1AS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Parkgate Road, Holbrooks, Coventry, CV6 4GB	1.4%	11	0.0%	0	5.9%	7	3.0%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Skipworth Road, Binley, Coventry, CV3 2AN	0.6%	4	2.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Dunchurch Road, Bilton Fields, Rugby, CV22 6HU	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	7	0.0%	0
Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	2.9%	21	0.0%	0	4.4%	5	0.0%	0	12.1%	13	6.3%	2	0.4%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saltisford, Warwick, CV34 4TR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Station Road, Dorridge, Solihull, B93 8FG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Shires Retail Park, Tachbrook Park Drive, Warwick, CV34 6RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Vicarage Street, Nuneaton, CV11 4XS	0.3%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Warwick Road, Kenilworth, CV8 1HH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	2.3%	17	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	10.9%	15	0.0%	0	0.0%	0
Tesco Extra, Olivier Way, Cross Point Business Park, Coventry, CV2 2SH	1.3%	9	1.0%	1	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	2.7%	20	0.0%	0	8.3%	10	7.1%	8	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Stratford Road, Shirley, Solihull, B90 4EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Fesco Superstore, Cannon Park Centre, Lynchgate Road, Coventry, CV4 7EH	0.6%	5	0.4%	0	0.0%	0	0.0%	0	2.9%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	2.0%	15	3.9%	5	0.0%	0	8.1%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Superstore, Emscote Road, Warwick, CV34 5QJ	0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:				IUI		UEI		Ш		րւս							May 20	23
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0
Tesco Superstore, Stratford Road, Shirley, Solihull, B90 3LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Online / internet / home delivery	6.9%	51	3.2%	4	6.4%	8	6.5%	8	12.1%	13	6.2%	2	4.7%	6	6.6%	4	13.6%	7
Allesley Park Medical Centre, Whitaker Road, Coventry, CV5 9JE	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Newton Retail Park, Nuneaton, CV11 4FN	0.2%	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
B&M, Newtown Road, Bedworth, CV12 8QD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Bannerbrook Park Local Centre, Coventry, CV4 9AE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Boots Pharmacy, Arbury Road, Nuneaton, CV10 7NJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Boots Pharmacy, Moseley Avenue, Coundon,	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 1HQ Boots, Farren Road,	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 5EP Boots, Quinton Park,	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 5PZ Brinklow Village Centre, CV23 0LS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Budbrooke Industrial Estate, Hiron Way, Warwick,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
CV34 5WP Chapel Fields Village Centre, CV5 8DQ	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Claverdon Village Centre, CV35 8NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Clay Lane Pharmacy, Clay Lane, Upper Stoke, Coventry, CV2 4LJ	0.3%	2	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Gerard Road, Cawston, Rugby, CV22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-Op Food, Gun Hill, New Arley, Fillongley, Coventry, CV7 8HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Coundon Local Centre,	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 1DZ Dhaliwal, Green Lane,	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 6EJ Dunchurch Village Centre, CV22 6NS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Foleshill Pharmacy, Foleshill Road, Coventry, CV6 5JR	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton in Arden Village Centre, B92 0AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Henley Green Pharmacy, Broad Park Road,	0.2%	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
Coventry, CV2 1DB Heron Foods, Walsgrave	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV2 4BD Holbrooks Pharmacy, Wheelwright Lane,	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 4HN Home Bargains, Mill Street,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Bedworth, CV12 8JX Home Bargains, Parkway Cross Point Business Park, Coventry, CV2 2SR	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperiun Pharmacy, Wheelwright Lane,	0.5%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 4HF Kara's Pharmacy, Binley Road, Coventry, CV3 1HU	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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by Zone The I tails (via [b]				_	, C1101	J			>	`.	J						I uge o	00
Weighted:				for	Lam	bei	rt Smi	th	Hamp	pto	n						May 20	23
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Leyes Lane Pharmacy, Leyes Lane, Kenilworth, CV8 2DE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lloyds Pharmacy, Camp Hill Road, Nuneaton, CV10	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
0JH Lloyds Pharmacy, Kenpas Highway, Coventry, CV3 6BP	0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lloyds Pharmacy, Stoney Stanton Road, Coventry,	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
CV1 4FS Lloyds Pharmacy, The Green, Meriden, Coventry,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
CV7 7LN Lloyds Pharmacy, Whitaker	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Road, Coventry, CV5 9JE Longford Chemists, Longford Road, Longford,	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Coventry, CV6 6DR M W Phillips Chemist, Brandon Road, Binley,	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Coventry, CV3 2JF M W Phillips Chemist, Woodlands Road, Binley Woods, Coventry, CV3	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O
2JL Medicare Pharmacy, Chace Avenue, Coventry, CV3	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3AD Monarchs Pharmacy, Radford Road, Coventry, CV6 3AA	0.4%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons Daily, Lockhurst Lane, Coventry, CV6 5NY	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons Superstore, Coventry Road, Sheldon,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	C
Birmingham, B26 3PD Old Arley Village Centre, CV7 8FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	C
One Stop, Wheelwright Lane, Coventry, CV6 4HN	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Potter's Green Local Centre, Coventry, CV2 1DJ	0.5%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
S&G, Bromleigh Drive, Coventry, CV2 5LX	0.5%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Sainsbury's Local, Queens Road, Nuneaton, CV11 5LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	C
Shires Pharmacy, Bennetts Road, Coventry, CV6 2FP	0.3%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Stoke Heath Local Centre, Bromsgrove, B60 4LS	0.5%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Stoney Stanton Road Local Centre, Coventry, CV1 4FS	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Express, Bishopsgate, Tower Street, Coventry, CV1 1JN	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Express, Station Road, Balsall Common, CV7 7FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	(
Tesco Express, Walsgrave Road, Coventry, CV2 4BA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	(
The Revel Surgery, Barr Lane, Brinklow, Rugby, CV23 0LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	(
Tile Hill Local Centre, Coventry, CV4 9PP	1.3%	10	0.0%	0	0.0%	0	0.0%	0	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Toll Bar End Local Centre, Coventry, CV3 4RS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Waitrose, Bertie Road, Kenilworth, CV8 1JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Walsgrave Pharmacy,	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	l	Zone	1	Zone	2	Zone 3	3	Zone 4	4	Zone 5	5	Zone	5	Zone	7	Zone	8
Walsgrave Road, Coventry, CV2 4BL Well Pharmacy, Norman	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Place Road, Coventry, CV6 2BQ Whitley Village Centre, CV3 4BS	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood End Village Centre, CV2 1AX	0.4%	3	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodway Medical Centre, Wigston Road, Coventry, CV2 2RH	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyken Village Centre, CV2 3AS	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		741 743		115 95		119 94		116 87		109 89		37 94		138 94		55 92		51 98

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Weighted:

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

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Banbury Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	1.5%	7	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Birmingham City Centre	3.2%	15	0.0%	0	4.9%	4	2.0%	2	8.0%	6	10.1%	2	1.2%	1	0.9%	0	0.0%	0
Canley Local Centre, Coventry	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannon Park Local Centre Cheylesmore Local Centre,	0.2% 0.1%	1 0	0.0% 0.6%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Coventry Coventry City Centre	16.9%	83	26.9%	19	21.8%	16	27.0%	23	14.1%	11	4.0%	1	10.3%	11	3.4%	1	2.9%	1
Kenilworth Town Centre	2.9%	14	0.0%	0	0.0%	0	0.0%	0	3.5%	3	2.5%	1	0.0%	0	0.0%	0	54.2%	11
Knowle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa Town Centre	1.6%	8	0.0%	0	3.5%	3	0.0%	0	2.9%	2	0.8%	0	0.0%	0	2.8%	1	8.4%	2
Leicester City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Nuneaton Town Centre	5.9%	29	0.0%	0	1.1%	1	4.9%	4	0.0%	0	0.8%	0	21.1%	23	2.5%	1	0.0%	0
Rugby Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	6	0.0%	0
Solihull Town Centre (Touchwood)	5.0%	25	1.7%	1	1.5%	1	0.0%	0	14.7%	12	33.8%	7	2.6%	3	0.0%	0	4.4%	1
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	2.9%	1
Whitnash Town Centre	0.5%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport Retail Park, London Road, Coventry, CV3 4RP (Currys PC World,	1.8%	9	7.5%	5	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths, B&M) Arena Shopping Park, Classic Drive, Rowley's Green, Coventry, CV6	0.4%	2	0.0%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6LN (M&S, New Look, Tesco Extra, Decathlon) Cannon Park Shopping Centre, Lynchgate House,	0.7%	3	1.2%	1	0.0%	0	0.0%	0	2.7%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lynchgate Road, Cannon Park, Coventry, CV4 7EH (Boots, Tesco Superstore, Wilko, Iceland, Peacocks) Central 6 Retail Park, Warwick Road, Coventry,	1.0%	5	0.6%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	2
CV3 6TA (Sports Direct, Next, TK Maxx, Poundland, Oak Furnitureland) Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH (Tesco Extra,	1.2%	6	0.0%	0	0.0%	0	4.0%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Home Bargains, Tenpin) Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR (New Look, H&M, Nike, Clarks,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
M&S, TX Maxx, Dunelm, Superdrug, DFS, Halfords) Junction One Retail Park, Leicester Road, Rugby, CV21 1RW (Currys, Sports Direct, Matalan,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Boots, The Range, B&M, Wickes, Iceland Food Warehouse, Home Lower Precinct Shopping Centre, Coventry, CV1 1NQ (New Look, Poundland, Game, Argos, Sports Direct, M&S, JD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sports) Technology Retail Park, Technology Drive, Rugby, CV21 1GB (Wickes, Pets at Home, Homebase)	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
																-	Column %	

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Weighted:				foi	r Lan	ıbe	rt Sm	ith	Ham	pto	n						May	2023
	Total		Zone		Zone 2		Zone 3		Zone 4	_	Zone 5	5	Zone	6	Zone	7	Zone	8
The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QG (Homebase, Aldi, Matalan, B&M, TK Maxx, Pets at	1.3%	6	1.2%	1	4.0%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	C
Home) Ventura Retail Park, Ventura Park Road, Tamworth, B78 3HB (JD Sports, H&M, Matalan, Primark,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	(
Next, Halfords, Smyths) Warwickshire Shopping Park, Kynner Way, Binley, Coventry, CV3 2SB (The Range, Next, Card Factory, Asda)	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	9	0.0%	0	0.0%	(
Asda, Brade Drive, Coventry, CV2 2PN	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Asda, Newtown Road, Nuneaton, CV11 4FL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	1.2%	1	0.0%	0	0.0%	(
Morrisons Superstore, Holyhead Road, Coventry, CV5 8BX	0.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Morrisons Superstore, Skipworth Road, Binley,	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Coventry, CV3 2AN Sainsbury's Superstore, Fletchamstead Highway, Coventry, CV4 9BJ	1.4%	7	1.2%	1	0.5%	0	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Extra, Leicester Street, Bedworth, CV12 8SY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	(
Tesco Extra, Ricoh Arena, Phoenix Way, Coventry, CV6 6GE	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Superstore, Cannon Park Centre, Lynchgate	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Road, Coventry, CV4 7EH Tesco Superstore, Clifford Bridge Road, Coventry, CV2 2TS	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Tesco Superstore, Leicester Road, Rugby, CV21 1RG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	(
IKEA, Park Lane, Wednesbury, WS10 9SF	0.4%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Abroad Online / internet / home delivery	0.6% 45.1%	3 221	0.6% 51.6%	0 36	0.0% 58.7%	0 42	1.5% 48.0%	1 41	1.5% 33.5%	1 27	0.0% 30.6%	0 6	0.0% 44.9%	0 49	0.9% 48.8%	0 16	0.0% 17.9%	(
Boundary Outlet, Junction 10 Retail Park, Bentley Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	(
Way, Walsall, WS2 0LE Chester City Centre, CH1 2DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	(
Costco, Torrington Avenue, Coventry, CV4 9AQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	(
Designer Outlet Cheshire Oaks, Kinsey Road, Wirral, CH65 9JJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	(
Furnace End Market and Car Boot Sale, Springfield Farm, Nuneaton Road, Ansley, CV10 0QY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	(
Oxford City Centre, OX1 1HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	(
Whitby Town Centre, YO21 1DH	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Weighted base: Sample:		490 409		71 49		72 46		85 49		80 57		21 51		109 58		32 51		20 48

### **Coventry Household Survey for Lambert Smith Hampton**

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Zone 3 Total Zone 1 Zone 2 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Meanscore: [Number of times per month] Q22 How often do you or your household visit Coventry City Centre for shopping, leisure and accessing services? 3.7% 6.9% 9 0 0.0% Daily 1.9% 15 0.0% 1.0% 1 0.0% 0 0.0% 0 0 1.6% 2.9% 0.0% 4-6 days a week 1.9% 15 4.0% 5 3.1% 4 3.0% 4 1.0% 1 0.0% 0 0 0.0% 3.2% 25 6.2% 8 8 1.6% 0.0% 0.0% 0 0.0% 2-3 days a week 4.2% 5 5.8% 3.2% 4 1 0 0 One day a week 10.1% 81 12.0% 15 14.7% 19 11.8% 16 18.1% 21 3.3% 4.1% 6 0.5% 0 5.0% 3 Every two weeks 5.9% 47 11.9% 15 7.2% 9 5.7% 8 7.3% 9 7.4% 3 1.9% 1.3% 0.6% 0 32 22 22 3 24 Monthly 18.5% 149 25.1% 17.7% 23.2% 31 18.6% 7.0% 16.4% 14.1% 8 12.3% 6 7.6% 10.3% 13 6.3% 8 3.6% 6 10.0% 4 15.3% 22 1.0% 4.8% 2 Once every two months 61 5 4.8% 1 Three-four times a year 12.9% 103 8.6% 11 12.7% 16 17.9% 24 15.1% 18 10.3% 4 9.7% 14 12.9% 8 16.4% 8 Once a year 7.3% 59 2.2% 4.1% 5 8.1% 11 10.4% 12 9.2% 4 8.8% 13 9.4% 6 11.4% 6 Less often 8.0% 64 8.0% 10 5.5% 4.8% 4.8% 3.0% 19.3% 28 5.1% 5.4% 3 6 6 1 3 22.4% 7.9% 10 17.4% 22. 16.1% 42.8% 24.5% 42.6% Never 179 22. 15.3% 18 17 35 55.7% 34 22 (Don't know) 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 0.0% 0 0.0% 0 0.0% 0 (Varies) 0.1% 0.0% 0 0.3% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.05 3.51 3.98 2.09 1.96 1.21 0.50 0.25 0.86 Mean: Weighted base: 801 127 127 135 117 40 143 60 52. Sample: 801 101 100 100 100 100 100 100 100 Q23 What is the main reason for visiting Coventry City Centre? Those who have ever visited Coventry City Centre at Q22 34.5% 29.7% 45 215 34.3% 40 31 40.0% 25.4% 25 14 7% 3 53.1% 58 27.2% 5 Shopping in general 16.0% 26.5% 165 37.8% 27.8% 29 16.7% 19 28.5% 28 19.1% 31.9% 9 32.0% 9 Non-food shopping 44 25.3% 21 Visit cafés, restaurants, and 8.2% 51 9.3% 11 8.7% 9 5.3% 6 15.5% 15 0.0% 0 4.2% 5 12.6% 3 6.5% 2 takeaways Visiting financial services 5.2% 33 2.9% 3 9.0% 9 7.5% 8 6.7% 7 2.3% 1 3.5% 4 0.0% 0 1.0%0 e.g. banks, building society etc 4.5% 6.5% 10 0.0% 0 0.0% For work/ business 28 2.0% 2 9.4% 7.3% 8 3.3% 3 1 0 9.1% 3 7 Food shopping 3.8% 24 0.0% 0 1.1% 1 10.1% 11 6.9% 13.0% 3 0.0% 0 0.0% 0 3.7% 8.5% To meet family/ friends 3.0% 19 0.0% 0 2.4% 2 0.6% 1 0.0% 0 4.9% 1 11.4% 12 2 0.0% 0 3 2 0 0 Visit street market 2.4% 15 2.8% 3 3.1% 1.5% 0.9% 1 1.5% 3.0% 3 0.0% 7.6% 2 2 Visit cultural venues e.g. 2.3% 14 2.0% 2 1.4% 0.0% 0 2.1% 2 5.1% 1 3.9% 4 5.2% 1 6.0%museums/ art gallery, theatre, concert hall, music venues etc For education e.g. school, 1.4% 9 4.4% 5 0.0% 0 0.0% 0 0.0% 0 9.2% 2 0.0% 0 0.0% 0 5.7% 2 college, university 7 0 0.0% 7.9% 2 0.0% 6.3% 0 Visit leisure entertainment 1.1% 0.4% 0 1.1% 1 1.3% 1 0 2 1.0% venues e.g. cinemas Visit bars / pubs 1.0% 0.0% 0 2.4% 0.6% 1.6% 2 0.0% 0 0.5% 0 3.0% 0.0% 0 0.0% 2 5.8% 0.0% Visiting personal services 0.8% 0.7% 0 0.6% 1.6% 0 1.1% 0 1.0% 0 1 1 e.g. hair salon, barber, beauty salon etc 0.0% 0.0% 0.0% Browsing / window shopping 0.8% 5 0.0% 0 0 1.1% 1 2.4% 2 2.1% 0 0 0 2.0% Going for a walk 4 0.0% 0 0.0% 0 3.0% 3 0.0% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 0.6% Use click and collect 0.4% 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 facilities Visit other services e.g. 0.4% 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.4% 2 travel agent, estate agent, Day out / for a change 0.4% 2 0.4% 0 0.0% 0 0.6% 0.4% 0 0.0% 0 0.5% 0.0% 0 1.0% 0 0 2 0.0% Visit community services 0.3% 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0 0 3.0% 0.0% 0 1 1 e.g. library, GP, etc. Visit sports and fitness 0.2% 0.4% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.0% 0 venues Visit gambling venues e.g. 0.1% 0.0% 0 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 1 betting shops, amusement arcade, bingo etc Visit church / place of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0.0% 0 0.0% 0 0 worship Visiting health services e.g. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 doctors, dentists, opticians etc. 1.8% 0.4% 0 4.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (Don't know) 11 5 3.6% 4 2.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0 0.2% 1 0.4% 1 0.0% 0.0% 105 113 99 23 108 30 Weighted base: 622 117 2.7 509 77 83 50 39 43 Sample: 81 81 55

**Coventry Household Survey** 

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	Tota	1	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone 5		Zone	6	Zone 7	7	Zone	8
Q24 What do you like ab Those who have ever vi		-	-															
Good range of non-food	13.9%	86	6.4%	7	8.7%	9	1.7%	2	3.7%	4	20.7%	5	45.2%	49	18.8%	5	18.5%	4
shops	13.770	00	0.470	,	0.770		1.770	_	3.770	-	20.770	3	73.270	77	10.070	5	10.570	•
Attractive environment / nice	12.9%	80	15.0%	18	12.6%	13	15.6%	18	20.3%	20	8.1%	2	2.9%	3	7.4%	2	16.3%	:
place Close to home	7.8%	48	14.5%	17	6.8%	7	10.5%	12	8.8%	9	8.6%	2	0.5%	0	3.0%	1	1.0%	
Easy to get on foot	4.5%	28	8.4%	10	6.4%	7	3.6%	4	4.7%	5	0.8%	0	2.5%	3	0.0%	0	0.0%	
Traditional	4.2%	26	8.8%	10	0.4%	0	3.2%	4	0.0%	0	3.6%	1	8.7%	9	0.0%	0	5.7%	
Good pubs, cafés or	4.2%	26	2.4%	3	1.4%	1	9.8%	11	4.0%	4	4.2%	1	3.8%	4	6.3%	2	0.0%	
restaurants	2 60/	22	0.70/	1	0.90/	10	0.00/	0	2.20/	2	0.00/	0	5 50/	6	7.40/	2	0.00/	
Traffic free shopping centre	3.6%	22	0.7%	1	9.8%	10	0.0%	0	3.2%	3	0.0%	0	5.5%	6	7.4%	2	0.0%	(
Compact Cond facilities	3.6%	22	4.4%	5	2.1%	2	3.6%	4	2.8%	3	2.9%	1	3.0%	3	7.4%	2	7.5%	
Good facilities	3.5%	22	0.7%	1	0.0%	0	9.1%	10	0.0%	0	0.0%	0	5.8%	6	0.0%	0	15.0%	
Primark	2.9%	18	0.0%	0	4.0%	4	3.0%	3	0.0%	0	0.0%	0	6.0%	7	0.0%	0	13.0%	
Street market	2.9%	18	4.0%	5	0.4%	0	4.2%	5	1.3%	1	3.8%	1	3.0%	3	7.4%	2	2.0%	
Easy to get to by car	2.3%	14	5.2%	6	4.5%	5	1.7%	2	0.0%	0	5.1%	1	0.0%	0	0.0%	0	1.0%	
Easy to get to by bus	1.9%	12	3.5%	4	0.4%	0	2.8%	3	2.5%	2	0.8%	0	0.5%	0	4.1%	1	1.0%	
The recent revamp / update	1.7%	10	3.5%	4	0.0%	0	2.6%	3	1.6%	2	4.2%	1	0.5%	0	0.0%	0	1.0%	
Easy to park	1.6%	10	0.4%	0	2.1%	2	0.6%	1	0.0%	0	5.1%	1	3.0%	3	0.0%	0	6.6%	
The Cathedral	1.2%	7	2.7%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	
Familiar	1.1%	7	0.4%	0	0.4%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	7.5%	
Good food stores	0.9%	5	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.5%	0	0.5%	0	4.1%	1	0.0%	
Good offers	0.9%	5	2.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Close to friends or relatives	0.8%	5	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Open space	0.8%	5	2.0%	2	0.0%	0	1.5%	2	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	
Makes a change from other	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.5%	0	6.3%	2	1.0%	
places Good range of cultural	0.7%	5	2.0%	2	0.0%	0	0.0%	0	0.4%	0	2.1%	0	1.2%	1	0.0%	0	0.0%	
facilities	0.50/		0.00/		0.00/		0.00/		2 - 2 - 2	•	0.00/		0.00/		2.004		0.004	
Good transport links	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	
Easy to get to by train	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	
Safe and secure	0.5%	3	2.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Marks and Spencer (M&S)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	
Close to work	0.5%	3	2.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Quiet	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Clean	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	
Free / cheap parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	
Parking is conveniently located	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	
Good atmosphere / friendly people	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.5%	0	0.0%	0	0.0%	
Green spaces	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	
Has a library	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lots of seating	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Easy to get to by bike	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Waterstones	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	
(Nothing / very little)	34.4%	214	26.8%	31	47.7%	50	40.5%	46	43.1%	43	35.6%	8	19.5%	21	32.2%	9	21.8%	
(Don't know)	4.0%	25	6.7%	8	0.7%	1	7.5%	8	2.9%	3	9.3%	2	1.2%	1	5.2%	1	1.0%	
· ·						105				00		22				27		2
Weighted base: Sample:		622 509		117 81		105 77		113 81		99 83		23 50		108 55		27 39		30 43

