Nathaniel Lichfield & Partners
Planning. Design. Economics.

London Borough of Lambeth

Retail and Town Centre Needs Assessment

London Borough of Lambeth
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Contents

1.0 Introduction

1.1 Nathaniel Lichfield & Partners (NLP) was commissioned by the London Borough of Lambeth Council to prepare a retail and town centre needs assessment in 2008. This study was published in August 2008 and included:

- an assessment of the future needs for additional retail and commercial leisure facilities within the authority area up to 2020;
- an analysis of the role and function of existing centres in the Borough.

1.2 NLP has been commissioned to provide an update of the 2008 study, providing information on recent changes/trends in retail and leisure and an update of the needs assessment. The update identifies recent changes including the National Planning Policy Framework (NPPF) and adopts the latest available information, e.g. population, expenditure and turnover levels. This report also includes an update of the household survey undertaken in April 2008.

2.0 The Shopping Hierarchy

Centres in Lambeth and the Surrounding Area

2.1 Lambeth Borough is within the south of inner London, bounded by the boroughs of Wandsworth to the west, Southwark to the east, Croydon to the south and Merton to the south west. There are two major centres within Lambeth Borough, and nine district centres, as follows:

Major Centres

1 **Brixton**

2 **Streatham**

District Centres

3 Camberwell Green*

4 **Clapham High Street**

5 Clapham South*

6 Herne Hill*

7 Lavender Hill/ Queenstown Road*

8 Norbury*

9 **Stockwell**

10 **West Norwood/Tulse Hill**

11 Westow Hill/ Crystal Palace*

In bold centres wholly or predominantly in Lambeth Borough

* centres that include areas predominantly in a neighbouring borough.

2.2 The major and district centres are supported by CAZ Frontage at Waterloo and 39 Local Centres, which perform a local shopping function with a limited range of comparison retailers.

2.3 The town and district centres within Lambeth Borough compete with major shopping destinations outside the Borough including London West End, Westfield London and Stratford, Croydon, Kingston and Richmond, particularly for comparison shopping. More locally Lambeth's centres compete with other major town centre and district centres, i.e. Clapham Junction, Wandsworth, Tooting and Balham to the west; and Peckham, East Dulwich and Elephant and Castle to the east.

2.4 Management Horizon Europe's UK Shopping Index 2008 ranks retail centres across the country. Each centre is given a weighted score for multiple retailers present i.e. each retail multiple is given a score related to its importance e.g. a department store has a higher score than other high street retailers. The MHE score does not necessarily reflect the overall size of the town centre or the number of shops, but the presence of national multiples. Towns with a larger number of independent shops may have a low MHE in relation to their overall size. Management Horizon's rank for centres in Lambeth and nearby centres outside the borough is shown in Table 2.1 below.

Table 2.1: Management Horizons Europe Shopping Index (2008)

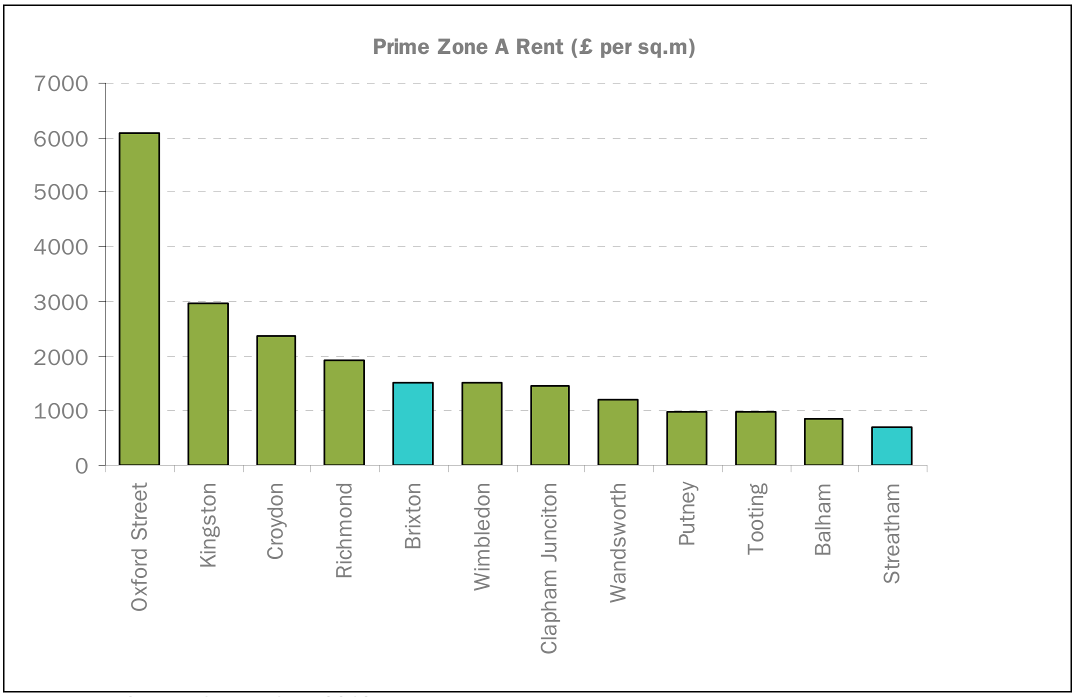
Centre	Rank	MHE Score
London, West End	1	1143
Kingston on Thames	15	386
Croydon	20	349
Guildford	24	329
Bluewater	25	321
Wimbledon	70	239
Kings Road	95	210
Kensington	103	204
Richmond Upon Thames	131	181
Putney	160	165
Clapham Junction	204	138
Tooting	271	111
Wandsworth	278	109
Streatham	**314**	**100**
Peckham	332	96
Brixton	**350**	**92**
Catford	440	77
Balham	570	60
Battersea	816	44
Colliers Wood	874	41
Morden	943	38
Camberwell	**985**	**36**
West Norwood	**1,139**	**32**
Clapham High Street	**1,207**	**30**
Norbury	**2,467**	**12**
Herne Hill	**3,575**	**6**
Crystal Palace incl. Westow Hill	**5,257**	**2**

*Source: Management Horizon Europe 2008 (**Bold** indicates centres within Lambeth Borough)*

2.5 The index ranks Streatham and Brixton as the main centres in Lambeth, ranked 314th and 350th respectively out of all centres in the UK. A number of the district centres within Lambeth Borough, including Camberwell Green, Herne Hill and West Norwood, are ranked at a much lower tier in the rankings. London West End, Kingston, Croydon and Bluewater are ranked at the top of the hierarchy, with Richmond upon Thames, Wimbledon and Putney at the next tier but still above all centres within Lambeth Borough, reflecting the relatively local function played by the centres in Lambeth in comparison with other centres in Greater London.

2.6 The relative performance and importance of town centres can be demonstrated by reviewing commercial property values for example Zone A rental levels achieved for retail property. Retail rents for selected centres are shown in Figure 2.1.

Figure 2.1 Retail Zone A Rents



Source: Colliers CRE (2010)

2.7 Brixton and Streatham are the only centres in the Borough where information is available from Colliers CRE on prime Zone A rent figures. The prime retail rents are much higher in larger centres outside the Borough, which reflects their position in the retail hierarchy, i.e. larger centres have higher rents than smaller centres. Nevertheless Brixton appears to have relatively strong rental levels when compared with larger centres in Wimbledon, Wandsworth, Clapham Junction and Putney.

2.8 The range of Zone A shop rents within the main centres is shown in Table 2.2. This Valuation Office information also indicates Brixton is at the top of the hierarchy in terms of prime shop rents, followed by Clapham High Street and Streatham.

2.9 Retail yields in the West End are around 4% (note - low yields results in higher capital values than higher yields). By comparison retail yields in Lambeth Borough (Brixton, Streatham and Camberwell) are around 8%. Retail yields are also lower (better) in Kingston (4.5%), Wimbledon (5%), Richmond (6%), Clapham Junction (6.5%) and Tooting (7%).