#### **Coventry Household Survey for Lambert Smith Hampton**

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q25 What could be improved about Coventry City Centre that would make you visit more often during the day time? [MR] 7 More national multiple shops 26.0% 209 20.3% 26 28.0% 36 33.0% 45 36.5% 43 14.1% 28.5% 41 11.1% 7 13.2% / High Street shops 2 More / better comparison 10.6% 85 8.0% 10 15.8% 20 15.8% 2.1 16.0% 19 7.8% 3 6.0% 1.8% 3.8% retailers (i.e. non-food shops) Free car parking 7.3% 59 7.7% 10 10.1% 13 6.0% 8 6.8% 8 15.5% 6 7.0% 10 6.4% 0.0% 0 5.5% 44 8.5% 11.8% 1.7% 2 4.8% 0.0% 4.1% 2.7% 2 5.0% 11 15 0 3 Cleaner streets 6 6 39 7 2 5.0% More / better parking 4.8% 0.0% 0 5.6% 7 5.2% 6.5% 8 14 3% 6 4.8% 7 2.8% 3 7 3 Needs a revamp / update 3.8% 30 0.0% 0 5.9% 10.5% 14 1.4% 2 0.4% 0 2.2% 3 5.1% 1.1% 1 More / better public 3.1% 0.0% 0 5.6% 7 3.9% 5 0.0% 0 0.0% 0 8.2% 12 0.0% 0 0.6% 0 conveniences 7 0 10 0 2 9% 3.2% Better security 3.0% 24 2 9% 4 8.0% 4.9% 0.0% 1 0.0% 0 2 0.6% 3 2 12.5% Better access by road 2.8% 22 2.3% 2.5% 3 1.4% 1.1% 4.6% 2 1.4% 2 3.7% 2 5 0 2.4% 19 2.2% 3 2.5% 3 3.5% 4.2% 0.9% 2.3% 3 0.5% 0 0.0% 0 More / better food shops 5 0 4.2% 8 2 0.4% 0 More / better places for 2.2% 18 6.2% 1.4% 0.0% 0.7% 1 6 1.8% 1 0.0% 0 eating out (e.g. cafes and restaurants) 1.9% 15 2.2% 3 1.7% 2 0.9% 3.5% 4 2.5% 1.3% 2 0.0% 0 3.7% 2 1 1 Less homelessness Jewellery / food markets / 1.7% 14 4.4% 6 1.6% 2 0.0% 0 0.7% 1 0.0% 0 3.7% 5 0.0% 0 0.0% 0 other events More / better seats / flower 1.5% 12 4.0% 5 0.3% 0 0.0% 0 2.4% 3 0.0% 0 2.2% 3 0.5% 0 1.1% 1 displays 0.0% 0 1.2% 2 0 0.0% 0.0% 0 Less empty shops 1.4% 11 3.8% 5 3.8% 4 0.0% 0 0 0.0% More / better independent 1.3% 11 0.7% 0.3% 1.3% 1.1% 1.2% 3.8% 5 0.0% 0.6% 0 shops 10 0.0% 0 0.0% Better public transport 1.3% 1.9% 2 0.6% 0.5% 2.1% 0 5.6% 3 4.4% 2 1 1 1 Better disabled access 1.2% 0.0% 0 0.0% 0 5.2% 7 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9 More / better services 1.1% 9 0.3% 0 1.1% 1 0.0% 0 5.5% 6 0.0% 0 0.0% 0 0.0% 0 1.6% 0.5% 1.0% 8 1.8% 2 0.0% 1.3% 2 0.0% 2.5% 1.9% 0.0% 0 More / better entertainment 0 0 0 1 3 More / better toilet better 0.8% 7 0.0% 0 1.6% 2 3.1% 4 0.4%0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 facilities Cheaper parking 0.8% 7 0.3% 0 0.0% 0 1.3% 2 1.4% 2 1.2% 0 0.3% 0 2.3% 1 1.1% 0 3 2 0 0.0% 0.8% 0.0% 0.0% 0 2.5% 2.0% 0.0% 0.0% 0 0 0.6% 0 Poor layout / more compact 6 More affordable shops 0.7% 5 1.8% 2 2.0% 3 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% Too many cafes / restaurants 0.7% 0.0% 1.9% 0 2.4% 3 0.0% 0 0.0% 0.0% 0.0% 5 2.5% 0 0.0% 0 0.0% 0 0.5% 0 More / better clothes shops 0.6% 3 0.0% 1.0% 0.0% 0 0.0% 0 1 2 0.0% More green spaces 0.6% 4 1.8% 0.3% 0 1.3% 2 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 Less student accommodation 0.5% 4 0.0% 0 1.6% 2 0.0% 0 1.0% 0.0% 0 0.0% 0 1.3% 0.0% 0 / less students 3 0 0.0% 0 0.0% 0.0% 0 0 0.5% 4 2.2% 0.0% 0 0.9% 0.0% 0 0.0% 1 Lower business rates / rent Less beggars 0.5% 4 0.0% 0 0.8% 0.5% 0.0% 0 2.5% 0.0% 0 1.3% 0.6% 0 1 1 4 0 0.0% 0 2.7% 4 0 0.0% 0 Too busy 0.4% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Protection from the weather 0.4% 3 2.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 (i.e., covered shopping 0.0% More / better quality shops 0.4% 3 0.3% 0 1.6% 2 0.0% 0 0.4% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0 More / better leisure facilities 0.3% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.9% 0.0% 0 0.0% 3 3 0 0 0.0% Cheaper public transport 0.3% 3 0.0% 2.0% 3 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 Longer parking time 0.0% 2.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 0.0% More / better pedestrianised 0.3% 2 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 streets 2 More rubbish bins 0.3% 2 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 More activities for teenagers 0.3% 0.0% 1.6% 2 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 2 0 0.0% No scooters / bikes 0.2% 0.3% 0 0.0% 0.9% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 1 More / better signage 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.9% 1 0.0% 0 0.0% 0 0.6% 0 0 0 0 0 More affordable leisure 0.1% 0.0% 0.0% 0 0.0% 1.0% 0.0% 0.0% 0 0.0% 0.0% 0 facilities 0 0 Less cyclists 0.1% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 1.0% 1 Better shopping environment 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 1 0.0% 0 0.0% 0 0.0% 0 More / better shops for the 0.1% 1 0.3% 0 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 elderly 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.1% 0 0.0% 0.0% 0 0 0 1.6% Less pedestrianised 1 1 Better atmosphere / friendlier 0.1% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0% 0.0% 0.0% 0 people 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.3% 0.0% 0.0% 0 Less buskers 0 0 0 0 0 0 More / better facilities for the 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 elderly 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Parking facilities close to the shops More event advertising 0.1% n 0.0% 0 0.0% 0 0.0% 0 0.4% n 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Railway station is outside of 0.1% 0 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 the city centre

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Better architecture	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better facilities for disabled people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	26.4%	211	24.5%	31	17.5%	22	21.4%	29	21.0%	25	35.5%	14	27.2%	39	40.3%	24	51.9%	27
(Don't know)	10.4%	84	8.6%	11	7.2%	9	12.6%	17	7.4%	9	15.2%	6	9.9%	14	17.6%	11	13.7%	7
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100

# **Coventry Household Survey for Lambert Smith Hampton**

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Weighten.									HIUH								•	2023
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q26 What could be impre	oved ab	out C	oventry	City (	Centre ti	nat w	ould ma	ke yo	u visit n	nore o	often du	ring t	he even	ing ti	me? [MI	<b>R</b> ]		
Better security / more police	10.3%	82	11.9%	15	18.5%	24	10.3%	14	11.7%	14	5.2%	2	4.2%	6	8.2%	5	5.9%	:
presence Free car parking	4.4%	35	5.1%	7	11.0%	14	5.5%	7	0.0%	0	5.7%	2	2.2%	3	3.2%	2	0.0%	
Cleaner streets	4.3%	34	5.5%	7	13.5%	17	5.5%	7	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	·
More / better places for	3.8%	30	8.1%	10	0.8%	1	2.6%	3	5.4%	6	6.6%	3	1.9%	3	5.9%	4	0.0%	
eating out (e.g. cafes and restaurants)	2.070	50	0.170	10	0.070	•	2.070		21170	Ü	0.070		1.,,,,		0.570	·	0.070	
More / better entertainment	3.2%	26	4.4%	6	5.6%	7	1.4%	2	2.0%	2	0.4%	0	2.8%	4	4.5%	3	3.7%	
More national multiple shops	2.8%	22	4.0%	5	3.6%	5	2.5%	3	2.0%	2	1.2%	0	4.1%	6	0.0%	0	0.6%	
/ High Street shops																		
More / better parking	2.4%	19	1.0%	1	7.5%	10	0.5%	1	2.4%	3	1.6%	1	2.3%	3	0.0%	0	2.1%	
More / better public	1.9%	15	0.0%	0	8.9%	11	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
conveniences	1 40/	1.1	0.00/	0	0.00/	0	1.70/	2	0.00/	0	0.00/	0	C 00/		0.00/	0	0.00/	
More / better evening	1.4%	11	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	
entertainment events	1 10/	0	0.00/	0	1 60/	2	2.00/	4	2.00/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	
More / better pubs / bars More / better comparison	1.1% 0.8%	9 6	0.0% 0.0%	0	1.6% 2.3%	2	3.0% 2.5%	4	2.0% 0.0%	2	0.0% 0.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	(
retailers (i.e. non-food shops)	0.6%	U	0.0%	U	2.370	3	2.370	3	0.0%	U	0.4%	U	0.0%	U	0.0%	U	0.0%	,
More / better live music venues	0.8%	6	0.0%	0	1.7%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	
Better leisure facilities for teenagers	0.8%	6	0.0%	0	1.6%	2	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better lighting	0.7%	6	2.2%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better access by road	0.7%	5	0.0%	0	1.6%	2	0.5%	1	0.0%	0	0.4%	0	0.3%	0	2.8%	2	0.6%	
Better public transport	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.3%	1	0.3%	0	5.1%	3	0.0%	
More advertising for events / theatre shows / more shows	0.6%	5	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.9%	3	0.5%	0	0.0%	
More / better food shops	0.6%	5	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Needs a revamp / update	0.6%	4	0.0%	0	1.6%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
A games café	0.5%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better leisure facilities for the elderly	0.5%	4	0.3%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Longer opening hours	0.5%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	
More / better services	0.4%	3	0.0%	0	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.3%	1	3.2%	
More / better seats / flower	0.4%	3	0.0%	0	1.6%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
displays Jewellery / food markets /	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other events	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	
Cheaper parking Longer opening times for car parks	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	(
More / better casinos	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More / better nightclubs	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Longer opening times for leisure facilities / shops	0.3%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	3.2%	2	0.0%	
Longer parking time	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More family entertainment facilities	0.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Less students More advertising	0.3% 0.3%	2 2	0.0% 1.8%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	2.0% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	
Less cyclists	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better access on foot	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%	
Less homelessness	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
Less empty shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better cinema	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
More affordable leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	
(Nothing)	58.1%	465	43.5%	55	43.7%	56	62.7%	85	65.3%	76	63.1%	25	68.4%	98	52.3%	31	75.7%	3
(Don't know)	9.2%	73	16.1%	21	2.9%	4	7.5%	10	7.4%	9	13.1%	5	9.3%	13	13.8%	8	7.1%	
Weighted base:		801		127		127		135		117		40		143		60		5

## **Coventry Household Survey**

for Lambert Smith Hampton

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q27 Which of the following	ng town	cent	res is th	ne clos	sest to	where	you an	d you	r house	hold I	ive?							
Amono Douls	41.90/	225	10.10/	24	77.40/	06	51.70/	70	7.90/	0	20.20/	0	77 20/	111	10.20/	12	4.70/	,
Arena Park Cannon Park	41.8% 21.5%	335 172	19.1% 24.8%	24 32	77.4% 7.7%	98 10	51.7% 0.9%	70 1	7.8% 59.4%	9 69	20.2% 50.0%	8 20	77.3% 2.6%	111 4	19.3% 5.6%	12	4.7% 64.0%	33
Brandon Road	11.8%	95	32.5%	41	0.0%	0	23.8%	32	0.0%	0	0.0%	0	1.9%	3	30.1%	18	0.6%	(
Eastern Green	6.2%	50	0.0%	0	6.1%	8	0.0%	0	30.3%	35	12.5%	5	0.7%	1	0.5%	0	0.6%	0
None are close to where I	12.4%	99	19.2%	24	6.2%	8	16.6%	22	1.5%	2	10.9%	4	13.8%	20	21.8%	13	10.5%	5
live (Don't know / uncertain)	6.4%	51	4.4%	6	2.5%	3	7.0%	9	1.1%	1	6.4%	3	3.7%	5	22.8%	14	19.7%	10
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
Meanscore: [Numbe	r of time	es pei	month	]														
Q28 How often do you or Those who specified a c.				it (CEI	NTRE M	ENTIC	ONED A	T Q27	) for sh	oppin	g, leisu	re and	l acces	sing s	ervices	?		
ъ ч	1.00/	-	2.00/		0.00/		1.70/	2	1.10/		0.00/		0.00/	0	0.00/		0.00/	
Daily	1.0%	7	3.8%	4	0.0%	0	1.7%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0
2-3 days a week	7.1%	46	11.1%	11	4.7%	5	11.0%	11	10.8%	12	6.5%	2	3.2%	4	1.8%	1	0.0%	0
One day a week	17.4%	113	16.2%	16	30.1%	35	17.8%	18	23.9%	27	11.2%	4	8.5%	10	4.2%	1	5.5%	2
Every two weeks	10.2%	66	10.3%	10	11.5%	13	21.5%	22	7.4%	8	9.4%	3	4.7%	6	9.1%	3	2.4%	1
Monthly	26.5%	172	20.5%	20	29.9%	35	7.8%	8	23.6%	27	10.5%	3	59.9%	71	11.8%	4	12.4%	4
Once every two months	5.7%	37	3.7%	4	4.3%	5	12.0%	12	3.3%	4	3.9%	1	5.5%	6	0.9%	0	11.5%	4
Three-four times a year	7.3%	48	10.7%	10	5.6%	6	8.5%	9	4.2%	5	8.1%	3	7.9%	9	4.8%	2	9.5%	3
Once a year	6.2%	40	5.3%	5	3.5%	4	8.2%	8	4.7%	5	13.2%	4	2.1%	2	11.6%	4	18.6%	7
Less often	1.3%	9	2.8%	3	0.3%	0	2.3%	2	0.4%	0	4.5%	1	0.0%	0	3.3%	1	0.0%	(
Never	16.5%	108	15.5%	15	9.8%	11	8.8%	9	18.5%	21	29.6%	10	8.0%	9	52.6%	18	40.0%	14
(Don't know)	0.2%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.3%	2	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.570		0.070		0.070		0.070		1.070		0.070		0.070		0.070		0.070	
		2.29		3.29		2.25		2.90		3.02		1.50		1.49		0.68		0.50
Mean:				97		116		103		114		33		118		33		36
Mean: Weighted base:		651		91		110										4-		67
		604 visiti		79 <b>NTRE</b>		90 <b>NED</b>		75 <b>)?</b>		93		75		78		47		07
Weighted base: Sample: <b>Q29 What is the main rea</b> Those who specified a constraint of the sample o	44.4% 29.1%	604 visiti ntre at 241 158	Q27; an 52.8% 26.3%	79 <b>NTRE</b> <i>d visit i</i> 43 22	this centr 47.7% 27.4%	90 <b>DNED</b> re at Q2  50  29	34.1% 33.5%	)? 32 32	26.2% 43.7% 12.5%	24 40	13.1% 54.5% 11.0%	3 13	73.1% 8.5% 15.5%	80 9	31.8% 33.0% 31.4%	5 5	16.9% 39.3% 36.0%	4
Weighted base: Sample: <b>Q29 What is the main rea</b> Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and	losest cei 44.4%	604 visiti ntre at 241	Q27; an 52.8%	79 NTRE d visit i	this centr 47.7%	90 <b>ONED</b> re at Q2  50	28 34.1%	<b>)?</b> 32		24		3		80		5		4 8 8
Weighted base: Sample: <b>Q29 What is the main rea</b> Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways	44.4% 29.1% 16.8% 3.3%	604 visiti ntre at 241 158 91 18	Q27; an 52.8% 26.3% 13.1% 5.7%	79 NTRE d visit to 43 22 11 5	47.7% 27.4% 20.8% 0.0%	90 ONED re at Q2 50 29 22 0	34.1% 33.5% 15.6% 5.1%	32 32 15 5	43.7% 12.5% 8.1%	24 40 12 7	54.5% 11.0% 4.9%	3 13 3 1	8.5% 15.5% 0.0%	80 9 17 0	33.0% 31.4% 0.0%	5 5 5 0	39.3% 36.0% 0.0%	4 8 8 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c. Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends	44.4% 29.1% 16.8% 3.3%	604 <b>visiti</b> ntre at 241 158 91 18	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0%	79 NTRE d visit t  43 22 11 5	47.7% 27.4% 20.8% 0.0%	90  ONED  The at Q2  50 29 22 0 0	34.1% 33.5% 15.6% 5.1% 4.5%	32 32 15 5	43.7% 12.5% 8.1% 1.3%	24 40 12 7	54.5% 11.0% 4.9% 6.4%	3 13 3 1	8.5% 15.5% 0.0% 0.0%	80 9 17 0	33.0% 31.4% 0.0% 3.7%	5 5 5 0	39.3% 36.0% 0.0% 2.7%	4 8 8 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services	44.4% 29.1% 16.8% 3.3%	604 visiti ntre at 241 158 91 18	Q27; an 52.8% 26.3% 13.1% 5.7%	79 NTRE d visit to 43 22 11 5	47.7% 27.4% 20.8% 0.0%	90 ONED re at Q2 50 29 22 0	34.1% 33.5% 15.6% 5.1%	32 32 15 5	43.7% 12.5% 8.1%	24 40 12 7	54.5% 11.0% 4.9%	3 13 3 1	8.5% 15.5% 0.0%	80 9 17 0	33.0% 31.4% 0.0%	5 5 5 0	39.3% 36.0% 0.0%	4 8 8 0 1
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7%	604 <b>visiti</b> ntre at 241 158 91 18 8 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0%	79 NTRE d visit to 43 22 11 5 0 0	47.7% 27.4% 20.8% 0.0% 0.0% 0.0% 1.0%	90  DNED  See at Q3  50  29  22  0  0  1	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0%	32 32 15 5 4 4 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0%	80 9 17 0 0 2	33.0% 31.4% 0.0% 3.7% 0.0% 0.0%	5 5 5 0 1 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0%	2 8 8 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7%	604  visiti ntre at  241 158 91 18 8 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0%	79  NTRE  d visit t  43  22  11  5  0  0  0	47.7% 27.4% 20.8% 0.0% 0.0% 1.0%	90  DNED  See at Q2  50  29  22  0  0  1	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0%	32 32 15 5 4 4 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0%	80 9 17 0 0 2 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0%	5 5 5 5 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0%	2 8 8 0 1 0 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7% 0.5%	604  visiti ntre at  241 158 91 18 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0%	79  NTRE  d visit t  43  22  11  5  0  0  0  0	47.7% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 2.0%	90  DNED  See at Q2  50  29  22  0  0  1  0  2	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0% 0.0%	32 32 15 5 4 4 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0%	80 9 17 0 0 2 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0%	5 5 5 5 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0%	4 8 8 0 1 0 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7%	604  visiti ntre at  241 158 91 18 8 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0%	79  NTRE  d visit t  43  22  11  5  0  0  0	47.7% 27.4% 20.8% 0.0% 0.0% 1.0%	90  DNED  See at Q2  50  29  22  0  0  1	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0%	32 32 15 5 4 4 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0%	80 9 17 0 0 2 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0%	5 5 5 5 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0%	4 8 8 0 1 0 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7% 0.5%	604  visiti ntre at  241 158 91 18 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0%	79  NTRE  d visit t  43  22  11  5  0  0  0  0	47.7% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 2.0%	90  DNED  See at Q2  50  29  22  0  0  1  0  2	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0% 0.0%	32 32 15 5 4 4 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0%	80 9 17 0 0 2 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0%	5 5 5 5 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0%	4 8 8 0 1 0 0
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building society etc	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7% 0.5% 0.4% 0.3%	604 <b>visiti</b> 2411 1588 91 18 8 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0%	79 NTRE d visit t 43 22 11 5 0 0 0 0	47.7% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 0.4%	90  DNED  re at Q2  50 29 22 0 0 1 0 0 0 1	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0% 0.0% 0.7%	32 32 15 5 4 4 0 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0% 0.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0%	80 9 17 0 0 2 0 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0%	5 5 5 5 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0%	44 88 88 CC CC CC
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building society etc Football	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7% 0.5% 0.4% 0.3%	604 <b>visiti</b> ntre at 241 1588 91 18 8 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0% 0.0%	79 NTRE d visit t 43 22 11 5 0 0 0 0 0 0	47.7% 47.4% 20.8% 0.0% 0.0% 1.0% 0.0% 0.0% 0.0%	90  DNED  re at Q2  50  29  22  0  0  1  0  2  0  0	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0% 0.0% 0.0%	32 32 15 5 4 4 0 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0% 0.0% 0.0%	24 40 12 7 1 0 3 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0%	80 9 17 0 0 2 0 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0% 0.0%	5 5 5 5 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0%	44 88 88 60 60 60 60 60 60 60 60 60 60 60 60 60
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building society etc Football Visit bars / pubs Visit leisure entertainment	44.4% 29.1% 16.8% 3.3% 1.5% 1.3% 0.7% 0.5% 0.4% 0.3%	604 <b>visiti</b> 2411 1588 91 18 8 7 4	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0%	79 NTRE d visit t 43 22 11 5 0 0 0 0	47.7% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 0.4%	90  DNED  re at Q2  50 29 22 0 0 1 0 0 0 1	34.1% 33.5% 15.6% 5.1% 4.5% 4.5% 0.0% 0.0% 0.7%	32 32 15 5 4 4 0 0	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0% 0.0%	24 40 12 7 1 0 3	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0%	80 9 17 0 0 2 0 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0%	5 5 5 5 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0%	44 88 88 80 00 00 00 00 00 00 00 00 00 00
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building society etc Football Visit bars / pubs Visit leisure entertainment venues e.g. cinemas	16.8 44.4 44.4 44.4 44.4 44.4 44.4 44.4 4	604 <b>visiti</b> 241 158 91 18   8 7 4   3   2 1 1 1 1	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0%	79 NTRE d visit t 43 22 11 5 0 0 0 0 0 0 0 0 0 0	47.7% 47.4% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 0.4% 0.0% 0.0% 0.0%	90  DNED  See at Q2  50  29  22  0  0  1  0  0  0  0  0  0  0  0	34.1% 33.5% 15.6% 5.1% 4.5% 0.0% 0.0% 0.7% 0.0% 0.7%	32 32 15 5 4 4 0 0 0 1	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0% 0.0% 0.0% 0.0%	24 40 12 7 1 0 3 3 0 0	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 1.2% 0.0% 0.0%	80 9 17 0 0 2 0 0 0 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0%	5 5 5 0 0 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0%	44 88 88 00 00 00 00 00 00 00 00
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building society etc Football Visit bars / pubs Visit leisure entertainment venues e.g. cinemas For work/ business	0.5% 0.2% 0.1% 0.1% 0.1%	604 <b>visiti</b> 241 158 91 18 8 7 4 3 2 1 1 1 1 0	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5%	79 NTRE d visit t  43 22 11 5 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	this centr 47.7% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 0.4% 0.0% 0.0% 0.0% 0.0%	90  DNED  29 22 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0	34.1% 33.5% 15.6% 5.1% 4.5% 0.0% 0.0% 0.0% 0.7% 0.0% 0.7%	32 32 15 5 4 4 0 0 0 1	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0% 0.0% 0.0% 0.0% 0.0%	24 40 12 7 1 0 3 3 0 0	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 0.0% 0.0%	80 9 17 0 0 2 0 0 0 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	5 5 5 5 0 0 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	44 88 88 80 00 00 00 00 00 00 00 00 00 00
Weighted base: Sample:  Q29 What is the main rea Those who specified a c.  Shopping in general Food shopping Non-food shopping Visit cafés, restaurants, and takeaways To meet family / friends Browsing / window shopping Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting click and collect facilities Getting fuel Visiting financial services e.g. banks, building society etc Football Visit bars / pubs Visit leisure entertainment venues e.g. cinemas For work/ business Visit community services	16.8 44.4 44.4 44.4 44.4 44.4 44.4 44.4 4	604 <b>visiti</b> 241 158 91 18   8 7 4   3   2 1 1 1 1	Q27; an 52.8% 26.3% 13.1% 5.7% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0%	79 NTRE d visit t 43 22 11 5 0 0 0 0 0 0 0 0 0 0	47.7% 47.4% 27.4% 20.8% 0.0% 0.0% 1.0% 0.0% 0.4% 0.0% 0.0% 0.0%	90  DNED  See at Q2  50  29  22  0  0  1  0  0  0  0  0  0  0  0	34.1% 33.5% 15.6% 5.1% 4.5% 0.0% 0.0% 0.7% 0.0% 0.7%	32 32 15 5 4 4 0 0 0 1	43.7% 12.5% 8.1% 1.3% 0.5% 3.0% 3.0% 0.0% 0.0% 0.0%	24 40 12 7 1 0 3 3 0 0	54.5% 11.0% 4.9% 6.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 13 3 1 1 0 0 0	8.5% 15.5% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 1.2% 0.0% 0.0%	80 9 17 0 0 2 0 0 0 0	33.0% 31.4% 0.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0%	5 5 5 0 0 0 0 0 0	39.3% 36.0% 0.0% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0%	22 88 88 80 00 00 00 00 00 00 00 00 00 00
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**Coventry Household Survey** 

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								-		1								
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5		Zone	5	Zone 7		Zone	8
Q30 What do you like ab Those who specified a c																		
Good range of non-food shops	26.6%	145	27.5%	23	39.4%	41	30.1%	28	19.1%	18	31.8%	7	16.6%	18	23.0%	4	27.0%	6
Close to home	25.5%	138	22.8%	19	22.1%	23	28.8%	27	37.2%	34	13.7%	3	19.3%	21	37.0%	6	22.3%	5
Easy to park	19.1%	104	23.0%	19	19.6%	21	16.2%	15	11.3%	10	17.7%	4	20.3%	22	29.6%	5	35.2%	8
Attractive environment / nice	13.3%	72	16.0%	13	12.8%	13	8.1%	8	15.2%	14	0.8%	0	21.6%	24	0.0%	0	1.4%	0
place	10 10/	55	7.90/	-	15 50/	16	2.50/	2	2 60/	2	<i>6</i> 40/	1	10.20/	21	12 10/	2	10.20/	2
Easy to get to by car Good food stores	10.1% 9.1%	55 50	7.8% 4.0%	6 3	15.5% 10.7%	16 11	2.5% 14.9%	2 14	3.6% 10.4%	3 10	6.4% 9.2%	1 2	19.3% 7.2%	21	12.1% 0.0%	2	10.3% 6.5%	2
Free car parking	5.3%	29	4.5%	4	4.8%	5	3.8%	4	5.1%	5	5.6%	1	8.9%	10	1.9%	0	1.4%	0
Makes a change from other	4.1%	22		3	5.2%	5	4.3%	4	0.0%	0	0.0%	0	8.3%	9	1.9%	0	0.0%	0
places																		
Good pubs, cafés or restaurants	3.9%	21	8.5%	7	3.4%	4	2.5%	2	3.1%	3	10.3%	2	2.6%	3	0.0%	0	0.0%	0
Compact	2.9%	16		0	4.9%	5	5.5%	5	0.5%	0	2.8%	1	1.7%	2	12.4%	2	2.7%	1
Safe and secure	2.6%	14	3.9%	3	6.8%	7	3.6%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet Good facilities	1.9%	10		2	2.0%	2	0.7%	1	3.5%	3	0.0%	0	0.0%	0	12.2%	2	0.0%	0
Marks and Spencer (M&S)	1.7% 1.6%	9 9	0.0% 0.0%	0	4.0% 0.0%	4	3.6% 0.7%	3	1.3% 2.5%	1 2	0.0% 0.8%	0	0.0% 5.2%	0 6	1.9% 0.0%	0	1.4% 0.0%	0
Tesco	1.6%	8		0	2.8%	3	0.7%	1	2.3%	2	5.0%	1	1.2%	1	0.0%	0	1.4%	0
Close to work	1.0%	5		0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.7%	2
Easy to get to by bus	0.9%	5	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.5%	3	0.0%	0	2.7%	1
Next	0.9%	5	0.0%	0	0.0%	0	0.7%	1	2.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Clean streets	0.7%	4		0	0.0%	0	0.7%	1	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good atmosphere / friendly people	0.6%	3	0.5%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open space	0.6%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Good financial services	0.6%	3		0	0.0%	0	0.7%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is close to the shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Good location Familiar	0.5%	3		0	0.0%	0	0.0% 0.7%	0 1	3.0% 1.7%	3 2	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Easy to get to by train / close	0.5% 0.5%	3		0	0.0% 0.0%	0	0.7%	0	0.0%	0	0.0% 0.0%	0	2.1%	2	1.9%	0	0.0%	0
to the train station	0.5%	3		0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality shops Long opening hours	0.5%	2		0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large shopping environment	0.4%	2		0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping	0.3%	2		0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	1.4%	0
Traffic free shopping centre	0.3%	1	0.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends or relatives	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
The market	0.2%	1	0.5%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Currys	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Sports Direct	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Enclosed shopping environment	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Aldi	0.1%	0		0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Long parking times	0.1%	0		0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of affordable shops	0.1%	0		0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled parking provision	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carphone Warehouse	0.1%	0		0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	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
Good lighting	0.1%	0		0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to leisure facilities	0.1%	0		0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0
Easy to get to on foot Specsavers	0.1% 0.1%	0		0	0.4% 0.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0
Has a gym	0.1%	0		0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
(Nothing / very little)	8.3%	45	9.0%	7	5.5%	6	12.3%	12	6.9%	6	22.2%	5	2.7%	3	7.0%	1	21.8%	5
(Don't know)	1.4%	8		5	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		543		82		105		94		93		23		109		16		22
Sample:		456		63		80		65		75		50		67		22		34

**Coventry Household Survey** for Lambert Smith Hampton

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	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Q31 Which of the follow	wing smal	ller to	wn cent	res is	the clo	sest t	o where	you :	and you	ır hou	sehold	live?						
Ball Hill	10.6%	85	10.6%	13	1.9%	2	43.8%	59	4.1%	5	0.0%	0	0.9%	1	4.2%	3	2.1%	
Bell Green	5.3%	42	0.0%	0	5.9%	8	20.8%	28	0.4%	0	0.0%	0	1.7%	2	6.4%	4	0.0%	(
Brade Drive	5.7%	46	11.1%	14	2.0%	3	14.6%	20	0.4%	0	0.0%	0	5.6%	8	1.8%	1	0.0%	(
Daventry Road	7.3%	59	36.5%	46	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	11.5%	7	1.7%	
Earlsdon	13.4%	107	9.5%	12	6.5%	8	0.5%	1	40.2%	47	21.6%	9	0.0%	0	3.8%	2	55.7%	29
Foleshill	9.3%	75	4.0%	5	37.6%	48	6.4%	9	0.0%	0	0.4%	0	8.2%	12	1.3%	1	0.6%	(
Jardine Crescent	6.1%	49	0.0%	0	3.1%	4	0.5%	1	34.4%	40	9.5%	4	0.0%	0	0.0%	0	0.6%	(
Jubilee Crescent	9.3%	74	5.9%	7	34.8%	44	0.5%	1	2.8%	3	20.6%	8	7.4%	11	0.0%	0	0.0%	(
None are close to where I live	23.8%	190	14.4%	18	4.7%	6	8.3%	11	9.2%	11	31.9%	13	67.3%	97	41.5%	25	19.2%	10
(Don't know / uncertain)	9.2%	74	8.1%	10	3.5%	4	4.7%	6	4.8%	6	16.0%	6	8.9%	13	29.4%	18	20.2%	10
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
Meanscore: [Numb		•			NTRF M	FNTI	ONED A	T ()31	) for sh	onnin	العاما م	re and	l arrasi	sina s	arvicas	2		
•	or your h	ousel	nold visi		NTRE M	ENTIC	ONED A	T Q31	) for sh	oppin	g, leisu	re and	d access	sing s	ervices	?		
Meanscore: [Numb	or your h	ousel	nold visi		NTRE M 1.9%	ENTIC 2	ONED A 0.0%	<b>T Q31</b> 0	) for sh	oppin 4	g, leisu	re and	d access	sing s	ervices	<b>?</b>	0.0%	(
Meanscore: [Number 1]  Q32 How often do you  Those who specified of	or your he	ousel ntre at	nold visi <i>Q31</i>	t (CEI						• •							0.0% 0.0%	
Meanscore: [Number 1]  Q32 How often do you Those who specified of Daily	or your he a closest cen 1.8%	ouseh ntre at 9	nold visi <i>Q31</i> 3.7%	- t (CEI	1.9%	2	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0		(
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week	or your he a closest cer 1.8% 2.0%	ouseh ntre at 9 11	nold visi Q31 3.7% 0.4% 4.2% 11.7%	4 0	1.9% 1.9%	2 2	0.0% 2.0%	0 2	3.6% 6.0%	4 6	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0%	(
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week	or your he a closest cen 1.8% 2.0% 4.6%	ouseh ntre at 9 11 24	3.7% 0.4% 4.2%	4 0 4	1.9% 1.9% 5.3%	2 2 6	0.0% 2.0% 6.1%	0 2 7	3.6% 6.0% 6.9%	4 6 7	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0%	(
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week One day a week	1.8% 2.0% 4.6% 12.2%	ouseh ntre at 9 11 24 65	nold visi Q31 3.7% 0.4% 4.2% 11.7%	4 0 4 12	1.9% 1.9% 5.3% 15.3% 3.1% 16.5%	2 2 6 18	0.0% 2.0% 6.1% 15.4%	0 2 7 18	3.6% 6.0% 6.9% 14.5% 6.8% 17.1%	4 6 7 15	0.0% 0.0% 0.0% 0.8% 0.0% 2.3%	0 0 0 0	0.0% 0.0% 0.0% 7.8%	0 0 0 3	0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 1.9%	(
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week One day a week Every two weeks	1.8% 2.0% 4.6% 12.2% 4.2%	9 11 24 65 22	3.7% 0.4% 4.2% 11.7% 8.2%	4 0 4 12 8	1.9% 1.9% 5.3% 15.3% 3.1%	2 2 6 18 4	0.0% 2.0% 6.1% 15.4% 2.7%	0 2 7 18 3	3.6% 6.0% 6.9% 14.5% 6.8%	4 6 7 15 7	0.0% 0.0% 0.0% 0.8% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 7.8% 0.0%	0 0 0 3 0	0.0% 0.0% 0.0% 0.0% 1.7%	0 0 0 0	0.0% 0.0% 1.9% 1.9%	(
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week One day a week Every two weeks Monthly	1.8% 2.0% 4.6% 12.2% 4.2% 12.4%	ouseh ntre at 9 11 24 65 22 66	3.7% 0.4% 4.2% 11.7% 8.2% 13.7%	4 0 4 12 8 13	1.9% 1.9% 5.3% 15.3% 3.1% 16.5%	2 2 6 18 4 19	0.0% 2.0% 6.1% 15.4% 2.7% 7.6%	0 2 7 18 3 9	3.6% 6.0% 6.9% 14.5% 6.8% 17.1%	4 6 7 15 7	0.0% 0.0% 0.0% 0.8% 0.0% 2.3%	0 0 0 0 0	0.0% 0.0% 0.0% 7.8% 0.0% 14.6%	0 0 0 3 0 5	0.0% 0.0% 0.0% 0.0% 1.7% 6.7%	0 0 0 0 0	0.0% 0.0% 1.9% 1.9% 2.8%	(
Meanscore: [Numl  Q32 How often do you  Those who specified of  Daily  4-6 days a week  2-3 days a week  One day a week  Every two weeks  Monthly  Once every two months	1.8% 2.0% 4.6% 12.2% 4.2% 12.4% 4.7%	9 11 24 65 22 66 25	3.7% 0.4% 4.2% 11.7% 8.2% 13.7% 7.5%	4 0 4 12 8 13 7	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9%	2 2 6 18 4 19 5	0.0% 2.0% 6.1% 15.4% 2.7% 7.6% 4.6%	0 2 7 18 3 9 5	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3%	4 6 7 15 7 17 3	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8%	0 0 0 0 0 0	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 1.4% 0.0% 5.4%	0 0 0 3 0 5	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7%	0 0 0 0 0 1	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6%	(
Meanscore: [Numl  Q32 How often do you  Those who specified of  Daily  4-6 days a week  2-3 days a week  One day a week  Every two weeks  Monthly  Once every two months  Three-four times a year	1.8% 2.0% 4.6% 12.2% 4.2% 12.4% 4.7% 6.5% 4.9% 4.8%	9 11 24 65 22 66 25 35 26	3.7% 0.4% 4.2% 11.7% 8.2% 13.7% 7.5% 6.9% 2.4% 6.6%	4 0 4 12 8 13 7 7	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9% 5.1% 5.0% 2.5%	2 2 6 18 4 19 5 6	0.0% 2.0% 6.1% 15.4% 2.7% 7.6% 4.6% 8.1% 2.0% 4.6%	0 2 7 18 3 9 5	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3% 6.5% 6.5% 5.6%	4 6 7 15 7 17 3 7 7	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8% 14.3% 4.0% 7.1%	0 0 0 0 0 0 0 0 3 1	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 1.4% 0.0% 5.4% 10.8%	0 0 0 3 0 5 0 0 2 4	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7% 4.6% 1.7%	0 0 0 0 0 1 0	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6% 0.0%	()
Meanscore: [Numl  Q32 How often do you  Those who specified of  Daily  4-6 days a week  2-3 days a week  One day a week  Every two weeks  Monthly  Once every two months  Three-four times a year  Once a year	1.8% 2.0% 4.6% 12.2% 4.2% 4.2% 4.7% 6.5% 4.9% 4.8%	9 11 24 65 22 66 25 35 26 26 219	3.7% 0.4% 4.2% 11.7% 8.2% 13.7% 7.5% 6.9% 2.4% 6.6% 34.8%	4 0 4 12 8 13 7 7 2	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9% 5.1% 5.0% 2.5% 37.3%	2 2 6 18 4 19 5 6 6 3 44	0.0% 2.0% 6.1% 15.4% 2.7% 7.6% 4.6% 8.1% 2.0% 4.6% 47.0%	0 2 7 18 3 9 5 10 2	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3% 6.5% 6.5% 5.6% 22.4%	4 6 7 15 7 17 3 7	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8% 14.3% 4.0% 7.1% 70.6%	0 0 0 0 0 0	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 1.4% 0.0% 5.4% 10.8% 52.2%	0 0 0 3 0 5 0 0 2 4 18	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7% 4.6% 1.7% 82.0%	0 0 0 0 0 1 0 1	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6% 0.0% 53.4%	()
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week One day a week Every two weeks Monthly Once every two months Three-four times a year Once a year Less often Never (Don't know)	1.8% 2.0% 4.6% 12.2% 4.2% 12.4% 4.7% 6.5% 4.9% 4.8% 40.8%	9 11 24 65 22 66 25 35 26	3.7% 0.4% 4.2% 11.7% 8.2% 13.7% 7.5% 6.9% 2.4% 6.6%	4 0 4 12 8 13 7 7 2 7 34 0	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9% 5.1% 5.0% 2.5% 37.3% 2.2%	2 2 6 18 4 19 5 6 6 3 44 3	0.0% 2.0% 6.1% 15.4% 2.7% 4.6% 4.6% 4.6% 47.0% 0.0%	0 2 7 18 3 9 5 10 2 5 55 0	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3% 6.5% 6.5% 5.6%	4 6 7 15 7 17 3 7 7	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8% 14.3% 4.0% 7.1% 70.6% 0.0%	0 0 0 0 0 0 0 0 3 1 1 15	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 0.0% 5.4% 10.8% 52.2% 7.8%	0 0 0 3 0 5 0 0 2 4 18 3	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7% 4.6% 1.7%	0 0 0 0 0 1 0 1 0	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6% 0.0% 53.4% 0.0%	22 00 00 110 00 00 00 00 00 00 00 00 00 00
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week One day a week Every two weeks Monthly Once every two months Three-four times a year Once a year Less often Never	1.8% 2.0% 4.6% 12.2% 4.2% 4.2% 4.7% 6.5% 4.9% 4.8%	9 11 24 65 22 66 25 35 26 26 219	3.7% 0.4% 4.2% 11.7% 8.2% 13.7% 7.5% 6.9% 2.4% 6.6% 34.8%	4 0 4 12 8 13 7 7 2 7 34	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9% 5.1% 5.0% 2.5% 37.3%	2 2 6 18 4 19 5 6 6 3 44	0.0% 2.0% 6.1% 15.4% 2.7% 7.6% 4.6% 8.1% 2.0% 4.6% 47.0%	0 2 7 18 3 9 5 10 2 5 55	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3% 6.5% 6.5% 5.6% 22.4%	4 6 7 15 7 17 3 7 7 6 22	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8% 14.3% 4.0% 7.1% 70.6%	0 0 0 0 0 0 0 0 3 1 1 15	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 1.4% 0.0% 5.4% 10.8% 52.2%	0 0 0 3 0 5 0 0 2 4 18	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7% 4.6% 1.7% 82.0%	0 0 0 0 0 1 0 1 0 0	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6% 0.0% 53.4%	() () () () () ()
Meanscore: [Numl Q32 How often do you Those who specified of Daily 4-6 days a week 2-3 days a week One day a week Every two weeks Monthly Once every two months Three-four times a year Once a year Less often Never (Don't know)	1.8% 2.0% 4.6% 12.2% 4.2% 12.4% 4.7% 6.5% 4.9% 4.8% 40.8%	9 11 24 65 22 66 25 35 26 26 219	3.7% 0.4% 4.2% 8.2% 13.7% 7.5% 6.9% 2.4% 6.6% 34.8% 0.0%	4 0 4 12 8 13 7 7 2 7 34 0	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9% 5.1% 5.0% 2.5% 37.3% 2.2%	2 2 6 18 4 19 5 6 6 3 44 3	0.0% 2.0% 6.1% 15.4% 2.7% 4.6% 4.6% 4.6% 47.0% 0.0%	0 2 7 18 3 9 5 10 2 5 55 0	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3% 6.5% 5.6% 22.4% 0.0%	4 6 7 15 7 17 3 7 7 6 22	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8% 14.3% 4.0% 7.1% 70.6% 0.0%	0 0 0 0 0 0 0 0 3 1 1 15	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 0.0% 5.4% 10.8% 52.2% 7.8%	0 0 0 3 0 5 0 0 2 4 18 3	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7% 4.6% 1.7% 82.0% 0.0%	0 0 0 0 0 1 0 1 0 0 14 0	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6% 0.0% 53.4% 0.0%	() () () () () ()
Meanscore: [Numle 12]  Q32 How often do you Those who specified of the 2-3 days a week 2-3 day	1.8% 2.0% 4.6% 12.2% 4.2% 12.4% 4.7% 6.5% 4.9% 4.8% 40.8%	9 11 24 65 22 66 25 35 26 219 5	3.7% 0.4% 4.2% 8.2% 13.7% 7.5% 6.9% 2.4% 6.6% 34.8% 0.0%	4 0 4 12 8 13 7 7 2 7 34 0 0	1.9% 1.9% 5.3% 15.3% 3.1% 16.5% 3.9% 5.1% 5.0% 2.5% 37.3% 2.2%	2 2 6 18 4 19 5 6 6 3 44 3 0	0.0% 2.0% 6.1% 15.4% 2.7% 4.6% 4.6% 4.6% 47.0% 0.0%	0 2 7 18 3 9 5 10 2 5 55 0	3.6% 6.0% 6.9% 14.5% 6.8% 17.1% 3.3% 6.5% 5.6% 22.4% 0.0%	4 6 7 15 7 17 3 7 7 6 22 0	0.0% 0.0% 0.0% 0.8% 0.0% 2.3% 0.8% 14.3% 4.0% 7.1% 70.6% 0.0%	0 0 0 0 0 0 0 0 3 1 1 15 0	0.0% 0.0% 0.0% 7.8% 0.0% 14.6% 0.0% 5.4% 10.8% 52.2% 7.8%	0 0 0 3 0 5 0 0 2 4 18 3 0	0.0% 0.0% 0.0% 0.0% 1.7% 6.7% 1.7% 4.6% 1.7% 82.0% 0.0%	0 0 0 0 0 1 0 1 0 0 14 0	0.0% 0.0% 1.9% 1.9% 2.8% 11.4% 8.0% 20.6% 0.0% 53.4% 0.0%	C C C C C C C C C C C C C C C C C C C

Weighted:

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	Tota	1	Zone	1	Zone	2	Zone 3		Zone	4	Zone 5		Zone 6		Zone 7		Zone 8	
Q33 What is the main rea								?										
Food shopping	27.1%		11.0%		35.2%	26		29	20.9%	16	21.3%	1	33.5%	5	9.3%	0	4.0%	1
Shopping in general	25.0%	79	39.6%	25	26.0%	19	22.2%	14	17.0%	13	2.9%	0	35.6%	6	44.2%	1	2.0%	0
Non-food shopping	13.1%	42	14.6%	9	11.9%	9	14.3%	9	15.5%	12	10.7%	1	0.0%	0	0.0%	0	12.1%	2
Visit cafés, restaurants, and takeaways	9.3%	30	4.5%	3	5.0%	4	1.0%		17.6%	14	19.3%	1	3.0%	0	0.0%	0	47.8%	7
Visiting financial services e.g. banks, building society etc	4.3%	14	6.4%	4	2.1%	2	5.8%	4	5.1%	4	0.0%	0	0.0%	0	18.6%	1	0.0%	0
Visit community services e.g. library, GP, etc.	3.0%	9	2.0%	1	0.5%	0	1.0%	1	3.6%	3	19.2%	1	19.6%	3	0.0%	0	0.0%	0
Browsing / window shopping	2.6%	8	5.0%	3	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting personal services e.g. hair salon, barber, beauty salon etc	2.5%	8	0.0%	0	0.0%	0	1.0%	1	6.6%	5	0.0%	0	8.2%	1	18.6%	1	2.0%	0
Visiting health services e.g. doctors, dentist, opticians, chemist, etc.	2.5%	8	1.3%	1	3.4%	3	5.8%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family/ friends	2.2%	7	2.5%	2	2.9%	2	0.0%	0	3.6%	3	0.0%	0	0.0%	0	9.3%	0	2.0%	0
Visit bars / pubs	1.9%	6	0.0%	0	2.9%	2	0.0%	0	3.6%	3	7.9%	0	0.0%	0	0.0%	0	5.5%	1
For work / business	1.1%	4	3.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, estate agent, etc	0.9%	3	0.7%	0	2.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking	0.8%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums/ art gallery, theatre, concert hall, music venues etc	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2
Visit leisure entertainment venues e.g. cinemas	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	1	0.0%	0	0.0%	0	0.0%	0
Visiting the park / gardens	0.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Getting fuel	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	7	4.3%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.0%	2
No	0.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		318		64		73		62		78		6		16		3		15
Sample:		289		63		52		51		63		15		11		9		25
1								- '				-						-