Table 2.2: Zone A Shop Rents

Centre	Zone A (£ per sq m)
Brixton	£125 to £1,500
Clapham High Street	£190 to £780
Streatham	£225 to £700
Lavender Hill	£275 to £600
Lower Marsh	£360 to £455
Clapham South	£260 to £300
Camberwell Green	£160 to £360
Vauxhall	£125 to £360
West Norwood/Tulse Hill	£225 to £300
Stockwell	£165 to £285
Norbury	£130 to £230

Source: Valuation Office 2010

Analysis of the Main Centres in Lambeth

2.10 The existing provision of retail floorspace within the designated town, district and local centres and elsewhere in the Borough are shown in Table 12A (convenience goods facilities) and Table 11B (comparison goods facilities) in Appendix 2 and 3. Health check appraisals for the main centres are contained in Appendix 4.

2.11 A survey of households has been undertaken in the Borough. A summary of the methodology and results is shown in Appendix 6. This survey explores customer perceptions of each centre. The remainder of this section draws out the key findings and implications of the detailed analysis contained in the appendices.

2.12 Existing retail provision in the main centres is contained in centre audits as shown in Appendix 4. A summary of existing retail provision is provided in Table 2.3 below. A comparison in terms of the number of occupied Class A1 to A5 units is shown in Figure 2.2.

2.13 Brixton and Streatham are the main centres in terms of the number of outlets and retail floorspace. These two centres are the dominant destinations for comparison shopping within the Borough. Figures for Vauxhall include the two designated local centres on Wandsworth Road and Kennington Lane, the Sainsbury's superstore and converted railway arches on the Albert Embankment. The composition of uses within each designated centre is shown in Figures 2.3 and 2.4, and compared with the UK average based on Goad Plan data.

Table 2.3 Existing Retail Service Provision

Centre	Town Centre Shop Units (Convenience, Comparison, Service and vacant units)	Town Centre Convenience Goods Sales Floorspace (sq m gross)	Town Centre Comparison Goods Sales Floorspace (sq m gross)
Streatham	447	11,401	18,682
Brixton	411	12,087	25,410
Clapham High Street	249	8,183	9,090
West Norwood/Tulse Hill	237	4,670	11,410
Camberwell Green*	191	5,380	5,900
Westow Hill/ Crystal Palace*	190	4,900	7,250
Lavender Hill*	155	1,640	3,310
Norbury*	154	4,470	5,220
Vauxhall (incl. Sainsbury's Elms and Wandsworth Road.)	112	9,403	6,358
Herne Hill*	107	n/a	n/a
Lower Marsh/The Cut	104	2,514	3,254
Clapham South	49	n/a	n/a
Stockwell	45	1,940	1,429

Source: Experian Goad ** centre part within and part outside Lambeth Borough*

Figure 2.2 Class A1 to A5 Retail Units in Lambeth's Main Centres

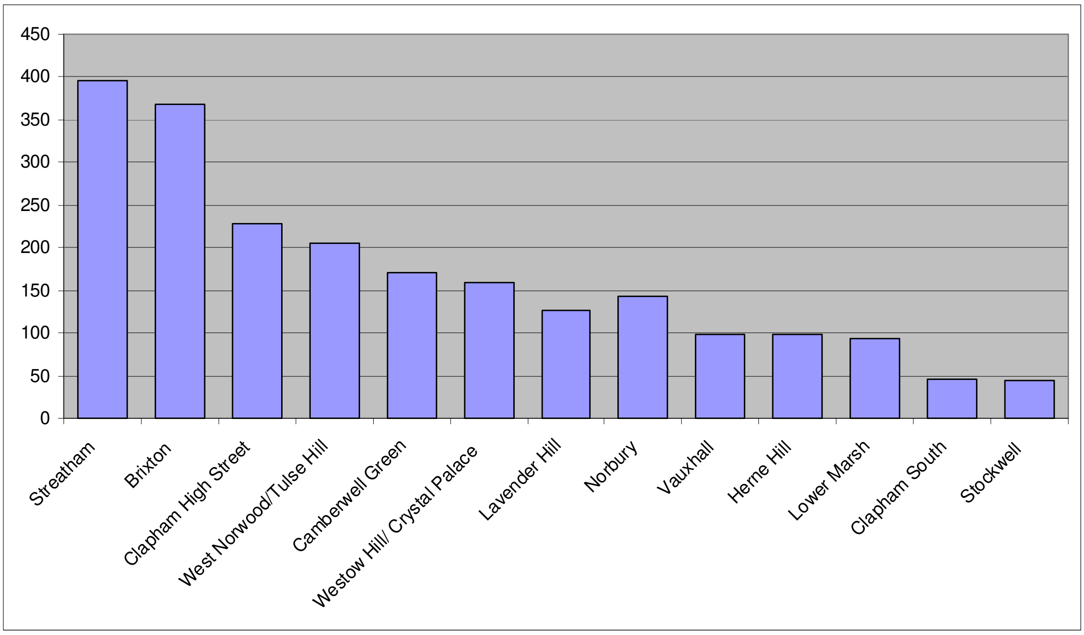


Figure 2.3 Proportional Mix of Shop Units in Lambeth's Main Centres (% of All Units)