**Coventry Household Survey** 

for Lambert Smith Hampton

Page 401 May 2023

	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	e 8
Q34 What do you like ab Those who specified a c	•					-	-											
Close to home	22.7%		23.7%		25.9%	19		14	22.3%	17	8.6%	1	30.5%	5	18.6%	1	4.0%	
Good range of non-food shops	14.5%	46	17.9%	12		16	9.6%	6	11.0%	9	10.7%	1	0.0%	0	34.9%	1	17.5%	
Attractive environment / nice	14.4%	46	6.3%	4	5.9%	4	7.6%	5	28.1%	22	2.9%	0	16.3%	3	18.6%	1	51.7%	
place Good food stores	14.4%	46	22.2%	14	20.4%	15	9.6%	6	10.9%	8	0.0%	0	3.0%	0	0.0%	0	11.5%	
Good pubs, cafés or restaurants	7.4%	24	6.3%	4	0.5%	0	1.0%	1	15.8%	12	26.6%	2	0.0%	0	44.2%	1	21.5%	
Easy to park	5.9%	19	4.0%	3	9.4%	7	8.6%	5	2.1%	2	2.9%	0	8.2%	1	9.3%	0	4.0%	
Γraffic free shopping centre	3.2%	10	12.4%	8	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Easy to get to by bus Good range of independent	2.7% 2.6%	8	0.7% 0.0%	0	0.0% 0.0%	0	2.8% 0.0%	2	3.7% 10.2%	3 8	0.0% 0.0%	0	19.3% 0.0%	3	0.0% 0.0%	0	2.0% 2.0%	
shops	2 20/	_	0.00/		- 201	_	0.004		2.004	_	2.00/		0.00/		0.00/		0.004	
Fraditional	2.2%	7	0.0%	0	6.3%	5	0.0%	0	3.0%	2	2.9%	0	0.0%	0	0.0%	0	0.0%	
Close to friends or relatives Familiar	2.1% 1.8%	7 6	6.1% 0.7%	4	0.0% 0.5%	0	0.0% 2.8%	0 2	3.0% 3.6%	2 3	7.9% 0.0%	0	0.0% 3.0%	0	0.0% 0.0%	0	0.0%	
Close to work	1.7%	5	3.6%	2	0.5%	0	1.0%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
Good financial services	1.7%	5	0.7%	0	4.4%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ouiet	1.6%	5	0.7%	0	4.9%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	
Ieron Foods	1.3%	4	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
asy to get to by car	1.3%	4	0.7%	0	4.0%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	
afe and secure	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	
ree car parking	1.1%	4	5.0%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Makes a change from other	1.0%	3	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	
places Good atmosphere / friendly people	0.9%	3	1.3%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	
labit / always used it	0.9%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
onger opening hours	0.7%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
breggs	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tardust	0.5%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lood library	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	9.3%	0	0.0%	
esco	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
sda	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
doctors, dentist, opticians, chemist, etc.	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Library	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Good facilities	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Compact	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	0	0.0%	
Nothing / very little)	23.9%	76	12.3%	8	28.8%	21	42.5%	26	13.6%	11	37.6%	2	30.8%	5	18.6%	1	13.2%	
Oon't know)	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	13.6%	1	0.0%	0	0.0%	0	0.0%	
Veighted base: ample:		318 289		64 63		73 52		62 51		78 63		6 15		16 11		3 9		1 2
Meanscore: [Numbe	er of time	es per	month	]														
Q35 How often do you / y Orchard Park, Wals				Cove	ntry's RI	ETAIL	PARKS	6? (E.	g. Alvis	Retai	l Park, (	Centra	al Six Pa	ark, G	allaghei	r Reta	il Park,	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
l-6 days a week	0.9%	7	2.9%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	
-3 days a week	1.3%	11	2.2%	3	3.9%	5	0.9%	1	1.0%	1	0.4%	0	0.0%	0	0.5%	0	0.0%	
One day a week	9.4%	75	14.9%	19	22.5%	29	8.0%	11	9.1%	11	3.3%	1	1.3%	2	4.6%	3	0.0%	
Every two weeks	9.6%	77	7.4%	9	7.7%	10		25	19.4%	23	6.3%	2	3.2%	5	3.2%	2	1.7%	
Monthly	25.4%	203	23.1%	29	26.5%	34	22.5%	30	27.4%	32	17.1%	7	44.8%	64	8.3%	5	3.4%	
Once every two months	10.9%	88	9.4%	12	13.6%	17	16.8%	23	9.4%	11	11.9%	5	6.4%	9	3.2%	2	17.2%	
hree-four times a year	11.4%	92	12.8%	16	6.2%	8	7.1%	10	10.8%	13	14.0%	6	11.3%		16.1%	10	26.4%	1
Once a year	6.2%	50	1.0%	1	9.0%	11	8.6%	12	3.1%	4	7.4%	3	4.3%	6	11.9%	7	11.2%	
ess often	4.9%	40	8.9%	11	1.6%	2	3.5%	5	5.8%	7	4.2%	2	3.2%	5	11.8%	7	2.7%	
lever	17.7%	142	13.8%	18	6.7%	8	12.1%	16	5.7%	7	32.5%	13	25.5%	37	40.4%	24	36.8%	1
	0.9%	7	1.8%	2	0.6%	1	0.5%	1	2.0%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	
, , , , , , , , , , , , , , , , , , ,				2	1.7%	2	1.4%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	
Varies)	1.3%	10	1.9%		1.770		1.470		0.170									
Varies)	1.3%	10 1.26	1.9%	1.94	1.770	1.85	1.470	1.15	0.170	1.92		0.60		0.64		0.47		0.2
(Don't know) (Varies) <i>Mean:</i> Weighted base: Sample:	1.3%		1.9%		1.770		1.470		51170			0.60 40 100				0.47 60 100		0.2. 5 10

### **Coventry Household Survey**

for Lambert Smith Hampton

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	Tota	l	Zone	1	Zone	2	Zone	3	Zone	4	Zone 5	5	Zone	6	Zone '	7	Zone	8
Q36 What is the main rea			_			Cov	entry? [	MR]										
Good range of non-food	21.8%	143	26.2%	29	35.1%	42	17.7%	21	17.7%	19	19.2%	5	9.9%	11	26.1%	9	22.9%	
shops Close to home	20.2%	133	23.3%	26	14.3%	17	31.7%	38	8.5%	9	16.6%	4	17.5%	19	33.3%	12	25.7%	
Makes a change from other	13.1%	86	9.4%		17.2%			16	11.2%	12	0.0%	0	24.6%	26	0.0%	0	2.7%	
places	13.170	00	7.470	10	17.270	20	13.570	10	11.270	12	0.070	Ü	24.070	20	0.070	U	2.770	
1	12.2%	80	16.7%	18	18.9%	22	11.1%	13	15.9%	17	0.0%	0	6.0%	6	6.1%	2	0.9%	
Close to friends or relatives	11.2%	74	4.4%	5	7.9%	9	11.2%	13	22.8%	25	22.3%	6	6.5%	7	6.9%	2	19.2%	
Easy to park	10.6%	70	9.6%	11	9.8%	12	4.1%	5	5.7%	6	6.0%	2	29.2%	31	2.2%	1	8.7%	
Easy to get to by car	6.7%	44	10.3%	11	8.1%	10	1.5%	2	0.0%	0	6.0%	2	18.0%	19	0.0%	0	2.7%	
Good range of high street shops/ retail multiples	5.8%	38	2.1%	2	1.8%	2	6.0%	7	5.5%	6	11.5%	3	4.0%	4	11.7%	4	27.2%	
Good food stores	5.6%	37	2.0%	2	11.8%	14	7.9%	9	6.3%	7	8.7%	2	0.5%	0	3.9%	1	0.9%	
Protection from weather	3.3%	22	6.3%	7	2.2%	3	1.1%	1	5.8%	6	6.1%	2	1.3%	1	5.3%	2	0.0%	
Compact	2.3%	15	5.9%	6	1.8%	2	3.0%	4	2.6%	3	1.8%	0	0.0%	0	0.0%	0	0.0%	
Good facilities in general	2.1%	14	2.1%	2	1.8%	2	0.5%	1	2.1%	2	0.0%	0	6.3%	7	0.0%	0	0.0%	
Hobbycraft	1.6%	10	0.0%	0	0.0%	0	2.9%	3	2.6%	3	4.4%	1	2.6%	3	0.0%	0	0.0%	
B&Q	1.3%	9	0.0%	0	4.0%	5	0.0%	0	1.6%	2	2.4%	1	1.4%	1	0.0%	0	0.0%	
Safe and secure	1.0%	7	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Has a leisure centre / gym	0.8%	5	2.1%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	
Browsing / window shopping	0.8%	5	0.8%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.9%	
Free parking	0.7%	4	0.4%	0	0.0%	0	0.5%	1	2.5%	3	0.6%	0	0.0%	0	0.8%	0	0.0%	
Γraffic free / pedestrian friendly	0.6%	4	0.0%	0	0.0%	0	0.5%	1	2.1%	2	0.0%	0	0.9%	1	0.0%	0	0.9%	
Good pubs, cafés or restaurants	0.6%	4	0.4%	0	0.0%	0	1.5%	2	0.8%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	
B&M	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	
Drive through restaurants	0.6%	4	0.0%	0	2.1%	3	0.0%	0	0.4%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	
Morrisons	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	
Marks and Spencer (M&S)	0.5%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	
Argos	0.4%	3	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	
Close to work	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Has a petrol station	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi MaDanald'a	0.3%	2 2	0.0% 0.0%	0	1.8%	2 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	
AcDonald's	0.3% 0.2%	1	0.0%	0	1.8% 0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	
Currys Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	
Burger King	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	
Dunger King Dunelm	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%	
Easy to get to by train	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	
Matalan	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	
Halfords	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	
Boots	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	
Good health services e.g. doctors, dentist, opticians, chemist, etc.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	
Don't know)	1.4%	9	0.4%	0	1.2%	1	4.5%	5	0.0%	0	1.3%	0	0.0%	0	4.5%	2	0.9%	
Weighted base:		659		110		119		119		110		27		107		36		3
Sample:		564		78		87		87		88		59		62		47		5

#### **Coventry Household Survey**

for Lambert Smith Hampton

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q37 What would be the main reasons for visiting RETAIL PARKS in Coventry instead of Coventry City Centre? [MR] Those who have ever visited retail parks in Coventry at Q35 30.7% 202 30.3% 39.3% 47 21.8% 26 24.8% 27 19.4% 46.7% 50 19.4% 7 21.5% 7 25 Easier to park 24.0% 158 22.7% 25 16.3% 19 19.1% 23 23.2% 25.6% 7 30.3% 32 26.8% 10 52.1% 17 15.0% 99 16.4% 9.8% 21 24.3% 27 20.5% 5 6.7% 7 7.0% 20.6% More/ better non-food stores 18 12 17.6% 2 7 95 Closer to home 14.4% 9.7% 11 19.2% 23 13.5% 16 6.9% 8 2.0% 1 28.8% 31 17.1% 6 0.9% 0 More parking spaces 13.8% 91 5.1% 6 28.3% 34 7.8% 9 10.9% 12 9.1% 2 24.8% 27 2.2% 3.6% 10.3% 68 11.0% 12 8.9% 11 11.5% 14 8.5% 18.9% 5 4.0% 4 11.8% 26.8% 9 Easier to get to by car 4 More/ better high street 9.3% 61 9.3% 10 4.8% 6 17.4% 21 12.9% 14 5.5% 1 2.6% 3 8.4% 3 9.5% 3 brands/ retail multiples 0 Easier to get around/ more 6.0% 39 8.9% 10 7.1% 8 8.4% 10 5.5% 6 5.6% 1 2.6% 3 2.2% 1 0.0% compact 2.5% 7.6% 7.4% 2 2.5% 4.7% 2 0 Better facilities in general 4.8% 32 12.0% 13 0.3% 0 3 8 3 0.9% Nicer environment 0.9% 4.5% 30 2.5% 3 1.2% 1 7.0% 10.3% 11 3.7% 3.8% 4 2.2% More safe and secure 3.6% 24 4.0% 4 6.7% 8 6.5% 8 3.3% 0.6% 0 0.0% 0 0.0% 0 0.0% 0 4 3.4% 22 2 9% 3 10 4 5% 4 9% 0.0% 2 2% 0.9% More/ better food stores 8 4% 1.6% 2 5 1 0 1 0 0 Closer to work 1.9% 13 4.7% 5 6.4% 8 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Less busy / quieter 1.9% 12 0.0% 0 1.8% 2 6.4% 8 0.0% 0 3.1% 1 0.0% 0 5.4% 2 0.0% 0 1.6% 0.0% 0 3.5% 0.0% 0 0.0% 3.0% 0.8% 0 0.0% 10 4 2.6% 0 0 Less traffic 3 3 More/ better DIY retailers 1.0% 7 0.0% 0 0.3% 0 1.1% 1 3.3% 4 0.6% 0 0.5% 0 0.0% 0 2.5% 1 More / better furniture 1.0% 6 0.0% 0 0.3% 2.5% 3 1.1% 0.0% 0 0.5% 0 0.8% 0 3.4% 0 retailers 3 0.0% 0 0.5% 2 0 0.0% 0.0% 0 0.0% 0 1.0% 6 3.0% 2.2% 0.0% 0 Easier to get to by bus 1 0 Good for a change / day out 0.9% 6 0.0% 0.0% 0 2.9% 3 0.0% 0 0.0% 0 0.5% 0 5.3% 2 0.0% 0 0.4% 0.0% 0 0.4% 3.5% 0.0% 0.0% 0 0.0% More/ better cafes and 0.6% 0 1.8% 2 0 0 restaurants 2.2% 0.0% 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 Better atmosphere / friendlier 0.4% 3 2 0.0% 0 1.8% 0 More/ better drive through 0.4% 3 2.6% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 restaurants Later opening hours 0.4% 3 0.0% 0 2.1% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2 0 0.0% 0 0 2.2% 2 0 0.0% 0 Cheaper taxi fare 0.4% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Pedestrian friendly 0.4% 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 Parking is located close to 0.4% 0.0% 2 0.0% 0 2.4% 0.0% 0 0.8% 1 0.3% 0 0.4% 0 1 0.0% 0 the shops 0.3% 2 0.0% 0 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Longer opening hours 0 Good disabled access / flat 2 0.0% 0 0.3% 0.0% 0 1.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.2% 1 0 0 surface Close to other facilities 0.2% 0.0% 0 0.0% 0.0% 0 0.0% 0 3.7% 0.5% 0.0% 0.0% 0 Good range of affordable 0 0 0.2% 0.0% 0.0% 0 0.5% 0.4% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 1 1 shops Can check stock level online 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.5% 1 before travel Good financial services 0.1% 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% Less homelessness 0.1% 1 0.0% 0 0.5% 1 0.0% 0 0 0 Easier to get to by train 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0 0.8% 0 0.0% 0 0.0% Good range of health 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.9% 0 facilities e.g. doctors, dentist, opticians 4.2% 2.9% 3 2.4% 3 7.2% 9 4 6.2% 3.1% 3 8.3% 3 2.7% 1 None reason mentioned / 27 3.6% 2 wouldn't visit these instead of Coventry City Centre (Don't know) 2.4% 16 1.5% 2 3.1% 4 1.6% 2 2.5% 3 8.1% 2 0.5% 0 6.7% 2 1.8% 1 107 659 110 119 119 110 2.7 33 Weighted base: 36 Sample: 564 78 87 87 88 59 62 47 56

**Coventry Household Survey** 

for Lambert Smith Hampton

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Zone 3 Total Zone 1 Zone 2 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Meanscore: [Number of times per month] Q38 How often do you / your household visit the following leisure attractions? [PR] Bingo / casino / bookmaker 0.3% 0.3% 0.4% 0.3% 0.0% 0.0% More than once a week 3.1% 0.4% 0 1.0% 1.0% 0.0% 0.5% 0.0% 0 1.6% 0.0% 0 8 0 1 2.8% 2 0.6% 0 Once a week 1 3 Once a fortnight 0.2% 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.3% 0 0.0% 0 0.0% 0 1.3% 10 4.0% 1.6% 2 0.5% 0.0% 0 0.0% 0 0.3% 0 0.0% 0 3.2% 2 Once a month 0 0 0.0% Once every two months 0.4% 3 0.3% 1.6% 0.0% 0 0.4% 0 0.0% 0.0% 0 0.0% 0 0 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 0.5% 0 0.0% 0 Once every six months 4 4 Once a year 1.9% 15 0.0% 0 3.1% 4 5.2% 7 2.5% 3 2.5% 1 0.0% 0 0.0% 0 0.0% 0 Less often than once a year 0.4% 1.8% 2 0.8% 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 Don't do 90.1% 722 81.8% 104 90.2% 115 88.1% 119 90.5% 105 93.7% 37 93.6% 134 99.0% 60 92.5% 48 (Dont know / varies) 28 10.7% 14 2.7% 2.9% 0.9% 0.5% 0 3.5% 2.3% 3 2.7% 4 3 1 1 3.7% 2 0.13 0.13 0.05 0.29 0.17 0.04 0.11 0.00 0.06 Mean: Weighted base: 801 127 127 135 117 40 143 60 52 801 101 100 100 100 100 100 100 100 Sample: Cinema More than once a week 0.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.2% 2 0.0% 0 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 3 0.0% 0 0.0% 0 Once a week 1.3% 0.0% 0.0% 7.0% 4.5% 0.0% 1.1% 8 0 0 0.0% 0 1.0% 3 2 3 0 Once a fortnight 1 Once a month 5.8% 47 8.4% 11 3.4% 4 8.3% 11 5.8% 7 8.3% 3 4.1% 6 5.2% 3 2.7% 7 25 6 5 18.5% Once every two months 15.4% 123 14.2% 18 5.6% 11.6% 21.3% 15.3% 25.5% 37 8.9% 10 Once every six months 12.1% 97 21.7% 28 10.2% 13 3.6% 10.1% 12 11.6% 5 10.8% 15 19.9% 12 14.2% 7 5 45 9.7% 13 2 Once a year 5.6% 2 9% 4 8.6% 11 5.2% 6 5.8% 0.9% 5.6% 3 8.2% 4 -1 Less often than once a vear 3.6% 29 3.9% 5 2.8% 4 6.1% 8 0.7% 1 2.5% 1 4.0% 6 6.4% 4 1.1% 43.2% 346 29.3% 37 46.4% 59 55.5% 75 44.7% 52 46.1% 18 34.6% 50 46.3% 28 51.6% 27 Don't do (Dont know / varies) 29 7 25 23.0% 24 0.0% 12.6% 101 19.6% 5.2% 11.1% 13 3.4% 1 16.6% 0 3.7% 2 0.24 0.34 0.37 0.49 Mean: 0.26 0.26 0.12 0.17 0.16 127 Weighted base: 801 127 135 117 40 143 60 52 100 Sample: 101 100 100 100 100 100 100 Gym / health club / sports facility 15.0% 120 12.6% 16 15.1% 19 9.5% 13 21.1% 25 15.6% 19.0% 27 13.2% 8 12.4% More than once a week 6 6 3.4% 27 1.7% 4.8% 1.3% 2 6.5% 8 7.0% 3 3.2% 5 3.7% 2 0.6% 0 Once a week 2 6 0 0.3% 0.0% 1.3% 10 2.2% 3 0.0% 3.0% 4 2.4% 0.0% 0 0 0.0% 0 Once a fortnight 0 3 Once a month 0.4% 3 0.0% 0 0.8% 0.0% 0 0.0% 0 0.4% 0 1.3% 2 0.0% 0 0.0% 0 9 2 0.0% 0 3 0 2.2% 3 0 Once every two months 1.1% 1.9% 2.5% 0.0% 0 0.4% 0.0% 0.0% 0 2 0.0% 0 0.0% 1.3% 2 0.0% 0.4% 0 0.0% 0.0% 0 0.6% Once every six months 0.3% 0 0 0 0 2 Once a year 0.4% 3 0.0% 0 0.0% 0 1.3% 0.0% 0 0.0% 0 0.0% 0 1.8% 1 0.0% 0 Less often than once a year 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0 0.0% 0 599 78.4% Don't do 74.8% 72.3% 92 77.1% 98 106 67.3% 78 72.7% 29 73.0% 105 80.8% 49 82.8% 43 (Dont know / varies) 12 2.6 9.4% 3 2.7% 3 2.9% 0.9% 0.5% 0 3.7% 2 3.3% 2.3% 2.7% 4 1 1 1.42 1.25 1.44 0.92 2.05 1.58 1.69 1.21 Mean: 1.06 Weighted base: 801 127 127 135 117 40 143 60 52 101 100 100 100 100 100 100 100 Sample: Theatre/ concert / music venue More than once a week 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Once a week 0.8% 6 0.0% 0 2.0% 3 0.0% 0 0.0% 0 1.2% 0 2.2% 3 0.0% 0 0.0% 0.0% 0 0.0% 0.5% 3.7% 1.9% 1.3% 1.0% 0 2.0% 3 0.6% 0 Once a fortnight 8 1 2 1 1 Once a month 3.4% 27 2.5% 3 5.4% 7 1.7% 2 1.1% 1 4.2% 2 3.2% 5 2.8% 2 10.2% 5 73 7.7% 10 4.5% 6 4.9% 13.9% 16 6 8.3% 12 15.2% 9 14.3% Once every two months 9.1% 15.1% 11.5% 92 7.7% 10 9.4% 12 14.3% 19 17.3% 20 10.0% 4 7.2% 10 20.6% 12 8.0% Once every six months 6.7% 65 7.0% 9 11.3% 14 9.7% 10.4% 12 2.1% 1 10 4.4% 6.0% 3 Once a year 8.1% 13 3 Less often than once a year 4.1% 33 7.6% 10 1.6% 2 5.0% 3.8% 4.9% 2 2.2% 3 5.6% 3 2.1% 1 4 54.4% 68 83 54.7% 22 57.5% 49.5% 30 Don't do 54.2% 434 69 53.2% 61.3% 44.4% 52 83 55.2% 29 (Dont know / varies) 4 2 2 13.2% 17 16 7.1% 8 4.1% 10.6% 15 0.5% 0 3.7% 8.0% 64 12.6% 2.7% Mean: 0.18 0.11 0.21 0.10 0.18 0.28 0.25 0.18 0.22 Weighted base: 127 117 40 143 801 127 135 60 52 Sample: 801 101 100 100 100 100 100 100 100

## **Coventry Household Survey**

for Lambert Smith Hampton

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Weighten.				10						Pu	/						way	2023
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	e <b>4</b>	Zone	5	Zone	6	Zone	7	Zone	2 8
Museum / gallery o	r place o	of hist	orical /	cultur	al intere	est												
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Once a week	0.9%	7	1.9%	2	3.4%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.7% 2.6%	6 21	1.8% 2.5%	2 3	0.8% 0.3%	1 0	0.5% 4.9%	1 7	0.4% 1.0%	0	0.0% 5.7%	0 2	0.0% 2.6%	0 4	2.3% 4.3%	1 3	0.0% 2.3%	1
Once a month Once every two months	5.2%	42	6.2%	8	2.9%	4	3.8%	5	5.1%	1 6	9.7%	4	5.5%	8	4.5%	3	8.8%	5
Once every six months	9.1%	73	3.9%	5	6.6%	8	5.4%	7	10.4%	12	10.0%	4	8.7%	12		16	14.6%	8
Once a year	7.9%	63	3.9%	5	4.3%	5	14.8%	20	13.6%	16	6.4%	3	5.8%	8	4.3%	3	7.8%	4
Less often than once a year	3.0%	24	2.2%	3	4.5%	6	3.6%	5	5.2%	6	0.9%	0	2.2%	3	1.5%	1	1.1%	1
Don't do	63.2%	506	64.3%	82	66.5%	84	64.5%	87	57.2%	67	63.5%	25	66.5%	95	56.0%	34	61.2%	32
(Dont know / varies)	7.3%	59	13.2%	17	10.8%	14	2.7%	4	7.1%	8	3.4%	1	8.8%	13	0.5%	0	3.7%	2
Mean:		0.14		0.21		0.21		0.11		0.09		0.16		0.09		0.17		0.16
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
Pub / bar / nightclu	d																	
More than once a week	4.5%	36	7.9%	10	5.2%	7	2.7%	4	2.9%	3	3.8%	2	2.0%	3	6.8%	4	6.9%	4
Once a week	12.0%	96	11.5%	15	10.2%	13	11.3%	15	15.6%	18	16.2%	6	12.8%	18	9.2%	6	9.1%	5
Once a fortnight Once a month	10.7% 10.7%	86 85	13.5% 10.6%	17 13	5.8% 3.7%	7 5	8.8% 16.4%	12 22	17.4% 13.7%	20 16	13.1% 10.3%	5 4	8.4% 7.9%	12 11	10.5% 8.8%	6 5	10.8% 16.2%	6 8
Once every two months	5.8%	46	5.7%	7	5.6%	7	10.4%	14	3.4%	4		4	4.8%	7	2.8%	2	2.3%	1
Once every six months	3.2%	26	2.2%	3	3.6%	5	3.9%	5	3.8%	4	0.4%	0	0.3%	0	7.4%	4	6.5%	3
Once a year	1.1%	8	0.0%	0	0.0%	0	1.7%	2	0.4%	0	1.2%	0	2.2%	3	0.0%	0	3.8%	2
Less often than once a year	0.6%	5	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0
Don't do	40.2%	322	30.9%	39	39.6%	50	39.2%	53	36.1%	42	43.6%	17	47.0%	67	53.6%	32	40.1%	21
(Dont know / varies)	11.3%	91	17.8%	23	26.3%	33	2.5%	3	6.8%	8	0.9%	0	14.5%	21	0.5%	0	3.7%	2
Mean:		1.35		1.83		1.37		1.10		1.46		1.39		1.11		1.25		1.38
Weighted base:		801		127		127		135		117		40		143		60		52
Sample: Restaurant / café		801		101		100		100		100		100		100		100		100
More than once a week	4.5%	36	2.5%	3	5.7%	7	2.7%	4	4.8%	6	8.8%	3	5.4%	8	3.7%	2	6.5%	3
Once a week	16.5%	132	16.0%	20	10.6%	14	11.8%	16	15.1%	18	18.2%	7	29.5%	42	16.5%	10	10.4%	5
Once a fortnight	12.9%	103	15.7%	20	9.9%	13	6.0%	8	18.1%	21		8	14.4%	21	7.8%	5	15.6%	8
Once a month	18.7%	150	17.7%	22	15.5%	20	20.5%	28	16.1%	19	23.1%	9	17.1%	24		15	24.6%	13
Once every two months	9.9%	79	10.1%	13	5.5%	7	12.1%	16	10.0%	12	5.0%	2	8.5%	12	22.6%	14	7.4%	4
Once every six months	5.1%	41	5.8%	7	0.3%	0	7.2%	10		14	2.5%	1	2.0%	3	2.9%	2	8.6%	4
Once a year	0.7%	6	0.3%	0	0.3%	0	0.5%	1	2.1%	2	0.0%	0	0.7%	1	1.5%	1	0.0%	0
Less often than once a year Don't do	1.0%	162	0.0% 15.0%	0	1.7% 20.2%	2 26	2.6% 33.7%	3	0.7% 16.7%	1 19	0.4% 22.1%	0	0.7% 14.3%	1 21	0.0% 20.1%	0	0.0% 23.2%	0
(Dont know / varies)	20.4% 10.3%	163 82	16.9%	19 21		38	3.0%	46 4	4.8%	6	0.4%	0	7.5%	11	0.0%	12	3.7%	12 2
Mean:		1.71		1.68		1.81		1.12		1.66		2.09		2.29		1.48		1.61
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
Home delivery take	away an	d resi	taurant	servic	es, incl	luding	service	es offe	ered by	Delive	eroo, Ju	st Eat	and Uk	er Ea	ts			
More than once a week	1.8%	14	1.8%	2	1.6%	2	1.3%	2	3.1%	4	2.5%	1	2.3%	3	0.0%	0	0.0%	0
Once a week	7.5%	60	0.7%	1	8.0%	10		19	9.5%	11	5.3%	2	9.0%	13	1.3%	1	5.9%	3
Once a fortnight	8.2%	66	9.8%	12	6.8%	9	10.6%	14	6.6%	8	9.5%	4	5.4%	8	14.4%	9	5.3%	3
Once a month Once every two months	9.7% 4.3%	78 34	10.2% 4.1%	13	10.7% 3.7%	14 5	17.0% 6.1%	23 8	10.8% 2.1%	13 2	7.0% 4.0%	3 2	3.3% 3.2%	5 5	11.0% 5.9%	7 4	3.3% 7.1%	2
Once every six months	1.4%	11	0.7%	1	0.0%	0	0.1%	0	1.8%	2	2.8%	1	0.7%	1	3.8%	2	7.1%	4
Once a year	0.4%	4	0.7%	0	0.0%	0	0.0%	1	0.0%	0	2.9%	1	0.7%	0	0.0%	0	2.1%	1
Less often than once a year	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.3%	0	0.5%	0	0.6%	0
Don't do	62.0%	497	61.5%	78	63.6%	81	47.5%	64	63.1%	74		25	72.7%	104		37	64.6%	33
(Dont know / varies)	4.6%	37	11.3%	14	5.6%	7	2.7%	4	2.7%	3	3.4%	1	3.1%	5	1.0%	1	3.7%	2
Mean:		0.76		0.56		0.75		1.10		0.91		0.73		0.72		0.49		0.44
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100

By Zone Filt Nulls Wtd [D]

Weighted:

#### **Coventry Household Survey** for Lambert Smith Hampton

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										-							-	
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Family entertainme	ent (e.g. t	tenpin	bowlin	g, ska	nting rin	<b>k</b> )												
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.9%	7	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.7%	2	0.0%	0
Once a month	2.4%	20	4.0%	5	1.6%	2	2.5%	3	0.0%	0	0.0%	0	5.0%	7	0.0%	0	3.2%	2
Once every two months	6.1%	49	4.4%	6	0.8%	1	6.6%	9	10.6%	12	3.8%	1	10.5%	15	3.3%	2	5.4%	3
Once every six months	5.3%	43	4.4%	6	6.2%	8	5.6%	8	3.9%	5	13.1%	5	5.6%	8	3.3%	2	3.8%	2
Once a year	4.7%	38	7.7%	10	9.0%	11	3.8%	5	0.7%	1	5.4%	2	2.6%	4	1.8%	1	6.9%	4
Less often than once a year	0.9%	7	1.9%	2	0.0%	0	0.5%	1	0.0%	0	0.9%	0	1.3%	2	0.0%	0	4.3%	2
Don't do	68.2%	547	58.1%	74	65.6%	83	78.3%	106	76.0%	89	73.9%	29	52.1%	75	88.5%	53	72.7%	38
(Dont know / varies)	11.3%	90	19.4%	25	14.8%	19	2.7%	4	8.8%	10	2.9%	1	20.7%	30	0.5%	0	3.7%	2
Mean:		0.10		0.10		0.10		0.08		0.07		0.05		0.21		0.08		0.08
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100

#### **Coventry Household Survey** for Lambert Smith Hampton

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**Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers? Those who visit bingo halls / casinos at least once a year Q38 AND Excl. Nulls BJ's Bingo, Mackadown 8.1% 0.0% 0.0% 0 33.2% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Lane, Birmingham, B33 0LE Buzz Bingo, Brade Drive, 9.5% 4 0.0% 0 0.0% 0 39.1% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV2 2QQ Buzz Bingo, Savoy 25.3% 0.0% 0 37.1% 2 78.3% 14.9% 0 0.0% 0.0% 0 0.0% 0 11 3 16.0% 6 0 Buildings, Radford Road, Coventry, CV6 3BU Palace Bingo, Leicester 8.5% 38.5% 3 0.0% 0.0% 0 0.0% 0.0% 14.3% 0.0% 0 0.0% 0 Road, Bedworth, CV12 8AB Balsall Common Village 0.0% 0.0% 0.0% 0.0% 0.0% 0 2.2% 0.0% 0 85.1% 0 0.0% Centre Binley Local Centre, 0 0 0.0% 0 0.0% 0.0% 0 0 1.0% 5.9% 0 0.0% 0.0% 0 0.0% 0 0 0.0% Coventry Cheylesmore Local Centre, 1.0% 0 5.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Coventry City Centre 6.0% 3 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 39.1% 0.0% 0 0.0% 0 Leamington Spa Town 2 0 0 0 0.0% 0.0% 0 100.0% 2 4.4% 0.0% 0.0% 0 0.0% 0.0% 0.0% Centre 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 39.4% 0.0% 0 0.0% Nuneaton Town Centre 6.1% 3 3 Spon End Local Centre, 1.0% 0 0.0% 0 0.0% 0 0.0% 0 5.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Betfred, Haunchwood Road, 1.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.2% 0 0.0% 0 0.0% 0 Nuneaton, CV10 8DG Chapel Fields Local Centre, 0.9% 0 0.0% 0 4.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV5 8DQ 0.0% 0.0% 0 Chevlesmore Social Club. 1.9% 11.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 1 1 0 Quinton Park, Coventry, CV3 5PZ Genting Casino, Croft Road, 4.7% 2 0.0% 0 24.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV1 3AZ Grosvenor Casino, Building 10.9% 32.1% 2 24.7% 2 0.0% 0 5.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Society Arena, Judds Lane, Coventry, CV6 6AQ 0.9% 0.0% 0.0% 0.0% 0.0% 0 Hen Lane & District Social 0 0.0% 0 4.5% 0 0.0% 0 0.0% 0 0 0 0 Club, Beacon Road, Coventry, CV6 4DS 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Ladbrokes, Jardine Crescent, 1.0% 0 0 0 5.4% 0 0 0 0 Tile Hill, Coventry, CV4 Ladbrokes, Westhill Road, 0.9% 0.0% 0 4.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coundon, Coventry, CV6 Potter's Green Local Centre, 1.4% 0.0% 0.0% 5.8% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Coventry, CV2 1DJ Walsgrave Club, Woodway 0 1.4% 1 0.0% 0 0.0% 0 5.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Lane, Coventry, CV2 2EJ Willenhall Social Club, 1.0% 0 5.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Robin Hood Road. Coventry, CV3 3BB 0.0% 0.0% 0.0% 0 William Hill, Quinton Park, 1.0% 0 0.0% 0 0 0.0% 0 5.4% 0 0.0% 0 0 0.0% Coventry, CV3 5HZ Weighted base: 11 2 Sample: 39 2 6 0

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## **Coventry Household Survey**

for Lambert Smith Hampton

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																	•	
	Tota	1	Zone	1	Zone 2	2	Zone 3	3	Zone	4	Zone :	5	Zone (	5	Zone	7	Zone 8	3
Q40 Where do you or me Those who visit the cine								ema	?									
Cineworld, Junction One, Leicester Road, Rugby, CV21 1RW	4.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.3%	13	0.0%	0
Cineworld, Resorts World, Pendigo Way, Marston Green, Birmingham, B40 1PU	3.4%	11	0.0%	0	0.0%	0	0.0%	0	11.3%	6	28.9%	5	0.0%	0	0.0%	0	0.0%	0
Cineworld, The Crescent, Station Road, Hinckley, LE10 1AW	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Odeon, Bermuda Park, St Davids Way, Nuneaton, CV10 7SD	9.6%	31	9.4%	6	1.2%	0	2.8%	1	4.6%	2	9.2%	2	30.5%	20	0.0%	0	0.0%	0
Odeon, Sky Dome, Croft Road, Coventry, CV1 3AZ	14.6%	47	26.7%	16	17.3%	6	19.8%	9	17.5%	9	7.4%	1	4.2%	3	0.0%	0	16.1%	4
Showcase, Gielgud Way, Walsgrave on Sowe, Coventry, CV2 2SZ	54.1%	173	50.8%	30	70.8%	24	77.4%	34	50.6%	26	12.9%	2	60.3%	39	45.0%	13	26.2%	6
The Big Screen, Warwick Students' Union and Arts Centre, University of Warwick, Warwick, Coventry, CV4 7AJ	2.2%	7	0.7%	0	0.0%	0	0.0%	0	7.4%	4	13.1%	2	0.0%	0	0.0%	0	2.6%	1
Vue, Portland Place East, Leamington Spa, CV32 5ET	7.0%	23	7.8%	5	7.6%	3	0.0%	0	4.6%	2	6.5%	1	0.0%	0	8.7%	2	42.6%	9
Warwick Student Cinema, University of Warwick, Science Concourse, Library Road, Coventry, CV4 7AL	0.8%	3	0.7%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Coventry City Centre	0.7%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Homer Road, Solihull, B91 3QW	1.6%	5	0.0%	0	3.2%	1	0.0%	0	0.9%	0	19.3%	3	0.0%	0	0.0%	0	1.3%	0
Everyman, Bell Court, Wood Street, Stratford-upon-Avon, CV37 6JW	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2
Royal Spa Centre, Newbold Terrace, Leamington Spa, CV32 4HN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
The Arc Cinema, Mulberry Place, Daventry, NN11 4GH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	O
The National Exhibition Centre, Town Hall & Symphony Hall, Birmingham, B1 2EA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	C
Weighted base: Sample:		321 272		60 36		33 21		44 26		51 40		18 37		64 29		28 43		22 40

### **Coventry Household Survey for Lambert Smith Hampton**

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**Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility? Those who visit the gym at least once a year at Q38 AND Excl. Nulls Ardencote Leisure Club, Lye 0.3% 0.0% 0.0% 0.0% 0.0% 5.3% 0 0.0% 0.0% 0 0.0% 0 Green Road, Claverdon, CV35 8LT Atrium Health, Watch Close, 2.0% 3 15.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV1 3LN Bannatyne Health Club And 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.6% 0 0 11.1% 1 0 Spa, Saintbury Drive, Shirley, Solihull, B91 3SZ Bedworth Leisure Centre, 1.9% 3 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 8.6% 3 0.0% 0 0.0% 0 Coventry Road, Bedworth, CV12 8NN Best Western, Birmingham 0.3% 0.0% 0.0% 0.0% 1.3% 0.0% 0.0% 0.0% 0.0% 0 Road, Allesley, Coventry, CV5 9AL Brandon Hall Hotel and Spa, 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.2% 1 0.0% 0 Main Street, Wolston, Coventry, CV8 3FW Capitol Gym, Longford 4.4% 7 0.0% 0 17.5% 5 0.0% 0 0.0% 0 0.0% 0 7.2% 3 0.0% 0 0.0% 0 Road, Coventry, CV6 6DR Cauldon Castle Sports 1.0% 2 0.0% 0 0.0% 0 7.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre, Azholme Road, Coventry, CV2 5BD Centre AT7, Bell Green 0.0% 0.0% 0.0% 0 1.9% 3 0.0% 9.4% 2.8% 0.0% 0.0% Road, Coventry, CV6 7GP Cleaver Squash & Fitness, 0 0 0.0% 0 0.0% 0 0.8% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 3.6% Weddington Road, Nuneaton, CV10 0AL 0 0.9% 2.0% 0.0% 0.0% 0 12.7% 0.0% 0.0% 0.0% Curves Kenilworth Women 2 0 0 0.0% 0 0 0 1 Gym, Talisman Close, Kenilworth, CV8 1JB David Lloyd, Cranmore 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.3% 0 0.0% 0 0.0% 0 0.0% 0 Boulevard, Shirley, Solihull, B90 4ZL David Lloyds, Abbey Road, 0.0% 4.1% 0.0% 0.0% 8.8% 3 0.0% 0.0% 0.0% 0 Coventry, CV3 4BJ 0 Empire Gym & Studios, 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.2% 3 0.0% 0 0.0% Leicester Road, Nuneaton, CV11 4BW 0.0% 0.0% 0 Future Fitness, Far Gosford 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 4.2% Street, Coventry, CV1 Gymophobics, St Matthews 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.6% 0 0.0% 0 Street, Rugby, CV21 3BY JD Gyms, Newbold Road, 1.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 28.4% 3 0.0% 0 Rugby, CV21 2YX 0.0% 0 Jubilee Sports Centre, 3.8% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 17.1% 0 0.0% Greenmoor Road. Nuneaton, CV10 7EZ Krav Maga Central, The 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 0 0.0% 0 0.0% 0 0.0% 0 Grange, Frog Lane, Balsall Common, Coventry, CV7 Newbold Comvn Leisure 1.6% 3 0.0% 0 0.0% 0 0.0% 0 7.3% 2 0.0% 0 0.0% 0 0.0% 0 4.2% 0 Centre, Newbold Terrace East, Leamington Spa, CV32 4EW 0.0% 0 Nuffield Health Nuneaton 6.3% 11 0.0% 7.8% 0.0% 0.0% 0 23.5% 0.0% 0 0.0% Fitness & Wellbeing Gym, Bermuda Leisure Park, St Davids Way, Nuneaton, CV10 7SG Nuffield Health Rugby 1.7% 3 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 24.6% 0.0% 0 Fitness & Wellbeing Gym, Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW Pingles Leisure Centre, 0.0% 9.6% 0.0% 5.3% 0 13.4% 0.0% 0.0% 0 4.8% 0 3 0.0% 5 0 Avenue Road, Nuneaton, CV11 4LX PureGym, Bishop street, 1.3% 2 0.0% 0 7.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Coventry, CV1 1HW

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Weighted:				for	Laml	be	rt Smi	th	Hamp	oto	) n						May 2	023
	Total		Zone 1		Zone 2		Zone 3		Zone 4	-	Zone 5		Zone 6		Zone 7		Zone 8	 }
PureGym, Ropewalk Shopping Centre, Chapel Street, Nuneaton, CV11	3.4%	6	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0
5TZ PureGym, Skydrome, Croft	3.7%	6	0.0%	0	7.9%	2	18.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV1 3AZ				_														
PureGym, Warwickshire Shopping Park, Coventry, CV3 2SB	5.8%	10	34.0%	7	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0
Revolution Training Coventry, Willenhall Lane, Binley, Coventry, CV3 2AS	1.4%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Court Hotel, Tamworth Road,	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV7 8JG Rugby School Sports Centre, Horton Crescent, Rugby,	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV22 5DJ Simply Gym, Earl Place Business Park,	2.7%	4	0.0%	0	7.9%	2	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fletchamstead Highway, Coventry, CV4 9XL Sports and Wellness Hub, Cryfield Village, Leighfield Road,	1.0%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 7EU Sports Connexion Leisure Club and Venue, Leamington Road,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0
Ryton-on-Dunsmore, Coventry, CV8 3FL St Nicholas Park Leisure Centre, Banbury Road,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Warwick, CV34 4QY The Alan Higgs Centre, Allard Way, Coventry,	2.3%	4	9.7%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 1HW The Queen's Diamond Jubilee Centre, Bruce Williams Way, Rugby, CV22 5LJ	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
The Warwickshire Health & Fitness Club, Leek Wootton, Warwick, CV35	4.5%	8	11.2%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	67.4%	5
The Wave Waterpark, New Union Street, Coventry, CV1 2PS	1.5%	2	6.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Gym, Coventry, Dolomite Avenue, Coventry, CV4 9GZ	4.8%	8	0.0%	0	8.3%	2	15.5%	3	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Xcel Leisure Centre, Mitchell Avenue, Coventry, CV4 8DY	5.5%	9	0.0%	0	9.4%	2	0.0%	0	17.3%	6	12.7%	1	0.0%	0	0.0%	0	0.0%	0
Bedworth Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Coventry City Centre Kenilworth Town Centre	1.6% 0.2%	3	0.0% 0.0%	0	1.5% 0.0%	0	0.0% 0.0%	0	7.3% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.2%	0
A Company, Cholswell Road, Shippon, Abingdon, OX13 6HW	2.1%	3	0.0%	0	0.0%		15.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bablake School, Coundon Road, Coventry, CV1 4AU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health Club and Spa, Bonehill Road, Bitterscote, Tamworth, B78 3HN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Best Western Plus Windmill Village Hotel, Golf Club & Spa, Birmingham Road,	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allesley, Coventry, CV5 Chesford Grange Hotel, B4115, Kenilworth, CV8	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1

**Coventry Household Survey** 

for Lambert Smith Hampton

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Weighted:				for	Lan	ıbe	rt Sm	iith	Ham	pto	n						May 2	2023
	Total	l	Zone	1	Zone 2	2	Zone 3	3	Zone 4	4	Zone 5	5	Zone 6	í	Zone '	7	Zone	8
2LD Clifford Health Club, Regent	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0
Street, Long Eaton, Nottingham, NG10 1JX	0.40/		0.00/	0	0.00/	0	2.00/		0.00/	0	0.007	0	0.00/	0	0.00/	0	0.00/	0
Copsewood Golf Club, Coventry, CV3 1JP	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corley Village Centre, CV7 8AZ	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Building Society Arena, Judds Lane,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Coventry, CV6 6GE Coventry Golf Club, St. Martins Road, Finham,	0.3%	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
Coventry, CV3 6RJ Coventry Hearsall Golf Club, Beechwood Avenue,	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV5 6DF Coventry Rugby Club, Melbourne Road,	0.3%	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
Coventry, CV5 6JL Earlsdon Methodist Church Hall, Earlsdon Avenue,	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsdon, CV5 6DN Hampton-in-Arden Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Centre, B92 0BJ Jaguar Cars Sports & Social Club, Fenton Road,	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allesley, Coventry, CV5 9PS																		
Kenilworth Golf Club, Crewe Lane, Crewe Lane, Kenilworth, CV8 2EA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Sport and Recreation Centre, Whitefriars Street,	0.3%	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
Coventry, CV1 2DS TST UK Taekwon-Do, Shorncliffe Road,	1.0%	2	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 1GP The Belfry Hotel and Resort, Lichfield Road, Sutton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Coldfield, B76 9PR The Village Hotel & Leisure Club, Dolomite Avenue,	3.6%	6	0.0%	0	1.5%	0	0.0%	0	17.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 9GZ University of Warwick,	1.7%	3	11.2%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 7AL Wellesbourne Sports and Community Centre,	1.4%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loxley Close, Wellesbourne, Warwick, CV35 9RU																		
Woodlands Sports Complex, Broad Lane, Coventry, CV5 7FF	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		166 131		21 19		26 17		22 12		32 21		9 14		37 19		11 16		7 13

### **Coventry Household Survey for Lambert Smith Hampton**

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**Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music? Those who visit the theatre at least once a year at Q38 AND Excl. Nulls Abbet Theatre, Pool Bank 1.2% 3 0.0% 0.0% 0.0% 0.0% 0 0.0% 7.7% 3 0.0% 0.0% 0 Street, Nuneaton, CV11 5DB Belgrade Theatre, Belgrade 40.8% 105 41.2% 13 38.6% 14 61.1% 26 46.5% 23 30.5% 4 40.0% 17 24.8% 6 13.9% 3 Square, Corporation Street, Coventry, CV1 1GS Birmingham Hippodrome, 10.3% 26 15.1% 9.1% 3 8.6% 14.0% 24.7% 3 0.0% 0 8.9% 12.3% 2 Hurst Street, Southside, Birmingham, B5 4TB Birmingham Repertory 1.3% 3 0.0% 0 6.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0 4.4% 1 Theatre, Centenary Square, Birmingham, B1 2EP Loft Theatre, Victoria 1.9% 5 0.0% 0 7.0% 3 1.5% 1 0.9% 0 0.0% 0 0.0% 0 4.4% 1 1.6% 0 Colonnade, Leamington Spa, CV31 3AA Priory Theatre, Rosemary 1.0% 2 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.1% 2 Hill, Kenilworth, CV8 Royal Shakespeare Theatre, 2.1% 5 1.4% 0 0.0% 0 0.0% 0 0.0% 0 6.8% 6.7% 1.2% 0 4.8% 1 3 Waterside, Stratford-upon-Avon, CV37 6BB 5.8% 3.3% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 10.4% 2 Royal Spa Centre, Newbold 2.3% 6 1.1% 3 1 Terrace, Leamington Spa, CV32 4HN 0 Rugby Theatre Society, 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 4.7% 0.0% 2 0 0 0 2.4% 0 0 1 Henry Street, Rugby, CV21 2QA Talisman Theatre and Arts 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.4% 1 Centre, Barrow Road. Kenilworth, CV8 1EG 0.0% The Albany Theatre, Albany 5.9% 13.0% 10.4% 7.5% 3 4.8% 4.7% 3.3% 1.6% 0 Road, Coventry, CV5 6JQ 0 The Alexandra Theatre, 2.6% 1.4% 0 2.9% 8.5% 1.8% 4.7% 0.0% 0 0.0% 0 0.0% Suffolk, Queensway, Birmingham, B5 4DS 0.0% 0.0% 0.0% 0.0% 0.0% 0 The Core Theatre, Homer 0.1% 0 0.0% 0 0.0% 0 0 0 2.5% 0 0 0 Road, Touchwood, Solihull, B91 3RG The Old Rep Theatre, Station 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 0.0% 0 Street, Birmingham, B5 4DY Warwick Arts Centre, 4.6% 12 9.1% 3 1.1% 1.5% 8.5% 4.7% 0.0% 0.0% 16.6% 3 University of Warwick, Coventry, CV4 7AL 0.2% 0.0% 0.0% 0 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% Abroad 0 0 0 Birmingham City Centre 2.0% 1.4% 0 12.0% 4 0.0% 0 0.0% 0 3.7% 1 0.0% 0 0.0% 0 0.0% 0 Central London / West End 8.6% 22 7.4% 2 5.8% 2 4.1% 2 2.4% 1 12.8% 2 15.7% 7 22.6% 6 4.8% 1 Coventry City Centre 0.8% 2 0.0% 0 5.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 Leicester City Centre 0.5% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 3.2% 0.0% 0 0.0% 0.0% Nuneaton Town Centre 1.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.4% 3 0 0.0% 0 Rugby Town Centre 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 1 0.0% 0 0 0 0 Curve Theatre, Rutland 1.4% 4 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 6.4% 3 3.3% 1 0.0% 0 Street, Leicester, LE1 1SB 0.0% HMV Empire, Hertford 2.2% 6 7.4% 2 0 0.0% 0 5.8% 3 0.0% 0 1.2% 0 0.0% 0 0.0% 0 Street, Coventry, CV1 1LF Lighthouse Theatre, 0.7% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 7.8% 0.0% 0 Thurston Drive, Kettering, NN15 6PB National Exhibition Centre, 2.1% 1.4% 0.0% 0.0% 4.8% 0.0% 6.4% 3 0.0% 0.0% 0 North Avenue, Marston Green, Birmingham, B40 1NT Resorts World, Pendigo 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 10.4% 2 0.7% 2 0 0 0 0 0 Way, Marston Green, Birmingham, B40 1PU Royal & Derngate, Guildhall 0.6% 2 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 6.5% 0.0% 0 Road, Northampton, NN1 1DP