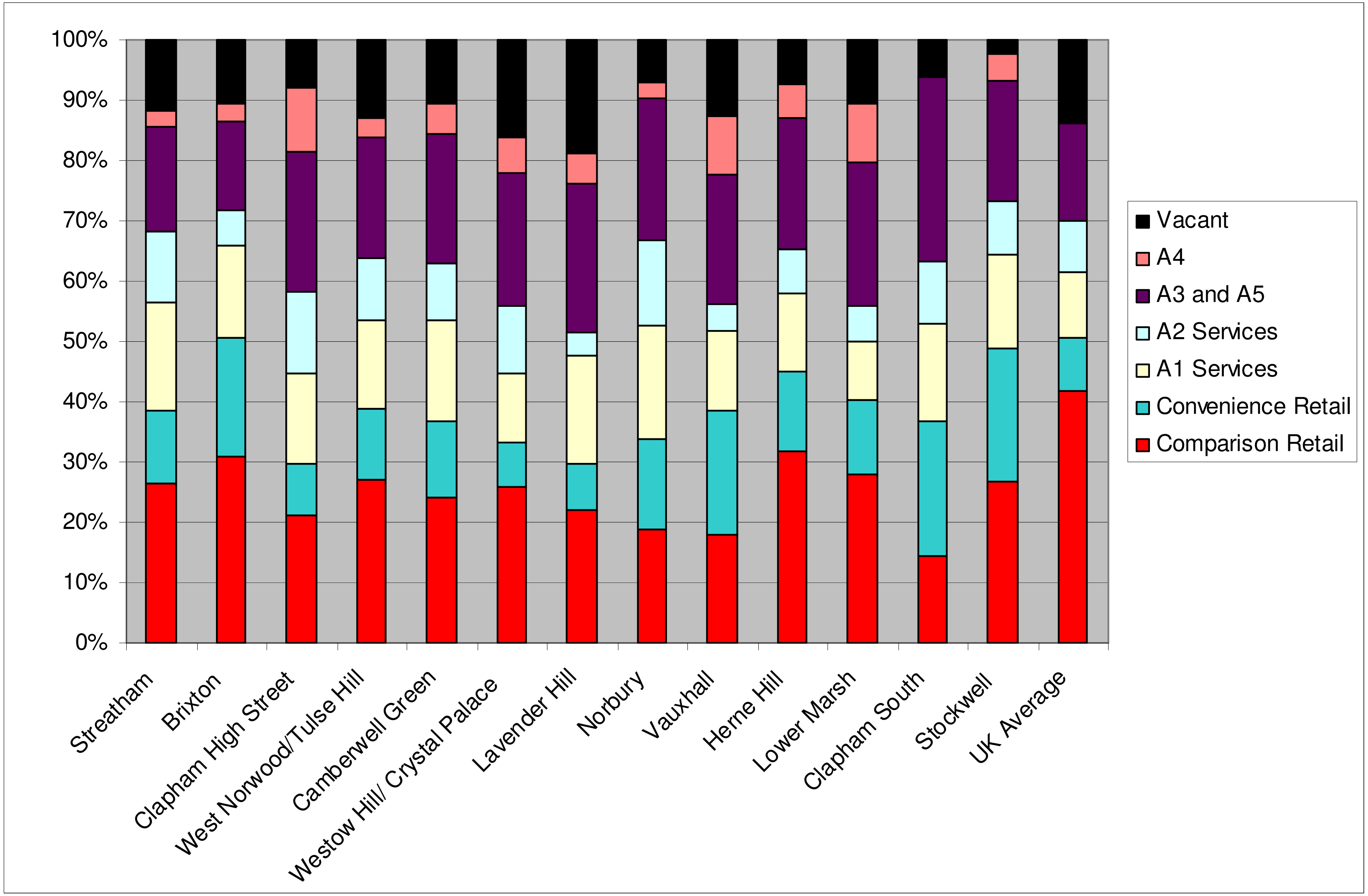
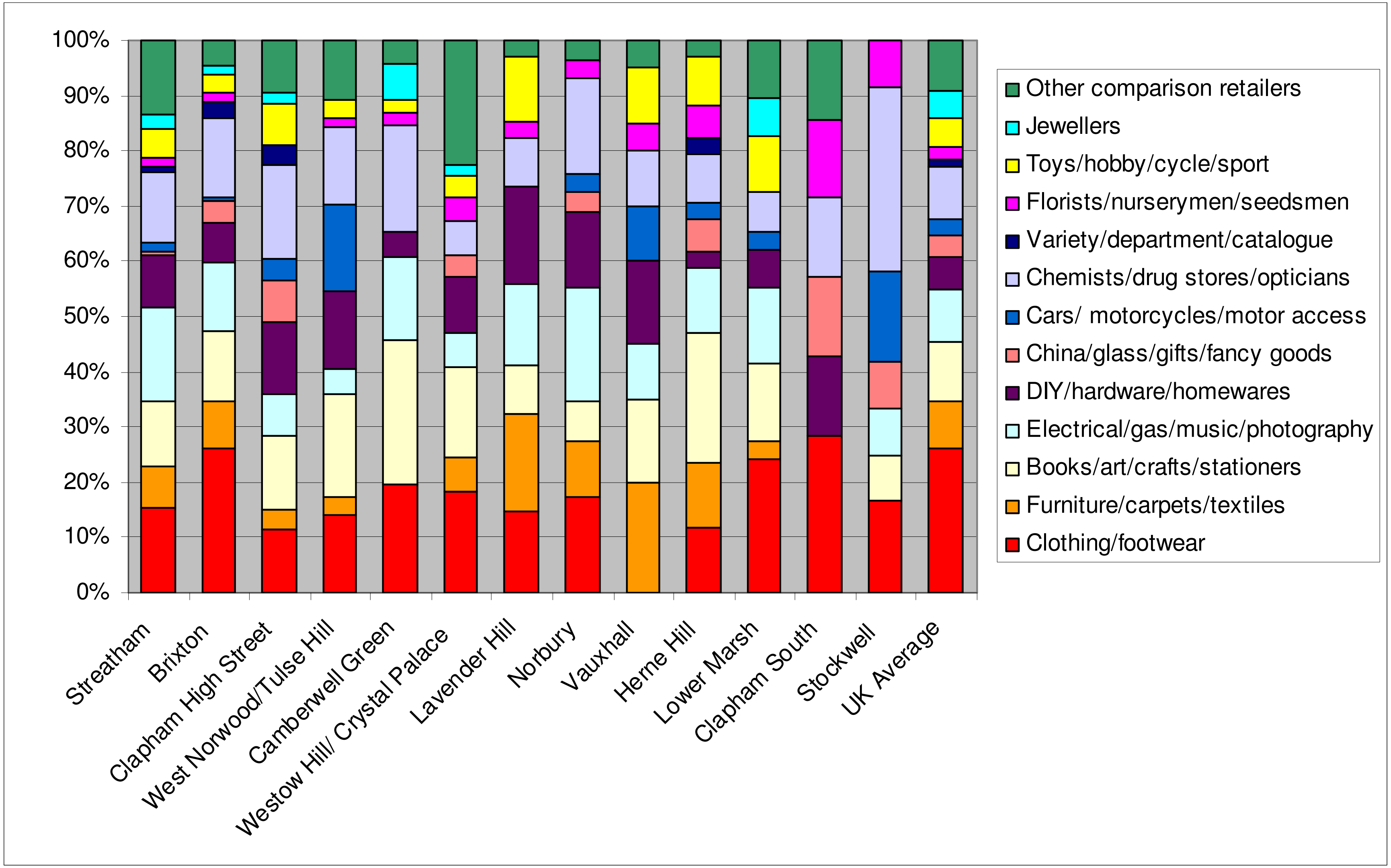


Figure 2.4 Proportional Mix of Comparison Shop Units in Lambeth's Designated Centres (% of Comparison Uses)



2.14 The land use mix in all centres is broadly similar. All centres have a lower proportion of comparison goods shops when compared with the national average, and a higher proportion of convenience shop and non-retail services.

2.15 Vacancy rates are either lower than or comparable with the national average in most of the defined centres (excluding Lavender Hill and Westow Hill/Crystal Palace), but there is still potential to reduce vacant units in most centres. This could be achieved through affordable accommodation and the positive determination of planning applications for the re-use of vacant units.

2.16 In terms of the mix of comparison shops (Figure 3.5) the most goods categories are represented in the main centres, but Brixton is the only centre with a good provision of clothing /footwear shops when compared with the national average. Comparison provision in the other centres is generally focused on lower order goods bought on a day to day basis, e.g. pharmaceutical goods, home wears and charity shops. All the main centres have a reasonable mix of Class A2 to A5 service uses. There is a good provision of Class A3-A5 restaurant/takeaway uses in most centres.

Relative Strengths and Weaknesses of Centres in Lambeth

2.17 The household shopper survey results (shown in Appendix 6) provide information about customer's perceptions of the Brixton, Streatham, Clapham High Street, West Norwood and Lower Marsh/The Cut. Respondents were asked what they like and dislike about each centre. The key areas identified by customers are summarised below.

Centre	**Aspects <u>Disliked</u>**	**Aspects <u>Liked</u>**
Brixton	1. Too crowded 2. Traffic congestion 3. Lack of car parking 4. Anti-social behaviour	1. Good range of shops 2. Close to home/convenient 3. The Market 4. Good choice of shops 5. Shopping environment
Streatham	1. Traffic congestion 2. Poor range of shops 3. Poor quality of shops 4. Poor choice of shops 5. Lack of car parking 6. Poor maintenance/cleanliness 7. Poor layout	1. Close to home/convenient 2. Good range of shops 3. Good choice of shops
Clapham High Street	1. Poor range of shops 2. Traffic congestion 3. Too many restaurants/cafés/bars 4. Poor choice of shops	1. Close to home/convenient 2. Good range of shops 3. Good choice of shops 4. Shopping environment 5. Choice of restaurants/cafés/bars 6. Good quality shops
West Norwood	1. Poor range of shops 2. Poor choice of shops 3. Poor maintenance/cleanliness 4. Lack of car parking	1. Close to home/convenient 2. Good choice of shops 3. Good range of shops 4. Shopping environment
Lower Marsh/The Cut	1. Poor range of shops 2. Poor choice of shops	1. Close to home/convenient 2. Good range of shops 3. Good choice of shops 4. Shopping Environment 4. Shopping environment 5. Good quality shops 6. The Market

2.18 The results show there are some common themes across most or all centres. The centre's convenience/proximity to home is a key positive factor for customers, whilst traffic congestion and lack of car parking are negative factors in the majority of centres. There are generally conflicting views on the range and choice of shops in each centre. There are also mixed views on the number of restaurants/café/bars in Clapham High Street.