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone	8
St Pauls Church, Foleshill Road, Coventry, CV6 5AJ	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent Town Centre, ST4 2AA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Symphony Hall, Broad Street, Birmingham, B1 2EA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	3.2%	1	0.0%	0	0.0%	0
The Assembly, Spencer Street, Leamington Spa, CV31 3NF	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.3%	1	0.0%	0
The Benn Hall, Newbold Road, Rugby, CV21 2LN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
The Swan Theatre, Waterside, Stratford-upon-Avon, CV37 7LS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Utilita Arena, King Edwards Road, Birmingham, B1 2AA	0.7%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		257 292		32 31		36 31		42 38		49 46		14 37		42 28		25 39		18 42

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Weighted:

	Total	l	Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	5	Zone 7	7	Zone	8
Q43 Where do you or me Those who visit museur.									gallery, o	or ot	her place	of h	nistorica	l / cu	Itural int	erest	?	
Blitz Museum, Bayley Lane,	1.4%		11.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coventry, CV1 5RJ Charterhouse, London Road, Coventry, CV1 2JR	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	
Coventry Transport Museum, Millennium Place, Hales Street,	17.1%	29	24.8%	5	17.9%	4	33.1%	11	17.5%	5	0.0%	0	9.4%	3	12.8%	2	0.0%	
Coventry, CV1 1JD  Ierbert Art Gallery &  Museum, Jordan Well,  Coventry, CV1 5QP	39.9%	68	32.5%	7	55.3%	11	45.4%	15	29.8%	8	25.6%	3	49.6%	15	22.5%	4	44.8%	
Market Hall Museum, Market Place, Warwick, CV34 4SA	0.4%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	
funeaton Museum & Art Gallery, Riversley Park, Coton Road, Nuneaton, CV11 5TU	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	8	0.0%	0	0.0%	
he National Motorcycle Museum, Coventry Road, Bickenhill, Solihull, B92 0EJ	2.6%	4	0.0%	0	1.9%	0	0.0%	0	11.1%	3	11.4%	1	0.0%	0	0.0%	0	0.0%	
Arwickshire Yeomanry Museum, The Court House, Jury Street, Warwick, CV34 4EW	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
broad	4.3%	7	11.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	13.1%	2	16.9%	
rmingham City Centre	4.7%	8	2.1%	0	10.4%	2	1.9%	1	9.4%	2	13.7%	1	0.0%	0	0.0%	0	7.5%	
ntral London / West End	14.4%	25		3	1.9%	0	19.6%	6	12.4%	3	28.9%	3	11.1%	3	24.1%	4	10.0%	
ventry City Centre	1.0%	2	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	9.7% 0.0%	2	0.0% 0.0%	
amington Spa Town Centre ratford-upon-Avon Town	0.3%	0	2.1% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	
Centre ddesley Clinton Village Centre, B93 0DQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	
rmingham Museum & Art Gallery, Chamberlain Square, Birmingham, B3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	
enheim Palace, Woodstock, OX20 1PP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	
imbridge City Centre, CB1 1DJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	
mpton Verney Visitor Centre, Compton Verney, Warwick, CV35 9HZ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	
linburgh City Centre, EH1 2NG	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	
ligo Art Gallery, High Street, Knowle, Solihull, B93 0LN	0.7%	1	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	
enilworth Castle, Castle Green, Kenilworth, CV8 1NG	1.6%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	2	4.9%	0	0.0%	0	0.0%	0	0.0%	
verpool City Centre, L2 OPP utional Trust - Baddesley	0.3%	0	0.0%	0	0.0%	0	0.0%	0	1.7% 0.0%	0	0.0%	0	0.0%	0	0.0% 4.7%	0	0.0%	
Clinton, Rising Lane, Knowle, Solihull, B93	0.070	1	0.0%	U	0.0%	U	0.0%	U	0.076	U	1.070	U	0.070	U	4.770	1	0.0%	
tional Trust - Packwood House, Packwood Lane, Solihull, B94 6AT	1.4%	2	0.0%		10.8%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	
gby Art Gallery and Museum, Little Elborow Street, Rugby, CV21 3BZ	1.0%	2	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	9.8%	2	0.0%	
e Rugby Football Museum, The Stables, Manor Farm, Cosford Lane, Rugby, CV21 1HT	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey for Lambert Smith Hampton** 

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	Total	l	Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	,	Zone 8	8
University of Warwick, Coventry, CV4 7AL	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.0%	0
Whitby Town Centre, YO21 1DH	0.3%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		171 204		21 20		20 22		33 22		26 27		10 33		30 22		17 30		15 28

# **Coventry Household Survey for Lambert Smith Hampton**

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q44 What location (e.g. t / nightclub / music v Those who visit pubs / b	enue?		•••	_	•		•	•	you or r	nemb	ers of y	our h	ouseho	ld nor	mally g	o to fo	or pub /	bar
Allesley Village Centre	0.10/	0	0.00/	0	1.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Attleborough Village Centre	0.1% 0.4%	1	0.0% 0.0%	0	1.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.6%	0	0.0% 0.0%	0	0.0%	0
Balsall Common Village	1.9%	7	0.7%	0	0.0%	0	0.0%	0	0.7%	0	31.9%	6	0.0%	0	0.0%	0	0.0%	0
Centre																		
Bedworth Town Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	6	0.0%	0	0.0%	0
Bell Green Local Centre,	1.4%	5	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Coventry	0.70/	2	0.00/	0	0.00/	0	0.00/	0	2.40/	2	2.60/	0	0.00/	0	0.00/	0	0.00/	0
Berkswell Village Centre	0.7% 0.3%	3 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.4% 0.0%	2	2.6% 0.0%	0	0.0% 0.0%	0	0.0% 4.5%	0	0.0% 0.0%	0
Bilton Local Centre, Rugby Binley Local Centre,	1.2%	4	2.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	1.270	-	2.970	2	0.070	U	3.270	2	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
Birmingham City Centre	2.2%	8	0.0%	0	2.7%	1	5.5%	4	0.0%	0	6.3%	1	2.6%	1	1.2%	0	0.0%	0
Canley Local Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry																		
Cannon Park Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheylesmore Local Centre,	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.10/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.60/	0	0.00/	0	0.00/	0	0.00/	0
Coleshill Town Centre	0.1% 26.3%	0 93	0.0% 36.5%	0	0.0% 29.5%	0 11	0.0%	0 31	0.0% 35.3%	0 21	2.6% 11.2%	0 2	0.0%	0	0.0% 6.8%	0 2	0.0% 3.0%	0 1
Coventry City Centre Daventry Road Local Centre,	0.2%	93	1.5%	21 1	0.0%	0	42.4% 0.0%	0	0.0%	0	0.0%	0	5.4% 0.0%	0	0.8%	0	0.0%	0
Coventry	0.270	1	1.570	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
Earlsdon Local Centre	6.9%	24	17.1%	10	12.0%	5	2.3%	2	12.6%	8	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Hillfields Local Centre,	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry																		
Hillmorton Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Rugby																		
Holbrooks Local Centre	0.7%	2	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kenilworth Town Centre	6.2%	22	0.7%	0	5.4%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	62.9%	17
Keresley Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Keresley Village Centre	0.7%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowle Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	1.1%	0
Leamington Spa Town Centre	2.8%	10	8.0%	5	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.3%	1	7.2%	2
Leicester City Centre	1.3%	5	4.0%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Lutterworth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Meriden Village Centre	1.4%	5	0.0%	0	6.4%	2	0.0%	0	0.7%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0
Mount Nod Local Centre,	1.1%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	6.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.7%	22	0.0%	0	0.0%	0
Nuneaton Town Centre Rugby Town Centre	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	31.2%	8	0.0%	0
Solihull Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0
(Touchwood)	0.070	_	0.070	Ü	0.070	Ü	0.070	Ü	2.070	1	3.470		0.070	Ü	0.070	U	0.070	Ü
Spon End Local Centre, Coventry	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Local Centre,	0.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.10 / 0	_	0.070	Ü	0.070	Ü	2.570	_	0.070		0.070		0.070	Ü	0.070		0.070	
Upper Eastern Green Local	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry																		
Walsgrave on Sowe Local	3.0%	10	0.0%	0	0.0%	0	13.5%	10	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry																		
Warwick Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	7.3%	2
Whitestone Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Nuneaton	0.70/	2	0.00/	0	c =0/	2	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0
Whitnash Town Centre	0.7%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolston Village Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	4	0.0%	0
Abroad	0.8%	3	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	5.3% 0.0%	1 0	0.0%	0	0.0%	0	6.2% 0.0%	2
Acorn Pub, Camborne Drive, Nuneaton, CV11 6GU	0.1%	U	0.0%	U	1.0%	U	0.0%	U	0.0%	U								
Allesley Green Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV5 7QG Allesley Park Local Centre,	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV5 9AD Ansley Village Centre, CV10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
9PQ Ansty Village Centre, CV7	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
9HZ Ansty Village Centre,	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby, CV7 9JE Attleborough Arms,	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0
Highfield Road, Nuneaton,	0.070	J	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	J. <del>T</del> /0	J	0.070	U	0.070	U

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Weighted				for	Laml	J hei	rt Smi	th	Hamr	nto	m						May 2023		
Weighted:	Total Zone 1			Zone 2 Zone 3			Zone 4	Zone 5		Zone 6		Zone 8							
CV11 4PL Barby Village Centre, CV23 8UE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	
Biggin Hall Crescent Local Centre, Coventry, CV3	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1GR Binley Road Local Centre, Coventry, CV3 1HB	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	
Brandon Village Centre,	1.1%	4	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
CV8 3HW Brinklow Village Centre, CV23 0LR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	
Bristol City Centre, BS1 1JQ Brownshill Green Village	0.1% 0.3%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.0%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	1.2% 0.0%	0	0.0% 0.0%	0	
Centre, CV5 9FN Bubbenhall Village Centre, CV8 3BW	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bull and Anchor, Wheelwright Lane, Ash Green, Coventry, CV7 9HN	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	
Chase Hotel, Higham Lane,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	
Nuneaton, CV11 6AG Church Lawford Village Centre, CV23 9EE	0.8%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	
Clifton upon Dunsmore Village Centre, CV23 0BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	
Coombe Social Club, Brinklow Road, Binley,	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	
Coventry, CV3 2HY Copsewood Golf Club, Coventry, CV3 1JP	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	
Corley Moor Village Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	
CV7 8AQ Corley Village Centre, CV7 8AZ	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coundon Local Centre,	0.6%	2	0.0%	0	1.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coventry, CV6 1DZ Cross Point Business Park, Gielgud Way, Coventry,	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
CV2 2SZ Dadlington Village Centre, CV13 6JB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	
Dorridge Village Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	
B93 8FG Easenhall Village Centre, CV23 0JA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	C	
Enderby Village Centre, LE19 4NJ	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fleur de Lys, Lapworth Street, Lowsonford,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	
Henley-in-Arden, B95 5HJ Frankton Village Centre, CV23 9NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	C	
Gramercy Park Local Centre, Coventry, CV4 9AE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	C	
Harvester, Brownsover Road, Rugby, CV21 1RG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	C	
Hawkesbury Village Centre, CV6 6RG	0.7%	3	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	
Hercules Revived, Main Street, Sutton Cheney,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	C	
Hinckley, CV13 0AG Hogans Bar and Bistro, Sandpits Lane, Coventry, CV6 2FR	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hunningham Village Centre, CV33 9DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	C	
Keresley Coronation Club, Bennetts Road, Coventry, CV6 2FL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	C	
Leek Wootton Village Centre, CV35 7QX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	
Lighthorne Village Centre,	0.5%	2	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	U	0.0%	U	6.0%	2	

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Weighted:	for Lambert Smith Hampton															May 20	23	
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
CV35 0AY																		
Long Lawford Village Centre, CV23 9AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Longford Local Centre, Coventry, CV6 6BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlemarch Farm Dining and Carvery, St Davids Way, Nuneaton, CV10 7SD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Miller and Carter, Kenpas Highway, Coventry, CV3 6PB	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mount Pleasant, Hinckley Road, Walsgrave on Sowe,	1.2%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 2EU Napton on the Hill Village Centre, CV47 8LR	1.0%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Spires, Grayswood Avenue, Coventry, CV5 8HJ	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Village Centre, CV23 0DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Oxford City Centre, OX1 1DS	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkstone Club, Foleshill Road, Coventry, CV6 6GS	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presteigne Town Centre, LD8 2BE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Resorts World, Pendigo Way, Marston Green, Birmingham, B40 1PU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Rowington Village Centre, CV35 7JE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Rugby Railway Club, Hillmorton Road, Rugby, CV22 5AL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Ryton-on-Dunsmore Village Centre, CV8 3EY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Scarborough Town Centre, YO11 1NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shustoke Village Centre, B46 2AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Brooklands, Kingsbury Road, Coventry, CV6 1PJ	0.1%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Burnt Post, Kenpas Highway, Coventry, CV3 6AW	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Devonshire Arms, Sewall Highway, Coventry, CV2 3NX	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Festival, Leaf Lane, Coventry, CV3 5QJ	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Griffin Inn, Church Road, Shustoke, Coleshill,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
B46 2LB The Holyhead, Holyhead Road, Coventry, CV5 8JN	0.6%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Millpool, Hipswell Highway, Coventry, CV2 5FR	2.3%	8	8.9%	5	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Nugget, Coundon Green, Coventry, CV6 2AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
The Open Arms, Daventry Road, Coventry, CV3 5DP	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Red Lion, Ansty Road, Coventry, CV2 2EY	1.1%	4	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Roseycombe Pub, Rugby Road, Binley Woods, Coventry, CV3	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
2AY The Sunnyside Inn, Northumberland Avenue, Nuneaton, CV10 8ER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	l	Zone 1	1	Zone 2		Zone 3		Zone 4		Zone 5	;	Zone 6		Zone '	7	Zone	8
The Walsgrave Stonehouse, Walsgrave Road, Coventry, CV2 4AF	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Lion, Hawkes Mill Lane, Allesley, Coventry, CV5 9FQ	0.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Stoke Local Centre, Coventry, CV2 4QP	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Heath Local Centre, Coventry, CV4 8GP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitacre Heath Village Centre, B46 2JA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Withybrook Village Centre, CV7 9LT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Weighted base: Sample:		354 336		59 50		39 30		74 46		61 50		19 44		52 35		25 38		27 43

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8

Q45 What location (e.g. to out (e.g. cafes and r			shopping	g cen	tre, retai	I/ leis	sure parl	k) de	o you or	mem	bers of	your	househ	old no	ormally	go to	for eatii	ng
Those who eat out at le		•	at Q38 A1	ND Ex	cl. Nulls													
Allesley Village Centre Balsall Common Village	0.3% 2.0%	1 10	0.0% 0.0%	0	2.1% 0.0%	1 0	0.0% 0.0%	0	0.5% 0.5%	0	0.0% 25.8%	0 7	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 6.4%	0 2
Centre Bedworth Town Centre	5.5%	26	0.0%	0	5.7%	3	2.2%	2	0.0%	0	1.3%	0	21.2%	22	0.0%	0	0.0%	0
Bilton Local Centre, Rugby	0.2%	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
Binley Local Centre,	1.3%	6	1.3%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Coventry						_		_										
Birmingham City Centre	4.7%	23	3.4%	2		5	8.3%	6 0	3.0%	2	3.6%	1	3.2%	3	4.6%	2	0.0%	0
Canley Local Centre, Coventry Cannon Park Local Centre	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.5% 6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Park Local Centre,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Rugby																		
Coleshill Town Centre Coventry City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0 28	1.7% 9.9%	0	0.0%	0	0.0%	0 2	0.0% 2.3%	0
Daventry Town Centre	24.4% 0.1%	118	49.8% 0.0%	34	31.6% 0.0%	16 0	37.8% 0.0%	30	33.2% 0.0%	0	0.0%	3	5.9% 0.0%	6 0	4.1% 0.7%	0	0.0%	1
Earlsdon Local Centre	4.7%	23	10.8%	7	6.6%	3	0.0%	0	14.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foleshill Local Centre,	0.5%	3	0.6%	Ó	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Hillfields Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Hillmorton Local Centre, Rugby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Hinckley Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Kenilworth Town Centre	5.7%	27	3.0%	2	0.0%	0	0.8%	1	3.5%	3	5.4%	1	0.0%	0	0.7%	0	56.5%	20
Keresley Village Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowle Village Centre	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Leamington Spa Town Centre	5.5%	27	6.9%	5	1.5%	1	2.2%	2	2.8%	2	4.1%	1	0.5%	0	18.3%	7	22.8%	8
Leicester City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Meriden Village Centre	1.5%	7	0.0%	0	2.1%	1	0.8%	1	4.4%	4	7.2%	2	0.0%	0	0.0%	0	0.0%	0
Nuneaton Town Centre	10.4% 3.8%	51 18	0.0% 0.6%	0	5.0% 0.0%	3	0.0% 0.8%	0	0.0% 0.0%	0	7.7% 0.0%	2	45.3% 0.0%	46 0	0.0% 42.2%	0 17	0.0% 0.0%	0
Rugby Town Centre Solihull Town Centre	1.9%	9	0.0%	0	2.9%	1	0.8%	0	4.5%	4	14.6%	4	0.0%	0	0.0%	0	0.0%	0
(Touchwood) Stratford-upon-Avon Town	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.7%	0	0.0%	0	0.7%	0	0.8%	0
Centre Styvechale Local Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Upper Eastern Green Local	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry Walsgrave on Sowe Local	2.4%	12	4.1%	3	0.0%	0	11.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry Warwick Town Centre	1.2%	6	1.3%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.3%	1	0.0%	0	3.1%	1
Whitestone Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Nuneaton Willenhall Local Centre,	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry Abroad	1.3%	6	1.7%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Airport Retail Park, London	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Road, Coventry, CV3 4RP Ansty Road Local Centre,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 3EY Ansty Village Centre, CV7	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9HZ Arena Shopping Park, Classic Drive, Coventry,	1.8%	9	0.6%	0	5.0%	2	4.4%	3	2.8%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
CV6 6AS Ash Green Village Centre,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
CV7 9AH Astley Village Centre, CV10	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
7QH Baginton Village Centre,	1.6%	8	5.4%	4	4.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
CV8 3AB Barston Village Centre, B92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
OJU Bermuda Park Local Centre,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Nuneaton, CV10 7QR Birdingbury Village Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
CV23 8EW																		

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Weighted				for	·Lami	hei	rt Smi	th	Hamr	\to	n						May 20	22
Weighted:	Total		Zone 1	101	Zone 2	UC.	Zone 3		Zone 4	-	Zone 5		Zone 6		Zone 7		Zone 8	
Brandon Marsh Nature Reserve, Brandon Lane, Coventry, CV3 3GW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Brandon Village Centre, CV8 3HW	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braunston Village Centre, NN11 7HR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	C
Bretford Village Centre, CV23 0JZ	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bubbenhall Village Centre, CV8 3BW	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Green Village Centre, CV8 1PF	0.5%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caffeine Project, Rugby Road, Binley Woods, Coventry, CV3 2AX	0.2%	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
Chadwick End Village Centre, B93 0BL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Church Lawford Village Centre, CV23 9EE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cocked Hat, Rugby Road, Binley Woods, Coventry, CV3 2TA	0.2%	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
Corley Village Centre, CV7 8AZ	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coundon Local Centre, Coventry, CV6 1DZ	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crick Village Centre, NN6 7TS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Cross Point Business Park, Gielgud Way, Coventry, CV2 2SZ	0.7%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Cross Lane Farm, Nuneaton Road, Atherstone, CV9 1RF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Straight Mile, Frankton, Rugby, CV23 9QQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Dunchurch Village Centre, CV22 6NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Edinburgh City Centre, EH1 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.0%	1	0.0%	0
Fillongley Village Centre, CV7 8ET	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Frankton Village Centre, CV23 9NY	0.2%	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
Hampton in Arden Village Centre, B92 0AA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Hartshill Village Centre, CV10 0SS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Harvester Elms, Birmingham Road, Allesley, Coventry, CV5 9TZ	0.2%	1	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvester, Brownsover Road, Rugby, CV21 1RG	0.9%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Hatton Village Centre, CV35 7HT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Hercules Revived, Main Street, Sutton Cheney,	0.3%	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
Hinckley, CV13 0AG Hillier Garden Centre, Kenilworth Road, Hampton in Arden,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Solihull, B92 0LP Hilltop Garden Centre, Shilton Lane, Coventry,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV7 9LH Holyhead Road Local Centre, Coventry, CV5 8JQ	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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by Zone The I tails (via [b]				•	T	<i>J</i> -	4 0		TT	, , ,	J						- "g	
Weighted:				for	Lam	bei	rt Smi	ith	Ham	pto	n						May 2	023
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	<b>;</b>
Kerseley End Village Centre,	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV7 8LA Leicester Road Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Rugby, CV21 1RG Longford Local Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 6BN Market Bosworth Town	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Centre, CV13 0JN McDonald's, Alvis Retail Park, Holyhead Road,	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV5 8BW	0.10/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.50/	0	0.00/	0	0.00/	0
Middlemarch Farm Dining and Carvery, St Davids Way, Nuneaton, CV10 7SD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Miller and Carter, Kenpas Highway, Coventry, CV3 6PB	0.2%	1	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mount Pleasant, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2EU	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
NG1 1AH Poplars Farm Shop, Poplars Farm, The Long Shoot,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Nuneaton, CV11 6JG Resorts World, Pendigo Way, Marston Green,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham, B40 1PU Shilton Village Centre, OX18 4AB	0.3%	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
Sixfields Leisure Park, Weedon Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Northampton, NN5 5QL Smiths Garden Centre, Stoneleigh Road, Baginton, Coventry, CV8	0.3%	2	0.6%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3BA The Gallagher Retail Park, Stoney Stanton Road,	0.6%	3	0.0%	0	4.2%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Coventry, CV6 5QG The Golden Larches, A84, Lochearnhead, FK19 8NX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
The Long Shoot, Nuneaton,	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV11 6JH The Millpool, Hipswell Highway, Coventry, CV2	0.5%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5FR The Moorings, Myton Road, Royal Learnington Spa,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
CV31 3NY The New Horseshoe, Foleshill Road, Coventry,	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV6 5HN The Roseycombe Pub, Rugby Road, Binley Woods, Coventry, CV3	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2AY The Unicorn Pub, Unicorn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lane, Coventry, CV5 7LN File Hill Local Centre,	1.3%	6	3.4%	2	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV4 9PP Furing Key, Drayton Road, Newton Leys, Bletchley,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes, MK3 5SQ Wall Hill Road Local Centre, Corley, Coventry, CV7	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8RA Warwickshire Shopping Park, Kynner Way, Binley,	0.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 2SB Withybrook Village Centre, CV7 9LT	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Weighted base:		484		68		50		78		83		28		101		41		35

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** for Lambert Smith Hampton

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		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample: 489 59 42 52 66 73 63 6	1	400	50	42	52		72	62	65	69