2.19 The street markets in Brixton and Lower Marsh are positive attributes, whilst the quality of shops was mentioned in Clapham High Street and Lower Marsh/The Cut.

3.0 Assessment of Retail Needs

Introduction

3.1 This section assesses the quantitative and qualitative scope for new retail floorspace in Lambeth Borough in the period from 2012 to 2030. It provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken as part of the audit of centres in Appendix 4.

3.2 The quantitative analysis is based on a defined study area that covers the catchment areas of the main shopping destinations in the Borough. The study area is sub-divided into 13 zones as shown in Figure 3.1. The survey zones take into consideration the extent of the catchment area of the main centres in Lambeth Borough and Wandsworth Borough. A list of postcodes within each zone is shown in Appendix 1. The methodology is summarised in Figure 3.2 and set out in more detail in Appendix 1.

Retail Trends

3.3 It is important to consider changes in the retail sector nationally and the implications for Lambeth Borough.

3.4 The economic downturn is still having a significant impact on the sector. A number of national operators have failed (e.g. Blockbuster, HMV, JJB Sports, Jessop's, Clinton Cards, Woolworths, MFI, Land of Leather, Borders, Game, Firetrap, Peacocks, La Senza, Past Times, Barratts and Habitat), leaving major voids within centres and retail parks. Argos has recently announced major shop closures and Comet has entered administration.

3.5 Many town centre development schemes have been delayed and the demand for traditional retail warehouse operators has also been affected. Even some of the main food store operators have seen a reduction in growth.

3.6 Assessing future expenditure levels within this study needs to take into account the economic downturn, particularly in the short term. Careful consideration is needed to establish the appropriate level of expenditure growth to be adopted over the Study period. This study takes a long term view, recognising the cyclical nature of expenditure growth. Trends in population growth, home shopping/internet sales and growth in turnover efficiency also need to be carefully considered and a balanced approach taken.

3.7 An overview of national trends within the retail sector is set out below.

Figure 3.1: Study Area

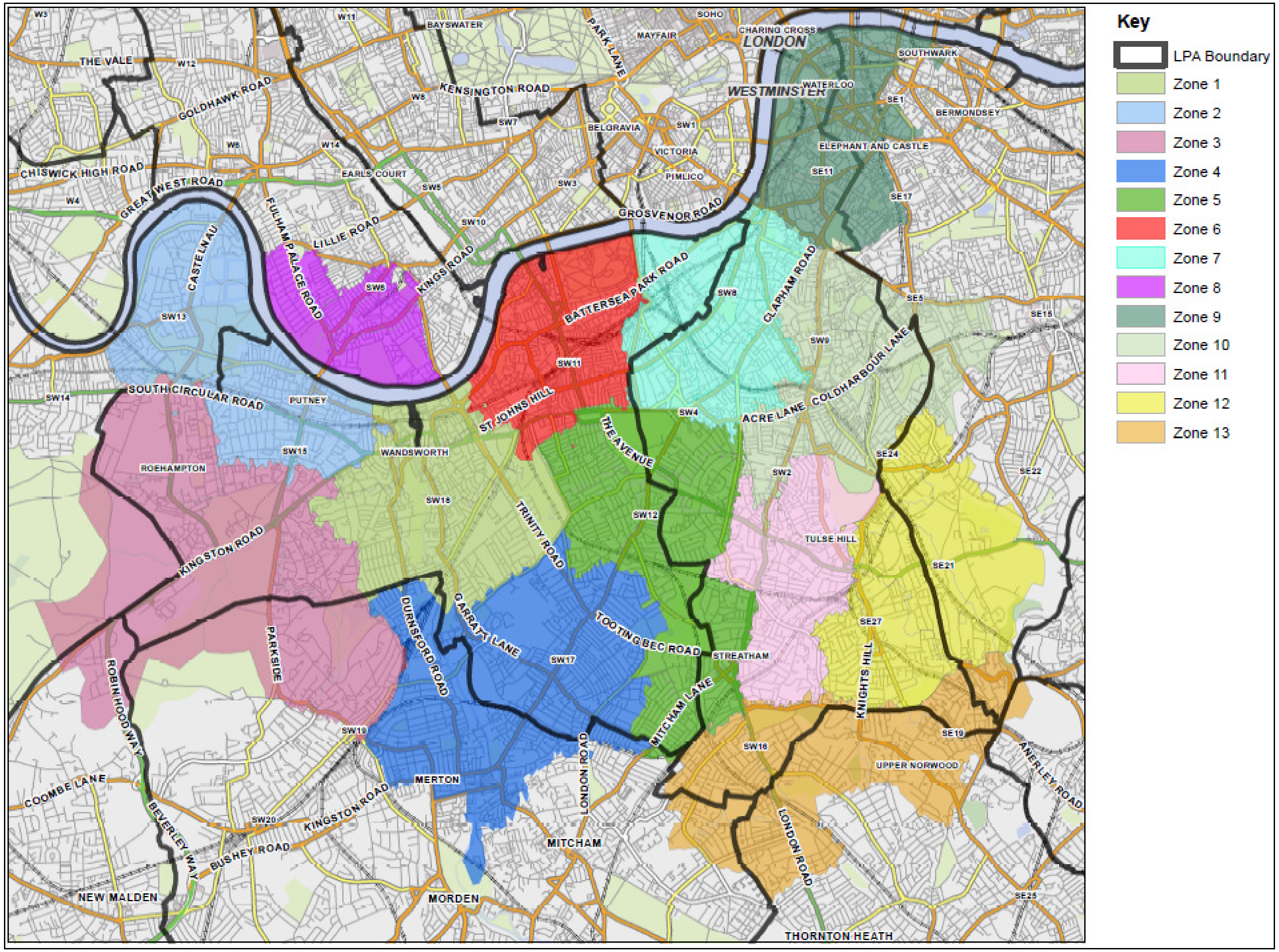
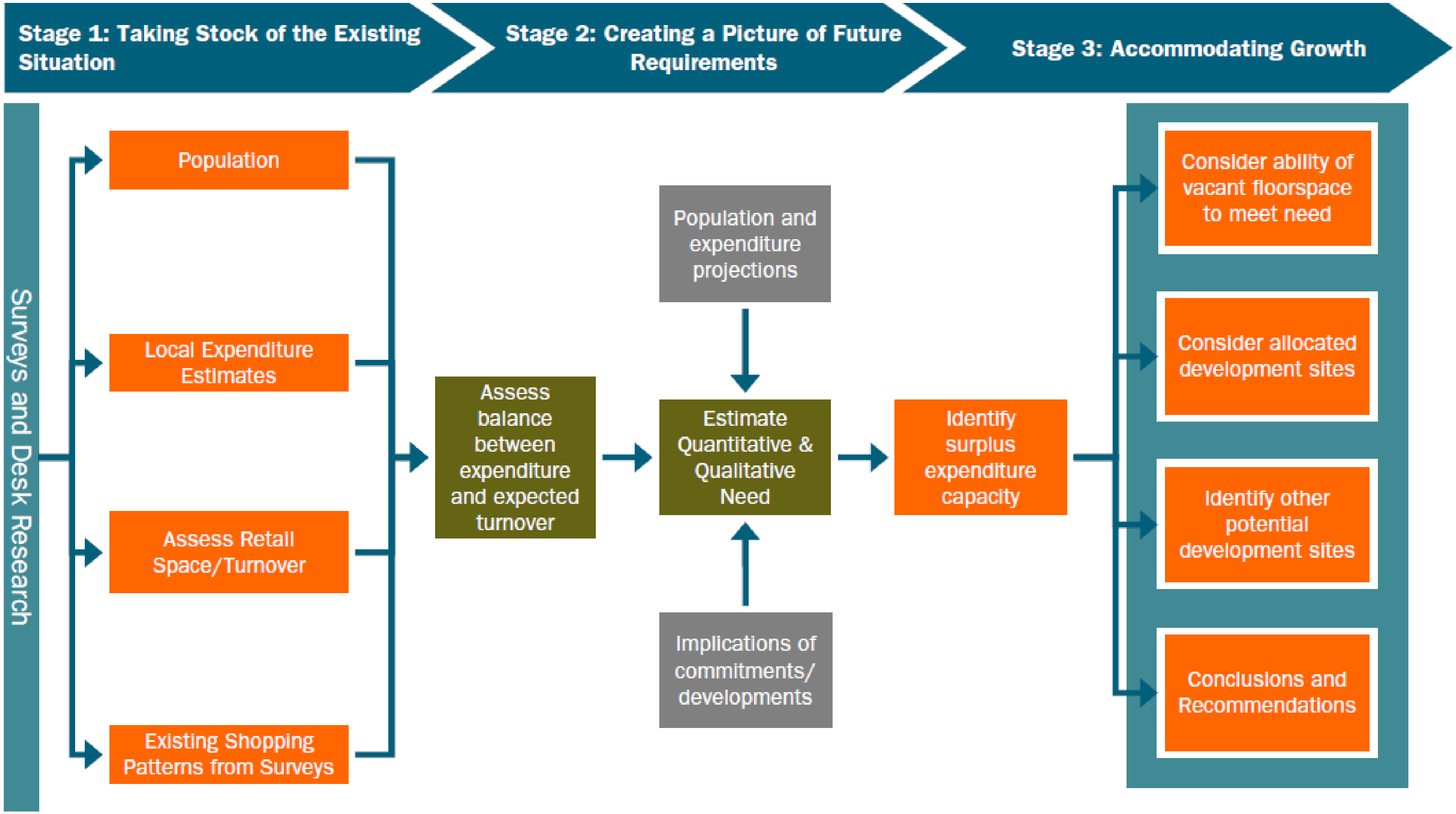