## **Coventry Household Survey for Lambert Smith Hampton**

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q46 What restaurant or takeaway business do you or members of your household normally go to for home delivery services? Those who use home delivery takeaway/restaurant services at least once a year at Q38 AND Excl. Nulls Ball Hill Local Centre, 0.9% 2 0.0% 0.0% 3.8% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 Coventry 7 7 Balsall Common Village 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 3.8% 0 64.6% 0 Centre Bedworth Town Centre 2.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 15.8% 0.0% 0 0.0% 0 Bell Green Local Centre. 2.4% 0.0% 0.0% 0.0% 5 0.0% 0 0.0% 0 10.5% 5 0.0% 0 0 0 0 0.0% 0 Coventry Bilton Local Centre, Rugby 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 5.4% 0.0% 0 Binley Local Centre, 2.5% 5 9.5% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 11.3% 2 0.0% 0 Coventry Brownsover Local Centre, 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.0% 1 0.0% 0 Rugby 0.2% 0 0.0% 0 0.0% 0.0% 0 1.5% 0 0.0% 0.0% 0.0% 0 0.0% 0 Chevlesmore Local Centre. 0 0 0 Coventry Coventry City Centre 22.6% 45 43.4% 18.9% 38.0% 17 28.3% 0.0% 0 0.0% 0 16.4% 0.0% 0 11 Daventry Road Local Centre, 9.5% 0.0% 0 0 4.2% 1 0.0% 0 0.0% 0.0% 0 0.0% 0 1.8% 4 2 0.0% 0 Coventry Earlsdon Local Centre 1.4% 3 0.0% 0 0.0% 0 0.0% 0 5.7% 2 9 9% 0.0% 0.0% 0 0.0% 0 Foleshill Local Centre, 0 0 0 2.8% 0.0% 17.0% 4 0.0% 4.2% 0.0% 0.0% 0.0% 0 0.0% 0 Coventry 0 2.0% 0 3 0 0.0% 0 0.0% 0 0.0% 0 0.0% Holbrooks Local Centre 4 0.0% 12.9% 1.4% 1 0.0% Kenilworth Town Centre 5.0% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.7% 0.0% 0 0.0% 0 70.7% 9 0.0% Mount Nod Local Centre, 1.4% 3 0.0% 0.0% 0.0% 10.0% 3 0 0.0% 0.0% 0.0% 0 Coventry 0 0 0 0.0% 0 Nuneaton Town Centre 12 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 44.5% 12 0 0.0% 6.1% Rugby Town Centre 7.8% 9.0% 2 0.0% 0 7.9% 0.0% 0.0% 0.0% 0 43.2% 0.0% 15 4 0 0 0 Stoke Local Centre, 1.8% 4 0.0% 0 0.0% 0 7.9% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Styvechale Local Centre, 0.2% 0 1.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry Walsgrave on Sowe Local 0.6% 0.0% 0 0.0% 0 2.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre, Coventry Warwick Town Centre 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 6.2% Weddington Local Centre, 1.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.4% 3 0.0% 0 0.0% 0 Nuneaton 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Whitnash Town Centre 0.5% 1 0.0% 4.2% 1 0.0% Abbey Green, Nuneaton, 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 0.0% 0.0% 0 CV11 5DR 0 0.0% 1.4% 0.0% 0.0% 0 0.3% 0.0% 0.0% 0 0.0% 0 0 0.0% Alderman's Green Local 1 0 1 Centre, Coventry, CV2 Allesley Park Local Centre, 0.2% 0 0.0% 0 1.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV5 9AD Ansty Road Local Centre, 0.2% 0 1.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Coventry, CV2 3EY Arley Local Centre, CV7 0.0% 0.0% 0.0% 0 0.1% 0 0.0% 0 0 0.0% 0 0.0% 0 1.5% 0 0 0 0.0% 8PO Aroma Restaurant, Widney 0.0% 0.4% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 6.2% Road, Bentley Heath, Solihull, B93 9BN Baginton Village Centre, 0.2% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 CV8 3AB Bennett's Road North Local 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.6% 0.0% 0 0.0% 0 0.0% 0 1 Centre, Corley, Coventry, CV78BG Bilston Town Centre, WV14 1.2% 2 0.0% 0 0.0% 0 0.0% 0 8.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0DN Brinklow Village Centre, 1.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 10.4% 3 3.7% 1 0.0% 0 CV23 0LR Cawston Village Centre, 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 0 0.0% 0 CV22 7PW Charlies Plaice, Sewall 1.1% 2 0.0% 0 8.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Highway, Coventry, CV6 Chevlesmore House Chinese 0.2% 0 1.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Takeaway, Quinton Park, Coventry, CV3 5HZ China Delight, Bennetts 0.0% 0.0% 0 1.1% 2 0.0% 0 8.7% 2 0.0% 0 0.0% 0 0.0% 0 0 0 0.0% Road South, Coventry, CV62FN Clifford Bridge Road Local 0.2% 0 1.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0

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Weighted:	Total		Zone 1		Zone 2	UC.	Zone 3	LII	Zone 4	,,,	Zone 5		Zone 6		Zone 7		May 20 Zone 8	
	10001		20110 2	•	20110 2		20100		Bone :		20110		20110		2010		2010	
Centre, Coventry, CV3 2DX																		
Dominos Pizza, Leyes Lane, Kenilworth, CV8 2DE	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	2
Gramercy Park Local Centre, Coventry, CV4 9AE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley Green Local Centre, Coventry, CV2 1DB	0.9%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Hipswell Fish Saloon, Hipswell Highway,	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Coventry, CV2 5F Hollybush, Holbrook Lane,	1.1%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Coventry, CV6 4DD Humber Road Local Centre,	1.4%	3	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV3 1BA Imran Balti Hut, Sewall Highway, Wyken,	0.9%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 3NG Jade Palace, Torcross Avenue, Coventry, CV2	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3NQ Luckechef, Hermitage Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Solihull, B91 2LJ Lutterworth Road Local	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Centre, Nuneaton, CV11 4SE	0.270	U	0.070	O	0.070	U	0.070	U	0.070	U	0.070	U	1.070	Ü	0.070	Ü	0.070	Ü
Market Bosworth Town Centre, CV13 0JN	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Marton Village Centre, CV23 9RL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Mayflower House, Daventry Road, Coventry, CV3 5DP	0.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McDonald's, The Gallagher Retail Park, Stoney Stanton Road, Coventry, CV6 5QE	0.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Chinese Tonight, Woodlands Road, Binley Woods, Coventry, CV3	0.6%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oriental Star, Webb Street,	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuneaton, CV10 8JQ Papa Johns Pizza, Longfellow Road,	1.2%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV2 5HD Poseidon Fish Bar, Daventry	0.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Coventry, CV3 5DP Ryton-on-Dunsmore Village	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	3	0.0%	0
Centre, CV8 3EY Seven Fish & Chips, Copper Beech Road, Nuneaton,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0
CV10 9FB Sundarbon Tandoori,	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Attleborough Road, Nuneaton, CV11 4JB Taste of China, Holbrook	1.2%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Lane, Coventry, CV6 4AB Thai Dusit, London Road,	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry, CV1 2JP The Gallagher Retail Park,	1.1%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Stanton Road, Coventry, CV6 5QG The Hungry Elephant Bar	1.2%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
and Grill, Blackberry Lane, Coventry, CV2 3JW	0.20/	0	0.00/	0	0.00/	0	0.00/	0	1.50/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
The Unicorn Pub, Unicorn Lane, Coventry, CV5 7LN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Walsgrave Stonehouse, Walsgrave Road, Coventry, CV2 4AF	0.2%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Tile Hill Local Centre, Coventry, CV4 9PP	1.2%	2	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vine Yard Chinese & English Takeaway, Broad	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

By Zone Filt Nulls Wtd [D]

Weighted:

**Coventry Household Survey** 

for Lambert Smith Hampton

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	Tota	1	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	•	Zone	8
Lane, Coventry, CV5 7FG Valsgrave Road Local	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Coventry, CV2 4BL	0.570	•	0.070	Ü	0.070	Ü	1.170		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü
Westhill Road Local Centre, Coventry, CV6 2AD	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vestwood Heath Local Centre, Coventry, CV4 8GP	1.2%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windy Arbour Local Centre, Kenilworth, CV8 2BH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Wok U Like, Dudley Street, Coventry, CV6 7EL	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyken Fish Bar, Torcross Avenue, Coventry, CV2 3NF	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yuyi Dragon, Foleshill Road, Coventry, CV1 4JS	1.1%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		198		26		25		45		28		12		27		22		13 18
Road, Coventry, CV1 4JS	1.170		0.070		5.770	_	0.070		0.070		0.070		0.070		0.070		2	2

## **Coventry Household Survey for Lambert Smith Hampton**

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**Total** Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q47 Where do you or members of your household normally go for family entertainment? Those who visit family entertainment facilities at least once a year at Q38 AND Excl. Nulls Hollywood Bowl, Resort 5.0% 0.0% 0.0% 0.0% 0 23.1% 3 48.5% 3 0.0% 0 0.0% 0 0.0% 0 World, Marston Green, Birmingham, B40 1PU Nuneaton Bowl, The 24.7% 32 13.6% 3 23.4% 4 0.0% 0 0.0% 0 7.1% 0 71.3% 25 0.0% 0 0.0% 0 Bermuda Park, St Davids Way, Nuneaton, CV10 7SD Ten Pin, Crosspoint Business 43.8% 57 61.4% 13 53.0% 72.5% 17 70.8% 10 16.9% 1 11.7% 23.2% 20.7% 2 Park, Olivier Way, Coventry, CV2 2SH Ten Pin, Leamington 3.8% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 0 0.0% 0 0.0% 0 58.6% 5 Shopping Park, Tachbrook Park Drive, Leamington Spa, CV34 6RH Funtastic, Freer Street, 2.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9.3% 3 0.0% 0 0.0% 0 Attleborough, Nuneaton, CV11 4PR RedKangaroo Trampoline 0.8% 0.0% 0 5.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Park, School Lane, Exhall, Coventry, CV7 9GE 0.1% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Drayton Manor Resort. 0 0 0 2.6% 0 0 0 Drayton Manor Drive, Fazeley, Mile Oak, Tamworth, B78 3TW 0.0% 0.0% 0.0% 0 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 0 0 0 The Bear Grylls Adventure, National Exhibition Centre, Marston Green, Halls, B40 1NT Coventry Skydome, Croft 2.4% 3 0.0% 0 11.7% 2 0.0% 0 0.0% 0 14.7% 1 0.0% 0 0.0% 0 0.0% 0 Road, Coventry, CV1 3AZ Planet Ice, Croft Road, 2.8% 4 0.0% 0 0.0% 0 14.7% 3 0.0% 0 2.6% 0 0.0% 0 0.0% 0 0.0% 0 Coventry, CV1 3AZ Abroad 1.8% 2 0.0% 0 0.0% 0 2.7% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 20.7% 2 Coventry City Centre 5.5% 0.0% 7.8% 35.3% 13.6% 3 0.0% 0 0 0.0% 0.0% 0 3 0.0% 0.8% 0 0.0% 0 0.0% 0.0% 0 Leamington Spa Town 0.0% 5.9% 0.0% 0 0.0% 0 0 0.0% 0 1 1 Centre Leicester City Centre 1.8% 2 11.4% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Milton Keynes City Centre 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.3% 3.1% 0 Crosspoint Business Park. 0.5% 0.0% 0 0.0% 2.7% 0.0% 0.0% 0 0.0% 0.0% 0.0% 1 0 1 0 0 0 0 Olivier Way, Coventry, CV2 2SH Leamington Shopping Park, 1.3% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 35.3% 2 0.0% 0 Tachbrook Park Drive. Leamington Spa, CV34 Leighton Buzzard Town 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.1% 0 0.0% 0 0 0 0 2.6% 0 0 0 Centre, LU7 1EA Melton Mowbray Town 0.0% 0.0% 7.4% 2 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 1.3% 2 0 0 0 0 0

6.2%

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0

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5

5

0.0%

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8

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35

13

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0

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23

10

0.0%

3.1%

0

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14

8

0.0%

0.0%

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7

11

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0.0%

0

0

18

10

Centre, LE13 1NW

Sixfields Leisure, Weedon

Road, Northampton, NN5 5QJ The Wave Waterpark, New

Union Street, Coventry,

CV1 2PS Weighted base:

Sample:

0.2%

0.3%

0 0.0%

0.0%

130

72

0

0

21

8

0.0%

0.0%

## **Coventry Household Survey for Lambert Smith Hampton**

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Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 8 Q48 What improvements could be made to Coventry's leisure offer that would make you visit / partake in leisure activities more often? [MR] Cheaper prices 11.4% 91 9 7% 12 18.8% 22.6% 31 9.5% 11 6.9% 5.4% 0.5% 5 3% More for children 5.9% 47 5.9% 13.1% 17 5.2% 7 9.6% 11 0.0% 0 2.2% 3 2.7% 2 0.0% 0 5 9 5 2 2 More / better car parking 3.8% 31 3.8% 6.9% 3.9% 3.8% 4 1.6% 1 1.3% 3.8% 4.8% 2 4.5% 2.5% 20 2.2% 3 6.0% 8 3.0% 4 0.7% 0.4% 0 0.9% 3 1.1% A swimming pool 1 1 1 1.9% More better parks / green 2.5% 20 2.2% 3 2 7.7% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.1% 4 spaces 12.2% 2.2% 18 1.8% 2 15 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More street cleaning Improved security / CCTV 4 2.2% 17 3.4% 2.0% 3 3.9% 5 0.7% 1 0.4% 0 1.9% 3 0.0% 0 2.7% Provision of public toilets 2.1% 17 1.8% 2 8.9% 11 2.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More facilities in general / 1.7% 13 2.2% 3 0.0% 0 0.0% 0 2.0% 2 0.0% 0 5.7% 8 0.0% 0 0.0% 0 more events 0.0% 0.0% 0 More affordable facilities 1.6% 13 3.8% 5 6.1% 8 0.5% 0.0% 0 0.0% 0 0 0 0.0% Improvements in the built 1.5% 12 3.1% 5.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 2 0.0% 0 environment 0 3.3% 2.5% 3 0.0% 0 0 2.8% 0.0% 0 0.0% 0 More / better signposting and 1.5% 12 0.0% 4 1.2% 4 information More local sports & 1.2% 10 1.8% 2 0.0% 0 4.0% 5 1.0% 0.4% 0 0.3% 0 0.0% 0 0.6% 0 recreation facilities More / better cultural 1.2% 9 4.0% 5 0.3% 0 1.3% 2 0.0% 0 2.9% 1 0.0% 0 0.0% 0 1.6% 1 facilities Improved public transport 1.1% 0.0% 0 0.3% 0 1.3% 2 0.7% 3.3% 1.9% 3 2.9% 0.0% 0 0 Free / cheaper parking 0 0.0% 0 0.5% 1.0% 8 0.0% 0 1.7% 0.5% 1 1.2% 2.7% 2 2.5% 3 1 Ten-pin bowling 0.9% 7 0.0% 0 0.0% 0 0.0% 0 2.4% 3 1.2% 0 2.2% 3 1.3% 1 0.0% 0 More / better disabled access 0.9% 0.3% 0.3% 2.7% 2.1% 0.4% 0.0% 0.0% 0 0 4 2 0.0% More davtime leisure 0.8% 2.2% 3 0.3% 0 2.7% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 activities / more weekend leisure activities / longer opening hours 0 0.0% 0.0% 0.0% 0.0% 0 More leisure facilities for the 0.8% 7 0.0% 1.7% 2 1.7% 2 1.8% 2 0 0 0 elderly 0.8% 7 1.8% 2 1.9% 2 0.0% 0 0.0% 0 1.6% 0.0% 0 1.8% 0.0% 0 More quality restaurants Improved access by car 0.8% 6 0.0% 0 1.7% 2 1.3% 2 0.4% 0 0.4% 0 1.3% 2 0.0% 0 0.0% 0 0 0.0% 1.9% 0.0% 0 0 0.5% 0 More festivals / live music 0.7% 6 0.7% 1 0.0% 0.0% 1.8% 2 3 0 venues 2 0.8% 0.0% 0.0% 0.0% More / better health clubs / 0.7% 6 1.9% 0.5% 1 1.0% 0 0 0.6% 0 gyms 0.7% 2 0.0% 0 1.7% 2 0.0% 0 0.4% 0 0.0% 0 0.0% 0 More / better policing 5 1.8% 1.1% 1 More / better advertising 0.6% 5 0.0% 0 2.0% 3 0.0% 0 2.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.3% 0 2.0% 3 0.5% 0.0% 0 1.6% 0.0% 0 0.0% 0 0 A theatre 0.6% 5 1 1 0.6% 0.0% 0 0.0% 0 0.0% 0 2.4% 0.0% 0.0% More attractive environment 0.5% 4 3 2.9% 1 0 0.0% 0 / revamp More leisure facilities for 0.4% 3 2 0.0% 0 0.0% 0 0.0% 0 2.9% 0.0% 0.0% 0 0.0% 0 1.8% over 30s / less student dominated A multi-screen cinema 0.4% 3 0.3% 0 0.0% 0 0.0% 0 0.0% 0 0.4% 0 0.0% 0 3.2% 0.6% 0 0.0% More mountain bike venues 0.4% 3 0.0% 0 0.0% 0 0.0% 0 2.4% 3 0.0% 0 0.0% 0 0 0.0% 0 0 0.4% 2.2% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Golf club 3 3 0 0 Ability to pay for more 0.3% 3 0.0% 2.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 leisure activities with cash More loyalty cards / 0.3% 3 0.0% 0 2.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 vouchers More advertisement of 0.3% 2 0.3% 0 0.0% 0 0.5% 1 0.0% 0 0.0% 0 0.0% 0 0.5% 0 2.1% 1 leisure 0.0% 0.0% 0.0% 0.0% 0.0% 0 More student discount offers 0.3% 2 1.8% 2 0.0% 0 0 0 0 0 0 0.0% 2 2 More nightclubs 0.3% 1.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.3% 2 1.8% 2 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% More / better seats 0 0 0 0 2 2 More pavement cafes 0.3% 1.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 More outdoor facilities 0 0.0% 0.3% 2 0.0% 1.7% 2 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 2 2 Outdoor gym 0.3% 0.0% 0 1.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Improved access by foot and 0.2% 0.0% 0 0.0% 0.5% 1 0.0% 0.0% 0 0.9% 0.0% 0.0% cycle 0 0 0 0.0% 0.0% 0 0.1% 0.0% 0.0% 0 0.0% 1.0% 0.0% 0 0 0.0% More historical facilities 1 1 Skate park 0.1% 0.0% 0 0.0% 0 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0 More youth / community 0.1% 0.0% 0 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 hubs 0 n 0 0 0 0.0% 0.0% O O Indoor bowling green 0.1% 1 0.3% 0.0% 0.0% 0.4% 0.0% n 0.0% Climbing facilities 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.1% 1 0 Better disabled access / flat 0.3% 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 surfaces / maintain pavements Friendlier people 0.1% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% More offers / vouchers 0 0 0.0% 0 0.0% 0 0.0% 0 0 0.1% 0 0.3% 0.0% 0 0.0% 0.0% 0 0.0%

## **Coventry Household Survey**

for Lambert Smith Hampton

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
Gender separate toilet facilities	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An art house cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Nothing)	45.6%	365	33.6%	43	33.2%	42	43.9%	59	41.3%	48	48.7%	19	66.7%	96	55.1%	33	48.1%	25
(Don't know)	11.8%	94	17.4%	22	13.8%	18	4.0%	5	16.9%	20	18.5%	7	5.5%	8	7.5%	4	18.8%	10
(Don't do leisure activities)	6.9%	55	6.2%	8	0.9%	1	12.5%	17	7.7%	9	7.7%	3	2.4%	3	13.0%	8	12.1%	6
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
GEN Gender of respond	lent:																	
Male	31.8%	254	29.2%	37	31.7%	40	29.3%	40	37.7%	44	26.9%	11	24.0%	34	42.9%	26	43.6%	23
Female	68.2%	546	70.8%	90	68.3%	87	70.7%	96	62.3%	73	73.1%	29	76.0%	109	57.1%	34	56.4%	29
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
Prefer not to say	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
AGE Can I ask how old	you are p	olease	?															
18-24	10.8%	86	14.7%	19	11.5%	15	10.1%	14	10.0%	12	7.2%	3	14.9%	21	2.7%	2	3.1%	2
25-34	14.8%	119	20.2%	26	24.6%	31	10.1%	14	16.1%	19	7.2%	3	14.9%	21	2.7%	2	6.2%	3
35-44	18.7%	150	28.7%	37	21.7%	28	9.1%	12	19.3%	23	17.3%	7	22.4%	32	9.6%	6	11.2%	6
45-54	17.0%	136	11.5%	15	18.9%	24	18.6%	25	16.8%	20	17.5%	7	15.6%	22	22.2%	13	19.5%	10
55-64	16.1%	129	5.6%	7	10.0%	13	21.8%	29	18.2%	21	24.1%	10	15.1%	22	32.2%	19	15.7%	8
65+	22.7%	182		24		17	30.3%	41	19.5%	23	26.8%	11	17.1%	25	30.7%	18	44.4%	23
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
QUOTA Zone:																		
Zone 1	15.9%	127	100.0%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Zone 2	15.9%	127	0.0%		100.0%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	16.9%	135	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	14.6%	117	0.0%	0	0.0%	0	0.0%	0	100.0%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	C
Zone 5	5.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	40	0.0%	0	0.0%	0	0.0%	(
Zone 6	17.9%	143	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	143	0.0%	0	0.0%	0
Zone 7	7.5%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		100.0%	60	0.0%	(
Zone 8	6.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	52
Weighted base:		801		127		127		135		117		40		143		60		52
Sample:		801		101		100		100		100		100		100		100		100
Sample:		801		101		100		100		100		100		100		100		

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		Total		Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	Zone	8
РС	Postcode sector:																		
B46 2		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
B920		0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	5	0.0%	0	0.0%	0	0.0%	0
CV1 1	[	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 2		1.3%	11	8.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV13		1.0%	8	0.0%	0	0.0%	0	0.0%	0	6.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV1 4		2.2%	18	0.0%	0	13.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV15		2.3%	19	14.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV10		2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	19	0.0%	0	0.0%	0
CV10		3.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	24	0.0%	0	0.0%	0
CV11		2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	17	0.0%	0	0.0%	0
CV11		3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	24	0.0%	0	0.0%	0
CV12		2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	17	0.0%	0	0.0%	0
CV12		2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	18	0.0%	0	0.0%	0
CV12		1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	13	0.0%	0	0.0%	0
CV2 1		2.7%	22	0.0%	0	0.0%	0	16.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV2 2		1.2%	10	0.0%	0	0.0%	0	7.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV2 3		2.9%	24	0.0%	0	0.0%	0	17.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV2 4		3.3%	26	0.0%	0	0.0%	0	19.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV25		3.7%	30	0.0%	0	0.0%	0	22.1%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV22 CV23		2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	17	0.0%	0
CV23		2.5% 1.8%	20 14	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	33.5% 23.6%	20 14	0.0% 0.0%	0
CV23		1.8%	15	11.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 2		3.4%	27	21.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 3		1.6%	12	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3		2.0%	16	12.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 5		1.3%	11	8.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV3 6		1.7%	14	11.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV35		1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	10
CV4 7		0.8%	7	0.0%	0	0.0%	0	0.0%	0	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV4 8		0.9%	8	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV4		3.6%	29	0.0%	0	0.0%	0	0.0%	0	24.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV5		1.9%	15	0.0%	0	0.0%	0	0.0%	0	13.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV57		3.7%	30	0.0%	0	0.0%	0	0.0%	0	25.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV5 8		2.6%	21	0.0%	0	0.0%	0	0.0%	0	17.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV59	)	1.8%	14	0.0%	0	11.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV6 1		2.3%	19	0.0%	0	14.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV6 2	2	3.5%	28	0.0%	0	21.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV63	3	0.4%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV6	1	3.5%	28	0.0%	0	22.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV6 5	5	2.1%	17	0.0%	0	13.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV66		1.2%	9	0.0%	0	0.0%	0	7.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV67		1.8%	14	0.0%	0	0.0%	0	10.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CV77		3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	25	0.0%	0	0.0%	0	0.0%	0
CV7 8		1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	9	0.0%	0	0.0%	0	0.0%	0
CV7 9		1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	12	0.0%	0	0.0%	0
CV8 1		2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.7%	19
CV8 2		2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	23
CV83	3	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	9	0.0%	0
Weigh	nted base:		801		127		127		135		117		40		143		60		52

Appendix 15:

Sample Questionnaire

#### Job No. 039A23

#### **Coventry Retail & Centres Study**

Good morning / afternoon / evening, I am ...... from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf of Coventry City Council. The information you provide will help the Council understand how to best to plan for the future of town centres and other places in Coventry. Do you have time to answer some questions please? It will take about five to ten minutes.