Figure 3.2 Methodology for Estimating Future Requirements for Retail Floorspace



Expenditure Growth

3.8 Historic retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future. However, the current economic downturn is expected to lead to limited growth in the short term.

3.9 In the past, expenditure growth has fuelled growth in retail floorspace, including major out-of-centre development, particularly in the 1980s and 1990s. The economic downturn suggests that past rates of growth are unlikely to be achieved in the short term, but the underlying trend over the medium and long terms is expected to lead to a need for further retail floorspace. These national trends are anticipated to be mirrored in London and specifically Lambeth.

3.10 Within Lambeth Borough expenditure per person on convenience goods has not changed significantly between 2008 and 2012 (source: Experian adjusting for inflation), and there has been limited real growth during the recession. This trend is likely to continue in the short term, but modest growth is expected in the medium and long term, as and when the economy recovers. Most of the growth in this sector is likely to be fuelled by population growth within the Borough.

3.11 Comparison good expenditure per person in Lambeth Borough has increased by about 14% between 2008 and 2012, despite deflation and the economic downturn during this period. Modest levels of growth are expected in the future, at a lower rate than previous trends.

3.12 Low expenditure growth and deflationary pressures in the non-food sector have had an impact on the high street in the last four years. As a result of these trends, the national shop vacancy rate (based on Goad Plan data) has increased from around 10% in 2005 to nearly 14% in 2012. The vacancy rate within the twelve main centres in Lambeth Borough is slightly lower than the current national average (11.3%), and the vacancy rate has not increased significantly since 2008, which may suggest overall Lambeth has not suffered to the same extent as other town centres across the county. Nevertheless the Borough's vacancy can still be improved significantly, and there are variations amongst different centres that should be addressed.

New Forms of Retailing

3.13 New forms of retailing have emerged in recent years as an alternative to more traditional shopping facilities. Home/electronic shopping has also emerged with the increasing growth in the use of personal computers, smart phones and the internet. Trends within this sector may well have implications for retailing within Lambeth Borough. The growth in home computing, internet connections and interactive TV may lead to continued growth in home shopping and may have effects on retailing in the high street and in Lambeth Borough.

3.14 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. The household survey results suggest 7.3% of households in Lambeth Borough do their main food and grocery shopping on the internet, and 7.6% of households do most of their non-food shopping on the internet. These figures are broadly in line with the internet's national share of retail expenditure (about 9%). More details on internet shopping in the Borough are set out in Appendix 6.

3.15 Recent national trends suggest continued strong growth in this sector, but there is still uncertainty about its longer-term prospects and the potential effects on the high street. Experian's Retail Planning Note 10 states:

"The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for around a tenth of total retail sales.

The rising share of internet sales in total retail transactions dominates the picture of SFT. Internet sales' share of total retail sales stood at near 9% in 2012 against 4.7% in June 2008 and just 2.9% as recently as March 2007.

Non-store retailing continues to grow rapidly, despite the tough retail environment. We retain our assumption that non-store retailing will increase at a faster pace than total retail sales well into the medium term. It is estimated that 85% of the UK adult population were internet users at the end of 2011, so growth of the internet user base will be less of a driver than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing. We now expect that the SFT market share will continue to increase over the forecast period, although the pace of e-commerce growth will moderate markedly after about 2020. Our new forecast has the SFT share of total retail sales reaching 17.4% by 2020 (15.4% in Retail Planner Briefing Note 9 of September 2011), rising to 20% by the end of the 2020s (15.5% previously)."

3.16 This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

3.17 The implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators, therefore growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

3.18 In addition to new forms of retailing, retail operators have responded to changes in customers' requirements. For example, extended opening hours and Sunday trading increased significantly in the 1990s. Retailers also responded to stricter planning controls by changing their trading formats to include smaller store formats capable of being accommodated within town centres (such as the Tesco Express/Metro, Sainsbury Central/Local store and Marks and Spencer's Simply Foods formats). The number of Tesco Express and Sainsbury's Local stores in Lambeth Borough has increased significantly during the last decade, due to the operator's national expansion in this sector, and perhaps also due to the absence of available sites for larger food stores. This trend is evident across Greater London.

3.19 The expansion of European discount food operators Aldi and Lidl has also been rapid during the last decade. The discount sector is represented in Lambeth and neighbouring Boroughs, but perhaps not to the extent that might have been envisaged, again due to the limited availability of large sites to accommodate these stores.

3.20 Food store operators have also implemented a programme of store extensions, particularly Tesco, Sainsbury and Asda. These operators, faced with limited growth in food expenditure, have often increased the sale of non-food products within their food stores, including clothing and electrical goods. The physical scope to extend existing food stores in Lambeth has restricted this trend in the Borough. However, the current proposal to expand the Sainsbury's store at Nine Elms is an example of this trend. The recent recession has halted this trend for extensions nationally.

3.21 Comparison retailers have also responded to market conditions. The bulky goods warehouse sector has rationalised, including a number of mergers and failures, and scaled down store sizes. Other traditional high street retailers often seek large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across Great Britain. Sports clothing retail warehouses including Decathlon have also expanded out-of-centre.

3.22 The supply of retail warehousing and bulky goods retailing in Lambeth Borough has not followed national trends due to the limited supply of large development sites and relatively high land values within inner London. The bulky goods sector is dominated by small independent retailers e.g. hardware, carpet, textile, furniture and electrical shops, including second hand shops. Nationally and within London, the demand for premises within the bulky goods sector is particularly weak at present, and high land values in London may make this form of low density development unviable.

3.23 The charity shop sector has grown steadily over the past 20 years and there is no sign this trend will halt. The discount comparison sector has also grown significantly in recent years e.g. pound shops. These two trends are evidence in Lambeth Borough.

3.24 Within town centres, many high street multiple comparison retailers have changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq m.) with an increasing polarisation of activity into the larger regional and sub-regional centres. This trend has restricted multiple retailer demand for space within Lambeth Borough, with only Brixton attracting a reasonable level of demand. The average shop unit size in Lambeth's centres is around 150 sq m gross, and there are a limited number of medium to large units over 200 sq m gross. Existing small shop premises are unlikely to be attractive to most comparison multiple retailers in the future, and this sector is likely to continue to be dominated by the independent, charity and discount sectors.