Are you the person responsible, or jointly responsible for food and non-food shopping in your household? YES - CONTINUE INTERVIEW

NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

READ OUT: We now have a few questions about where you do your household's Food shopping. In answering these questions the location may be a store, a town, a specific road or area, or it could be the internet / delivery

Q01 In which store or shopping location do you NORMALLY shop at for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC)

AND ADDRESS.

#Foo	d Food list	GO TO Q02
500	Other (PLEASE WRITE IN)	GO TO Q02
502	Online / internet / home delivery	GO TO Q05
505	(Don't know / varies)	GO TO CLOSE
506	(Don't do this type of shopping)	GO TO CLOSE

Asked to those visiting a store / location for main food shopping at Q01

### What do you like about (STORE MENTIONED AT Q01)?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Attractive environment / nice place
- 002 Clean
- Close to family / friends
- 004 Close to home
- 005 Close to work
- 006 Delivery service
- Do online / delivery shopping because it's covid safe 007
- Easy to get to by bicycle
- 009 Easy to get to by bus
- 010 Easy to get to by car
- Easy to get to by tube / train 011
- Familiar / know where everything is
- 012
- 013 Feel covid safe there
- 014 Friendly / helpful staff
- Good layout / compact / easy to get around 015
- 016 Good NON-FOOD range
- 017 Good quality FOOD goods available
- 018 Good range of FOOD goods available
- Good range of shops / services nearby Habit / always used it 019
- 020
- 021 Has a cafe
- 022 Has a petrol station 023
- Large store 024
- Like to support local shops
- 025 Long opening hours
- Low prices / value for money
- 027 Loyalty scheme / reward points
- Offers click & collect service 028
- Offers scan-as-you-shop service 029
- 030 Online shopping is convenient 031 Parking - easy to find a space
- 032 Parking - is free
- Parking prices are low Preference for retailer 033
- 034
- Safe shopping environment
- 036 Small / quiet store
- 037 Staff discount / work there
- 038 The market (food / farmers market, other markets)
- 039 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- (No reason in particular) 509

Asked to those visiting a store / location for main food shopping at Q01

### When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?

1	Yes - non-food shopping	GO TO Q04
2	Yes - other food shopping	GO TO Q04
3	Yes - bars / pubs	GO TO Q04
4	Yes - bingo	GO TO Q04
5	Yes - cafés	GO TO Q04
6	Yes - cinemas	GO TO Q04
7	Yes - get petrol	GO TO Q04
8	Yes - go to park	GO TO Q04
9	Yes - gyms / health and fitness	GO TO Q04
Ā	Yes - library	GO TO Q04
В	Yes - markets	GO TO Q04
	res - meeting family	GO TO Q04
С		
D	Yes - meeting friends	GO TO Q04
Е	Yes - museums / art gallery	GO TO Q04
F	Yes - other service (e.g. travel agent, estate agent etc.)	GO TO Q04
G	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GO TO Q04
Н	Yes - restaurants	GO TO Q04
1	Yes - swimming	GO TO Q04
J	Yes - theatre	GO TO Q04
K	Yes - visiting services such as banks and other financial institutions	GO TO Q04
i	Yes - work	GO TO Q04
M	Yes - other (PLEASE WRITE IN)	GO TO Q04
N	No Sala ( 12 Sala )	GO TO Q05
Ö	(Don't know)	GO TO Q05
_	(Bott Mow)	30 10 Q03

Asked to those visiting a store / location for main food shopping at Q01; and usually combine trip with another activity

Q04 When you combine your trip with other activities, where do you normally go?

DO NOT READ OUT. ONE ANSWER ONLY.

#Linke Linked Trip List 500 Other (PLEASE WRITE IN)

(Don't know / varies)

#### Q05

In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping?

DO NOT READ OUT. CAN BE MULTICODED. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food list

500

- Other (PLEASE WRITE IN)
  Online / internet / home delivery 502
- 505 (Don't know / varies)
- (Nowhere else)

### In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the

store you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

	AND ADDITION.	
		GO TO Q07
#Food	pd Food List	GO TO Q07
500	Other (PLEASE WRITE IN)	GO TO Q07
502	Online	GO TO Q07
505	(Don't know / varies)	GO TO Q09
506	(Don't do this type of shopping)	GO TO 009

Asked to those who do top-up food shopping at Q06

Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?

DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %

- % (PLEASE WRITE IN)
- (Don't know)
- Z (Refused)

Asked to those who do top-up food shopping at Q06

### In addition to (STORE MENTIONED AT Q06), is there any other store that you regularly use for your household's small scale top-up food

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food Food List

- Other (PLEASE WRITE IN)
- 502 Online / internet / home delivery
- 505 (Don't know / varies)
- (Nowhere else) 507

### Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)? DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes	GO TO Q10
2	No	GO TO 011

Those who have or intend to change shopping habits due to the cost of living crisis at Q09:

Q10 How have your GENERAL shopping habits changed or are likely to change as a result of the cost of living crisis?

DO NOT READ OUT. CODE UP TO THREE RESPONSES

- Shop more online
- 2 Shop less online
- 3 Shop more locally
- Shop more at larger foodstores
- 5 Shop less at larger foodstores
- Shop more at local convenience stores
- Shop less at local convenience stores
- 8 Shop more at discount foodstores such as Aldi and Lidl.
- 9 Shop more at frozen foodstores such as Farmfoods and Iceland
- Shop more at a specific store (PLEASE WRITE IN STORE DETAILS)
- Carry out more bulk food shopping
- C Carry out more basket / top-up shopping
  - Spend less on non-essential / luxury food items
- Spend less in general on food items
- Spend more on discounted food items
- G Spend more on discounted non-food items
- Used different physical shops for top-up shopping Shop more at discount shops for non-food items
- Spend less on non-essential food items
- Κ Spend less in general on non-food items
- Spend more on discounted items
- М Spend less in general on non-food items
- Ν Spend less on luxury non-food items
- Other (PLEASE WRITE IN)
- (Don't know)

READ OUT: We now have a few questions about where you do your household's Non-Food shopping. In answering these questions the location may be a town centre, a specific road or area, a shopping centre, a retail park, a stand-alone store, or it could be facilities such as the internet, TV shopping or catalogue.

Q11 In which ONE town centre, freestanding store or retail park do you do most of your household's shopping for men's, women's, children's and baby clothing and footwear (fashion items - not sports clothing and footwear)?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN)
  Online / internet / home delivery 502
- (Don't know / varies) 505
- (Don't do this type of shopping)
- Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)? DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN)
- Online / internet / home delivery
- (Don't know / varies)
- 506 (Don't do this type of shopping)
- Q13 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, kindles, iPad, telephones, etc.)?

DO NOT READ OUT. ONE ANSWER ONLY

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

### #NonF Non-Food List

- Other (PLEASE WRITE IN)
- 502 Online / internet / home delivery
- 505 (Don't know / varies)
- (Don't do this type of shopping) 506
- Q14 Where do you normally do most of your household's shopping for all other domestic electrical goods including small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers) and white goods (fridges, freezers, dishwashers) and smaller etc)?

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonE Non-Food List

- Other (PLEASE WRITE IN) 500
- Online / internet / home delivery
- (Don't know / varies)
- (Don't do this type of shopping) 506
- Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
  INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonF Non-Food List

- Other (PLEASE WRITE IN) 500
- Online / internet / home delivery
- (Don't know / varies)
- 506 (Don't do this type of shopping)

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments? DO NOT READ OUT. ONE ANSWER ONLY.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN)
- 502 Online / internet / home delivery
- 505 (Don't know / varies)
- (Don't do this type of shopping) 506
- Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
  INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN)
- 502 Online / internet / home delivery
- 505 (Don't know / varies)
- (Don't do this type of shopping)
- Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills,

lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc.)?
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN) 500
- Online / internet / home delivery 502
- 505 (Don't know / varies)
- (Don't do this type of shopping)
- Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonE Non-Food List

- Other (PLEASE WRITE IN) 500
- Online / internet / home delivery
- (Don't know / varies)
- 506 (Don't do this type of shopping)
- Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses,

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN)
- 502 Online / internet / home delivery
- 505 (Don't know / varies)
- 506 (Don't do this type of shopping)
- Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#### #NonF Non-Food List

- Other (PLEASE WRITE IN)
- Online / internet / home delivery 502
- 505 (Don't know / varies)
- 506 (Don't do this type of shopping)

#### READ OUT: We would now like to obtain your views on Coventry City Centre.

How often do you or your household visit Coventry City Centre for shopping, leisure and accessing services? DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q23
2	4-6 days a week	GO TO Q23
3	2-3 days a week	GO TO Q23
4	One day a week	GO TO Q23
5	Every two weeks	GO TO Q23
6	Monthly	GO TO Q23
7	Once every two months	GO TO Q23
8	Three-four times a year	GO TO Q23
9	Once a year	GO TO Q23
Α	Less often	GO TO Q23
В	Never	GO TO Q25
С	(Don't know)	GO TO Q23
D	(Varies)	GO TO Q23

**GO TO Q23** 

Those who have ever visited Coventry City Centre at Q22

#### What is the main reason for visiting Coventry City Centre? DO NOT READ OUT. ONE ANSWER ONLY. Q23

- Food shopping
- 2 Non-food shopping
- 3 4 Shopping in general
- Visiting personal services e.g. hair salon, barber, beauty salon etc
- 5 Visiting financial services e.g. banks, building society etc
- Visit other services e.g. travel agent, estate agent, etc
- Visit bars / pubs
- 7 8 Visit gambling venues e.g. betting shops, amusement arcade, bingo etc Visit cafés, restaurants, and takeaways
- 9
- Visit leisure entertainment venues e.g. cinemas
- Visit cultural venues e.g. museums/ art gallery, theatre, concert hall, music venues etc
- Visit sports and fitness venues
  Visit community services e.g. library, GP, etc. C
- Visit street market
- To meet family/ friends
- G For work/ business
- For education e.g. school, college, university
  To access public transport services e.g. park and ride, bus stop, bus station, rail station
- Other (PLEASE WRITE IN)
- Κ No
- (Don't know)

Those who have ever visited Coventry City Centre at Q22

What do you like about Coventry City Centre?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- (Nothing / very little)
- Attractive environment / nice place
- Close to friends or relatives
- 4 Close to home
- 5 Close to work
- 6 Compact
- Easy to get to by bike
- 8 Easy to get to by bus
- 9 Easy to get to by car
- Ā Easy to park
- Good range of high street shops/ retail multiples
- Good range of independent shops
- D Lower Precint Shopping Centre
- West Orchards Shopping Centre
- E F Shopping centres in general
- G Good facilities
- Good food stores
- Good pubs, cafés or restaurants
- Good range of non-food shops
- ĸ Makes a change from other places
- Quiet
- M
- Safe and secure Coventry Market (indoor market) Ν
- Ö City Arcade (indoor market)
- Indoor markets in general
- Street market
- Traditional
- Q R S Pedestrian areas
- Traffic free shopping centre
- Other (PLEASE WRITE IN)
- A specific shop (PLEASE WRITE IN)
  A specific attraction (PLEASE WRITE IN)
- W
- Χ (Don't know)

#### What could be improved about Coventry City Centre that would make you visit more often during the day time? DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY Q25

- (Nothing)
- Better access by road
- 3 Better public transport
- Better signposting
- 5 Cleaner streets
- Facilities which would assist you if shopping with children
- Free car parking
- 8
- Jewellery / food markets / other events
  More / better comparison retailers (i.e. non-food shops)
- More / better entertainment
- More / better places for eating out (e.g. cafes and restaurants)
- More / better food shops
- D
- More / better parking More / better pedestrianised streets Е
- More / better public conveniences
- More / better seats / flower displays
- G More / better services
- More advertising
- More national multiple shops / High Street shops
- Protection from the weather (i.e., covered shopping malls)
- Shops / services open on Sundays Other (PLEASE WRITE IN)
- М
- (Don't know)

#### Q26 What could be improved about Coventry City Centre that would make you visit more often during the evening time? DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY (Nothing) Better access by road 3 Better public transport Better signposting 5 Cleaner streets 6 Facilities which would assist you if shopping with children Free car parking 8 Jewellery / food markets / other events More / better comparison retailers (i.e. non-food shops) More / better entertainment More / better places for eating out (e.g. cafes and restaurants) More / better food shops More / better parking More / better pedestrianised streets D Ε More / better public conveniences G More / better seats / flower displays More / better services More advertising More national multiple shops / High Street shops Protection from the weather (i.e., covered shopping malls) Shops / services open on Sundays Other (PLEASE WRITE IN) Ν (Don't know) Which of the following town centres is the closest to where you and your household live? READ OUT. ONE ANSWER ONLY. GO TO Q28 Arena Park **GO TO Q28** Cannon Park 3 Brandon Road GO TO Q28 4 Eastern Green GO TO Q28 None are close to where I live **GO TO Q31 GO TO Q31** (Don't know / uncertain) Those who specified a closest centre at Q27 Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services? DO NOT READ OUT. ONE ANSWER ONLY. Daily 4-6 days a week 3 2-3 days a week One day a week 5 Every two weeks 6 Monthly Once every two months 8 Three-four times a year 9 Once a vear Less often Α В Never **GO TO Q31** (Don't know) C D (Varies) Those who specified a closest centre at Q27 What is the main reason for visiting (CENTRE MENTIONED AT Q27)? DO NOT READ OUT. ONE ANSWER ONLY. Q29 Food shopping Non-food shopping 3 Shopping in general Visiting personal services e.g. hair salon, barber, beauty salon etc Visiting financial services e.g. banks, building society etc Visit other services e.g. travel agent, estate agent, etc 4 5 Visit bars / pubs Visit gambling venues e.g. betting shops, amusement arcade, bingo etc Visit cafés, restaurants, and takeaways Visit leisure entertainment venues e.g. cinemas 8 9

- Visit cultural venues e.g. museums/ art gallery, theatre, concert hall, music venues etc
- C D Visit sports and fitness venues
- Visit community services e.g. library, GP, etc. Visit street market E
- To meet family/ friends
- G For work/ business
- For education e.g. school, college, university Н
- To access public transport services e.g. park and ride, bus stop, bus station, rail station Other (PLEASE WRITE IN)
- No
- (Don't know)

Those who specified a closest centre at Q27

#### Q30

What do you like about (CENTRE MENTIONED AT Q27)? DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- (Nothing / very little)
- 2 Attractive environment / nice place
- Close to friends or relatives
- 3 4 Close to home
- 5 Close to work
- Compact
- Easy to get to by bike
- 7 8 Easy to get to by bus
- Easy to get to by car 9
- Easy to park
- В Good facilities
- C D Good food stores
- Good pubs, cafés or restaurants
- Good range of non-food shops
- Makes a change from other places
- G Quiet
- Safe and secure Н
- The market
- Traditional
- Κ
- L M
- Traffic free shopping centre
  Other (PLEASE WRITE IN)
  A specific shop (PLEASE WRITE IN)
  A specific attraction (PLEASE WRITE IN)
- (Don't know)

## Which of the following smaller town centres is the closest to where you and your household live? READ OUT. ONE ANSWER ONLY.

A	(Don't know / uncertain)	GO TO Q35
9	None are close to where I live	GO TO Q35
8	Jubilee Crescent	GO TO Q32
7	Jardine Crescent	GO TO Q32
6	Foleshill	GO TO Q32
5	Earlsdon	GO TO Q32
4	Daventry Road	GO TO Q32
3	Brade Drive	GO TO Q32
2	Bell Green	GO TO Q32
1	Ball Hill	GO 10 Q32

Those who specified a closest centre at Q31

How often do you or your household visit (CENTRE MENTIONED AT Q31) for shopping, leisure and accessing services? DO NOT READ OUT. ONE ANSWER ONLY. Q32

- Daily 4-6 days a week 2
- 3 2-3 days a week
- One day a week Every two weeks
- 5 6 Monthly
- Once every two months
- Three-four times a year
- Once a year
- A B Less often Never
- GO TO Q35 С (Don't know)
- (Varies)

#### Those who specified a closest centre at Q31

#### What is the main reason for visiting (CENTRE MENTIONED AT Q31)? DO NOT READ OUT. ONE ANSWER ONLY. Q33

- Food shopping
- 2 Non-food shopping
- 3 Shopping in general
- Visiting personal services e.g. hair salon, barber, beauty salon etc
- Visiting financial services e.g. banks, building society etc
- 5 6 Visit other services e.g. travel agent, estate agent, etc
- Visit bars / pubs
- Visit gambling venues e.g. betting shops, amusement arcade, bingo etc
- Visit cafés, restaurants, and takeaways
- Visit leisure entertainment venues e.g. cinemas
- A B Visit cultural venues e.g. museums/ art gallery, theatre, concert hall, music venues etc Visit sports and fitness venues
- Visit community services e.g. library, GP, etc.
- Visit street market
- To meet family/ friends For work/ business
- G
- For education e.g. school, college, university
- To access public transport services e.g. park and ride, bus stop, bus station, rail station
- Other (PLEASE WRITE IN)
- Κ No
- (Don't know)

Those who specified a closest centre at Q31

#### Q34

What do you like about (CENTRE MENTIONED AT Q31)?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- (Nothing / very little)
- 2 Attractive environment / nice place
- Close to friends or relatives
- Close to home
- 3 4 5 Close to work
- Compact
- 7 8 Easy to get to by bike
- Easy to get to by bus Easy to get to by car
- 9
- Easy to park
- Good facilities B C D
- Good food stores
- Good pubs, cafés or restaurants
- Good range of non-food shops
- Makes a change from other places
- G Quiet
- Safe and secure Н
- The market
- Traditional

- L M
- Traffic free shopping centre
  Other (PLEASE WRITE IN)
  A specific shop (PLEASE WRITE IN)
  A specific attraction (PLEASE WRITE IN) Ν
- (Don't know)

#### How often do you / your household visit Coventry's RETAIL PARKS? (E.g. Alvis Retail Park, Central Six Park, Gallagher Retail Park, Q35

Orchard Park, Walsgrave Retail Park)
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q36
2	4-6 days a week	GO TO Q36
3	2-3 days a week	GO TO Q36
4	One day a week	GO TO Q36
5	Every two weeks	GO TO Q36
6	Monthly	GO TO Q36
7	Once every two months	GO TO Q36
8	Three-four times a year	GO TO Q36
9	Once a year	GO TO Q36
Α	Less often	GO TO Q36
В	Never	GO TO Q38
С	(Don't know)	GO TO Q36
D	(Varies)	GO TO Q36

### Those who have ever visited retail parks in Coventry at Q35 What is the main reason for visiting RETAIL PARKS in Coventry? DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY Q36

- Attractive environment / nice place Close to friends or relatives
- 3 Close to home
- Close to work
- Compact
- 6 7 Easy to get to by bike
- Easy to get to by bus
- 8 Easy to get to by car Easy to park
- Good facilities in general А В С
- Good food stores Good range of non-food shops
- Good pubs, cafés or restaurants
- Drive through restaurants
- Good range of high street shops/ retail multiples F G
- Makes a change from other places
- Quiet
- Safe and secure
- Protection from weather
- Traffic free / pedestrian friendly Other (PLEASE WRITE IN)
- Μ A specific shop (PLEASE WRITE IN)
- A specific attraction (PLEASE WRITE IN)
- (Don't know)

Those who have ever visited retail parks in Coventry at Q35

#### Q37 What would be the main reasons for visiting RETAIL PARKS in Coventry instead of Coventry City Centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- Closer to home
- Closer to friends or relatives 2
- 3 Closer to home
- Closer to work
- 5 Easier to get around/ more compact
- 6 Easier to get to by bike
- Easier to get to by bus
- Easier to get to by car
- 9 Easier to park
- More parking spaces
- A B Free parking
- C Better facilities in general
- More/ better food stores
- E More/ better non-food stores
- More/ better high street brands/ retail multiples
- G More / better furniture retailers
- More/ better DIY retailers
- More/ better cafes and restaurants
- More/ better drive through restaurants
- Κ More safe and secure
- Pedestrian friendly
- Less traffic Μ
- Ν Nicer environment
- 0 Later opening hours
- Other (PLEASE WRITE IN)
- None reason mentioned / wouldn't visit these instead of Coventry City Centre

#### Q38 How often do you / your household visit the following leisure attractions?

READ OUT. ONE ANSWER PER ATTRACTION.

More than once a week |Once a week|Once a fortnight|Once a month|Once every two months|Once every six months|Once a year|Longer than a year ago|Don't go|(Don't know / varies)

- Bingo / casino / bookmaker
- 3 Gym / health club / sports facility
- Theatre/ concert / music venue
- 5 Museum / gallery or place of historical / cultural interest
- Pub / bar / nightclub
- Restaurant / café
- 8 Home delivery takeaway and restaurant services, including services offered by Deliveroo, Just Eat and Uber Eats
- Family entertainment (e.g. tenpin bowling, skating rink)

Those who visit bingo halls / casinos at least once a year Q38

#### Where do you or members of your household normally go to play bingo or visit casinos or bookmakers? DO NOT READ OUT, ONE ANSWER ONLY. Q39

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Bingc Bingo List

Those who visit the cinema at least once a year at Q38

#### Where do you or members of your household normally go to the cinema?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Ciner Cinema List

Those who visit the gym at least once a year at Q38

#### Where do you or members of your household normally go to use a gym / healthclub / sports facility?

DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Healt Healthclub List

Those who visit the theatre at least once a year at Q38

### Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music? DO NOT READ OUT. ONE ANSWER ONLY.

#Thea Theatre List

Those who visit museums / art galleries at least once a year at Q38

#### Q43 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?

DO NOT READ OUT. ONE ANSWER ONLY.

#Muse Museum List

Those who visit pubs / bars / clubs at least once a year at Q38

### What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for pub / bar / nightclub / music venue? DO NOT READ OUT. ONE ANSWER ONLY.

#Social Lists

Those who eat out at least once a year at Q38

#### Q45 What location (e.g. town centre, shopping centre, retail/ leisure park) do you or members of your household normally go to for eating out (e.g. cafes and restaurants)? DO NOT READ OUT. ONE ANSWER ONLY.

#### #Socia Social Lists

Those who use home delivery takeaway/restaurant services at least once a year at Q38

What restaurant or takeaway business do you or members of your household normally go to for home delivery services? DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#### #Social Lists

Those who visit family entertainment facilities at least once a year at Q38

Where do you or members of your household normally go for family entertainment? DO NOT READ OUT. ONE ANSWER ONLY.

IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Fami Family Entertainment List

#### Q48 What improvements could be made to Coventry's leisure offer that would make you visit / partake in leisure activities more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- (Nothing)
- 2
- 3 A swimming pool
- 4 5 A theatre
- A multi-screen cinema
- An art house cinema
- Bingo
- 8 Cheaper prices
- 9 Improved access by foot and cycle
- Improved public transport
- Improved security / CCTV
- Improved street furniture
- D Improvements in the built environment
- Ε More / better car parking
- More / better cultural facilities
- G More / better disabled access
- Н More / better health clubs / gyms
- More / better policing
- More / better public houses
- More / better seats
- More / better signposting and information
- М More better parks / green spaces
- Ν More for children
- More local sports & recreation facilities
- Ρ More nightclubs
- Q R More pavement cafes
- More quality restaurants
- s More street cleaning
- Provision of public toilets
- U Ten-pin bowling
- Improved wifi
  Other (PLEASE WRITE IN) W
- (Don't do leisure activities)
- (Don't know)

#### GEN Gender of respondent:

DO NOT READ OUT. CODE FROM OBSERVATION.

- Male
- 2 Female
- 3 Other
- Prefer not to say

## AGE Can I ask how old you are please? DO NOT READ OUT. ONE ANSWER ONLY.

- 18-24
- 2 25-34
- 3 35-44
- 45-54 4 5 55-64
- 65+
- (Refused)

Thank & close.

## Appendix 5:

Data Tabulations
By Zone Filtering Nulls & SFT

Coventry Retail & Centres Study Study Area & Zones