3.25 Operator demand for space has decreased during the recession and, of those national multiples looking for space many prefer to locate in larger centres such as Croydon, Kingston and the West End. Demand from multiples within Lambeth Borough's centres is likely to be weaker, which will affect the appropriate strategies for individual centres

3.26 The continuation of these trends will influence future operator requirements in Lambeth Borough with smaller vacant units becoming less attractive for new multiple occupiers, with retailers increasingly looking to relocate into larger units in higher order centres.

Population and Expenditure

3.27 The study area population for 2012 to 2029 is set out in Table 1A in Appendix 2. Population estimates for Lambeth Borough have been forward to 2030 using the GLA's ward level projections (2011 standard fertility figures). Population within the study area is expected to increase between 2012 and 2030 by 13.3%.

3.28 Table 2A in Appendix 2 sets out the forecast growth in spending per head for convenience goods within each zone in the study area up to 2030. Forecasts of comparison goods spending per capita are shown in Table 2B in Appendix 3.

3.29 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 22.6% from £1,642 million in 2012 to £2,032.28 million in 2030, as shown in Table 3A (Appendix 2).

3.30 Comparison goods spending is forecast to increase by 68.3% between 2012 and 2030, increasing from £2,644 million in 2012 to £4,585 million in 2030, as shown in Table 3B (Appendix 3).

3.31 These figures relate to real growth and exclude inflation.

Existing Retail Floorspace 2012

3.32 Existing convenience goods retail sales floorspace within the main stores and centres in Lambeth Borough is 44,147 sq m net, as set out in Table 12A, Appendix 2. This excludes comparison sales within food stores.

3.33 Comparison goods retail sales floorspace within Lambeth Borough is estimated to be about 70,000 sq m net, as shown in Table 11B, Appendix 3. This includes comparison sales within food stores.

Existing Spending Patterns 2012

3.34 The results of the household shopper questionnaire survey undertaken by NEMS in July 2012 have been used to estimate existing shopping patterns within the study area shown in Figure 3.1 above. A summary of the methodology and results is shown in Appendix 6.

Convenience Shopping

3.35 The results of the household shopper survey have been used to estimate existing convenience goods shopping patterns. The estimates of market share or penetration within each study area zone are shown in Table 4A, Appendix 2.

3.36 Table 4A indicates that the majority of residents within all zones carry out their convenience retail shopping within the study area. Within the core zones covering Lambeth Borough between 34% and 79% of expenditure is retained within the Borough. Expenditure retained in zone 5 is relatively low (34%, but about half of this zone includes residential areas in Wandsworth Borough.

3.37 The level of convenience goods expenditure attracted to shops and stores in Lambeth Borough in 2012 is estimated to be £584.43 million as shown in Table 5A, Appendix 2. These turnover figures include estimates of inflow from beyond the study area, applying the market shares identified in Table 4A.

3.38 The total benchmark turnover of identified existing convenience sales floorspace within the Borough is £516.52 million (Table 12A, Appendix 2). The actual turnover of this convenience sales floorspace is £584.43 million (Table 5A, Appendix 2). These figures suggest that collectively convenience retail facilities within the Borough are trading about 13% above the national average, i.e. £67.91 million above average, which suggests there is a quantitative under-supply of convenience goods floorspace in the Borough.

Comparison Shopping

3.39 The estimated comparison goods expenditure currently attracted by shopping facilities within Lambeth Borough is £380.97 million in 2012, as shown in Table 5B, Appendix 3. This includes estimates of inflow from beyond the study area.

3.40 Within the core zones covering Lambeth between 14% and 43.3% of expenditure is retained within the Borough. Expenditure retained in zone 5 is relatively low (14%), which again is explained by the inclusion of residential areas in Wandsworth Borough within this zone.

3.41 Overall the comparison expenditure retention levels are lower when compared with the convenience goods market shares, which reflects the influence of higher order centres outside Lambeth Borough, in particular the West End, Kensington, Croydon and Wandsworth.

3.42 Based on the estimate of comparison goods expenditure attracted to facilities within the Borough, the average sales density for existing comparison sales floorspace (69,970 sq m net) is £5,445 per sq m net. This Borough average is broadly consistent with national average sales density figures for comparison retail operators. The figures still suggest comparison sales floorspace within the Borough is trading satisfactorily.

Quantitative Capacity for Convenience Floorspace

3.43 The level of available convenience goods expenditure in 2012, 2015, 2020, 2025 and 2030 is shown at Tables 5A, 6A, 8A, 10A and 11A, in Appendix 2. These figures for 2015 are based on constant market shares, established from the 2012 household survey results (Table 4A). Market shares in 2020, 2025 and 2030 have been adjusted to take into account major food store developments proposed, as follows:

- Waitrose store at Embassy Gardens;
- Food superstore at New Covent Garden Market (NCGM);
- Food store within the Battersea Power Station redevelopment;
- enlarged Sainsbury food superstore at Nine Elms;
- new Tesco superstore at Streatham;
- Little Waitrose at Vauxhall;
- Sainsbury's Local at Arch 51;
- replacement food store facilities at Elephant & Castle;
- extended Sainsbury's store at Garratt Lane, Wandsworth; and
- proposed food store at Garratt Lane, Wandsworth.

3.44 The total level of convenience goods expenditure available for shops in the Borough between 2012 and 2030 is summarised in Table 13A (Appendix 2). Convenience expenditure available to shopping facilities in the Borough is expected to increase from £584.43 million in 2012 to £711 million in 2030.

3.45 Table 13A (Appendix 2) subtracts the benchmark turnover of existing and proposed floorspace from available expenditure to calculate the amount of surplus expenditure that may be available for further new development. Within the Borough as a whole, there is a surplus of £67.91 million convenience goods expenditure in 2012. In 2020 this surplus is expected to reduce to £47.34 million, due the implementation of food store commitments. By 2025, future expenditure growth generates an expenditure surplus of £89 million, increasing to £132.36 million in 2030, over and above commitments.

3.46 The surplus expenditure projections have been converted into potential new floorspace estimates at the foot of Table 12A (Appendix 2). Surplus expenditure is converted into floorspace estimates based on an assumed average sales density figure for the main food supermarket operators. An average sales density of £13,000 per sq m net has been adopted for the main centres/large food stores and £6,000 per sq m for local shops.

3.47 Available surplus expenditure up to 2020 indicates that in the short term surplus expenditure could support 4,044 sq m net of sales floorspace (5,706 sq m gross) in the Borough as a whole, over and above commitments. The projection at 2030 is 12,172 sq m net (17,037 sq m gross). The breakdown is shown in Table 3.2.

Table 3.2: Convenience Goods Floorspace Maximum Projections

Locality	2020	2025	2030
	Sq m net	sq m net	sq m net
Brixton/Stockwell	538	959	1,463
Streatham	1,401	2,243	3,113
Clapham High St/South Clapham	640	944	1,342
Lower Marsh	-203	-114	-31
Vauxhall/Nine Elms/ Kennington	-516	107	672
West Norwood/Tulse Hill	1,436	1,679	1,917
Local centres/parades	747	2,231	3,697
Borough Total	**4,044**	**8,048**	**12,172**

Source: Table 12A, Appendix 2

3.48 These figures suggest the priority for food store development is within the southern part area of the Borough. Proposed food store developments in the VNEB area are expected to significantly reduce current trading levels in the north of the Borough.

3.49 Even allowing for proposed food store developments at VNEB and Tesco at Streatham, the long term convenience goods floorspace projections are relatively high, because they assume a reduction in the turnover of existing floorspace down to national average levels. The floorspace projection excluding local shops at 2030 is 8,475 sq m net, which represents about three new food superstores.

3.50 If this level of food store development was provided in out of centre locations the reduction in trade and impact on town centres could be significant and unacceptable. Property costs and other overheads are generally higher in London and it is unrealistic to assume that on average all convenience goods floorspace in the Borough will trade at national average levels.

3.51 For the reasons outlined above, the priority for the development plan in Lambeth Borough should be to accommodate new development within town centres that is commensurate with projected population and expenditure growth.

3.52 Table 14A (Appendix 2) re-assesses surplus expenditure and floorspace projection based on accommodating growth in population and expenditure per person only. In 2015 the revised surplus is only £20.47 million. The implementation of proposed food store commitments by 2020 will create an expenditure deficit of -£29.69 million. By 2025, future expenditure growth will create a small surplus of £11.97 million, but there will be a larger surplus of £55.33 million in 2030. The revised floorspace projections are shown in Table 3.3.

Table 3.3: Convenience Goods Floorspace Minimum Projections (population and expenditure growth only)

Locality	2020	2025	2030
	sq m net	sq m net	sq m net
Brixton/Stockwell	-231	191	695
Streatham	-601	241	1,112
Clapham High St/South Clapham	-1,098	-794	-314
Lower Marsh *	132	220	303
Vauxhall/Nine Elms/ Kennington	-1,165	-543	23
West Norwood/Tulse Hill	333	576	813
Local centres/parades	747	2,231	3,697
Borough Total	**-1,881**	**2,122**	**6,247**

Source: Table 14A, Appendix 2 * Lower Marsh figures higher because no current under-trading assumed.

3.53 Again these figures suggest the priority for food store development is within the southern part area of the Borough.

Quantitative Capacity for Comparison Floorspace

3.54 The household survey suggests that the Borough's retention of comparison goods expenditure is lower than the retention of convenience goods expenditure. The lower level of comparison expenditure retention is due to the strength of competing comparison goods facilities in neighbouring authorities and central London.

3.55 Major developments in neighbouring authorities may limit the ability of shopping facilities in the Borough to increase their market share of expenditure, e.g. within the VNEB area, Southwark and Croydon.

3.56 An appropriate strategy for Lambeth Borough should be to seek to maintain existing market shares. The retail capacity projections in this report are based on this approach.

3.57 Available comparison goods expenditure has been projected forward to 2015 based on 2012 penetration rates (i.e. assuming that comparison retail facilities will maintain their current market share) in Table 6B. Growth up to 2020, 2025 and 2030 is shown in Tables 7B, 9B and 10B in Appendix 3. The projections for 2025 and 2030 are based on adjusted market shares shown in Table 8B in Appendix 3, which take into account proposed retail development within the VNEB area, i.e. at Battersea Power Station, NCGM and Embassy Gardens (about 35,000 sq m net of comparison goods sales floorspace in total).

3.58 Future available expenditure is compared with the projected turnover of existing comparison retail is shown in Table 12B (Appendix 3). Table 12B assumes that the turnover of existing comparison floorspace will increase in the future. An average growth rate of 1.8% per annum is adopted, in line with figures provided by Experian. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio.

3.59 Within the Borough, allowing for the implementation of commitments and the growth in turnover efficiency creates a small expenditure surplus at 2020 (£16.96 million). By 2025, future expenditure growth generates an expenditure surplus of £28.92 million, increasing to £80.89 million in 2030.

3.60 Surplus comparison expenditure has been converted into net comparison sales floorspace projections at the foot of in Table 12B in Appendix 3, using an average sales density of £6,000 per sq m in 2012, which is expected to grow by 1.8% per annum. The surplus expenditure at 2020 could support 2,451 sq m net of sales floorspace (3,268 sq m gross), increasing to 3,823 sq m net (5,097 sq m gross) by 2025, and 9,778 sq m net (13,038 sq m gross) in 2030. The floorspace projections are broken down in Table 3.4 below.

Table 3.4: Comparison Goods Floorspace Projections

Locality	2020 sq m net	2025 sq m net	2030 sq m net
Brixton/Stockwell	1,973	2,178	4,083
Streatham	-930	-478	1,048
Clapham High St/South Clapham	892	-3	621
Lower Marsh	153	246	360
Vauxhall/Nine Elms/ Kennington	-4	48	167
West Norwood/Tulse Hill	333	689	1,075
Other in Borough	34	1,142	2,423
Borough Total	**2,451**	**3,823**	**9,778**

Source: Table 12B, Appendix 3

3.61 The implementation of development at VNEB will reduce development potential in the Borough. Longer term growth suggests there is potential for new floorspace in all centres.

Qualitative Need for Retail Floorspace

3.62 Qualitative need can be assessed through consideration of the following factors:

- deficiencies or ‘gaps’ in existing provision;
- consumer choice and competition;
- overtrading in existing stores;
- location specific needs such as deprived areas and underserved markets; and
- the quality of existing provision.

Convenience Goods Shopping

3.63 The household survey results indicate that most residents in the study area undertake both a main shopping trip and top-up shopping trips. Main shopping trips are generally made once a week or less often, and the household survey identified that 52.3% of respondents travel to do their main food shopping by car (both driver and passenger), compared with 30.2% for non-food shopping. The availability of a wide range of products and car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores are the usual destination for these types of shopping trip.

3.64 There are four food superstores of around 2,500 sq m net or more within the Borough, i.e. Sainsbury’s stores in Clapham High Street, Streatham and Nine Elms; and Tesco at Brixton. A further Tesco superstore is proposed in Streatham. The Tesco store at Kennington Lane and Morrison’s in Streatham are just below the superstore threshold but have sales areas of over 2,000 sq m net. The Tesco at South Clapham is also suitable for main and bulk food shopping (1,276 sq m net). In addition there are food superstores just outside the Borough boundary, including Asda at Clapham Junction and Sainsbury’s East Dulwich.

3.65 These larger food stores are supported by a good range of small supermarkets and convenience stores, including Co-op, Sainsbury’s Local and Tesco Express stores. The discount food sector is represented with Lidl stores in Brixton and Streatham, and at Clapham Junction outside the Borough.

3.66 All residents in the Borough have good access to large food stores both within and outside the Borough. Access to, and the choice of, large food stores will increase significantly with three new food stores and an improved Sainsbury’s store in the VNEB area, and a new Tesco superstore in Streatham.

3.67 The priority for future food store development is the southern part of the Borough.

High Street Comparison Shopping

3.68 An assessment of the shopping hierarchy is shown in Section 2 and an audit of shopping facilities within the main centres is shown in Appendix 4. Brixton and Streatham are similar in terms of the number of comparison shops and amount of retail floorspace. Other centres in the Borough are much smaller in terms of comparison shopping.

3.69 Many residents in the north and central parts of the Borough have excellent public transport access to shopping facilities within the West End. Residents in the south of the Borough fall within the catchment area of Croydon. There is a wide choice of comparison shopping destinations.

3.70 These shopping destinations provide a good range of comparison shops, including many national multiples and independent specialists. However centres within the Borough do not provide the same range and choice of comparison shopping facilities when compared with higher order shopping centres e.g. the West End and Croydon. Many residents with the Borough are likely to continue to shop outside the Borough.

Bulky Goods Retail Warehouses

3.71 Retail warehouse representation in the Borough is limited i.e. Effra Road Retail Park is the main destination. There are DIY stores in Streatham Vale (Homebase) and West Norwood (B&Q). Residents within the Borough have reasonably good access to retail warehouses in Wandsworth, Croydon and Merton, e.g. retail warehouses at Purley Way, Smuggler's Way, Plough Lane and at Priory Retail Park and Tandem Retail Park at Colliers Wood.

3.72 The bulky goods retail warehouse sector has suffered during the recession and growth has been limited in recent years. Inner London Boroughs continue to have a limited number of retail warehouses, due to high land values and the poor availability of large sites.

Street Markets

3.73 The Markets Alliance's report on UK markets (November 2009) suggested that street markets in major cities had outperformed the High Street during the early part of the recession, but the performance was mixed. The report suggested successful markets must be dynamic and innovative and respond to the changing demands of customers.

3.74 The research indicated the markets sector had an annual turnover of £7.6 billion generated by 47,000 small to medium businesses, an average of about £160,000 per business. The UK has 1,124 retail markets and 605 farmers' markets.

3.75 The London Assembly published a report on London's street markets in January 2008 and this report was updated in May 2009 in order to reflect the effects of the recession. The two reports highlighted the importance of markets and their contribution to social, economic and environmental goals. The expansion of street and farmers' markets was supported.

3.76 A qualitative analysis of Lambeth's main street markets is included the assessment of the main centres in Appendix 4. The National Market Traders Federation indicates Lambeth Borough's four main markets have over 700 stalls. The New Covent Garden Market only trades on Sundays for the general public. In total there are about 1,700 market stall pitches per week available in the Borough. Assuming each market trader operates five days a week, there appears to be capacity for 350 market stall businesses. Based on the RMA implied average turnover per business (£160,000 per annum) existing market stall provision in the Borough could absorb about £56 million of retail trade per annum.

3.77 The retail capacity assessment in this section excludes expenditure attributed to street markets (classified as part of non-store retail sales – see methodology in Appendix 1). The retail capacity analysis in this section suggests the retail turnover of existing shops/stores in the Borough is about £965 million in 2012 (convenience and comparison goods combined). If street markets attract an additional £56 million then this implies that market stalls in the Borough have a market share of total retail expenditure of about 5.5%. NLP's deductions for non-store sales are about 2% for convenience goods and 10% for comparison goods in 2012, these deductions are expected to increase to over 4% and 16% over the next decade. These figures include all non-store retail sales i.e. through internet businesses and other forms of non-store sales such vending machines, deliveries etc. E-tailing is expected to be the main growth sector rather than market stalls.

3.78 Street market stalls in Lambeth should be capable of retaining their current market share of expenditure. The retail expenditure projections in this report suggest total retail expenditure will increase by about 40% in real terms between 2012 and 2030. Based on a current street market turnover of £56 million, this growth could generate an additional £22 million trade for market businesses in the Borough over the plan period, or about 130 new businesses.

4.0 # Commercial Leisure Assessment

Introduction

4.1 This section assesses the potential for commercial leisure uses in Lambeth, including cinema/multiplex, tenpin bowling, bingo, nightclubs, private health and fitness clubs, restaurants and cafes, pubs and bars.

Cinemas

4.2 There are four cinemas within Lambeth Borough, the Odeon in Streatham, the Ritzy Cinema in Brixton, the Clapham Picture House on Clapham High Street and the IMAX at Waterloo. In total 65% of respondents to the household survey results visit the cinema, and of these around 57% visited cinemas within Lambeth Borough. Cinemas in Central London attracted 10.2% of all those who visited the cinema within the study area; and the Cineworld in Wandsworth a further 8.6%.

4.3 The Lambeth study area (zones 5, 7, 9 to 130) has a total population of 440,137 people in 2012. This catchment population can be converted into a total number of cinema screens and seats based on the current national average (16,300 people per screen and 78 people per seat). Based on the Borough's existing market share (57%) the number of screens that can be supported is 15.4 and the number of seats is 3,216. Existing cinema provision within Lambeth Borough is 17 screens and 2,938 seats. These figures suggest (based on existing market shares) there is limited surplus capacity.

4.4 To assess future demand for cinema admissions within Lambeth, we have assumed that Lambeth Borough could in theory increase its existing share of cinema trips from 57% (as suggested in the household survey results) to a maximum of 70% in the future. The catchment population based on this market share has been converted into a total number of cinema screens and seats based on the current national average. The results are shown in Table 4.1.

Table 4.1 Cinema Potential in LB Lambeth

	2012	2015	2020	2025	2030
Study Area Population	440,137	456,958	481,891	502,574	516,886
Lambeth Market Share (70% maximum)	308,096	319,870	337,324	351,801	361,806
Cinema Screen Potential	18.9	19.6	20.7	21.6	22.2
Cinema Seat Potential	3,950	4,101	4,325	4,510	4,639
Existing Screen Provision	17	17	17	17	17
Existing Seat Provision	2,938	2,938	2,938	2,938	2,938

4.5 The analysis above suggests that if Lambeth's market share can increase to 70% then a further 5 screens and 1,700 seats could be supported by 2030.

Private Health and Fitness Clubs

4.6 There are a number of private health and fitness clubs in Lambeth Borough including:

1 Fitness First, Streatham High Road;
2 Horizons Health & Fitness Club, Hackford Road;
3 Virgin Active Health Club, Ockley Road;
4 Community Circuts, Milkwood Road;
5 In2 Crossfit, Clapham;
6 Marriot London County Hall, Waterloo;
7 Nuffield Health and Wellbeing Centre, Norbury;
8 Pure gym, Kennington;
9 The Gym, Stockwell;
10 The Gym, Vauxhall;
11 The Gym, Waterloo; and
12 Virgin Active, Clapham.

4.7 In addition to the private leisure/ entertainment facilities there are several local authority owned sports centres. This includes:

1 Brixton Recreation Centre;
2 Brockwell Lido;
3 Clapham Leisure Centre;
4 Flaxman Sports Centre; and
5 Ferndale Recreation Centre.

4.8 In total, Lambeth Borough has at least 17 public and private health clubs. The household survey indicates that 35% of respondents or their families visit a health/fitness club. Of these, around 46% did so at destinations within the main centres in the Borough.

4.9 Lambeth study area's adult population is approximately 350,000 in 2012 (GLA population projections 2011), which could generate demand for about 42,000 public and private membership places, based on the national average membership rate (12%). If 50% of these membership places are retained in the Borough, then the 17 identified health and fitness clubs attract 21,000 members, which implies an average of around 1,250 members per club. This is consistent with the national average for private fitness clubs (1,375 members per club), and suggests existing health and fitness clubs are trading satisfactorily.

4.10 The adult population within the Lambeth Study area is expected to increase by about 60,000 between 2012 and 2030, which would generate 7,200 new health club members. This suggests there is demand for the provision of 5 additional health and fitness clubs in the study area.

Tenpin Bowling

4.11 There is no longer a tenpin bowling facility in Lambeth Borough, although some respondents to the household survey still indicate they last visited the tenpin bowling facility in Streatham, which closed a few years ago. This suggests some residents go bowling infrequently. Within other parts of London key destination for bowling are: Funland at Piccadilly in Central London, David Lloyd Lanes at Raynes Park, Palace Superbowl at Elephant and Castle and Valley Park at Purley Way Croydon.

4.12 The household survey results suggest that about 10% of households in the study area visit tenpin bowling facilities, and of those who visit bowling facilities they mainly go to Croydon (26.4%), followed by Elephant & Castle (18.7%), and Streatham (8.8% - but facility now closed). The study area population (around 440,000 people) as a whole could theoretically support 37 lanes, based on one lane per 12,000 people (the national average). Population growth within the study area (about 75,000), could support a further 6 lanes by 2030.

4.13 Based on the existing provision of tenpin bowling facilities within and adjacent to Lambeth Borough, there could be scope for a new bowling facility within the Borough. However the availability of large premises/sites and high land values indicates this may not be viable, unless it is part of a much larger mixed use development.

Bingo

4.14 Mecca and Gala are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas) into purpose built units. Bingo clubs have become increasingly sophisticated and clubs have actively sought to attract all age groups.

4.15 The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators require buildings of between 2,000 to 3,000 sq.m, capable of seating up to 2,000 people, with a catchment population of 50,000 to 70,000 people within freestanding towns (source: BISL).

4.16 Lambeth Borough's population (about 350,000 adults) could generate about 612,500 admissions based on the national participation rate (1.75 per adult).

Based on national average figures (113,000 admissions per club), the Lambeth study area could support five bingo facilities.

4.17 The household survey results indicated that only 2.1% of households in the study area visit bingo facilities, of which 30% visited Streatham, 20% visited Tooting and 15% visited Elephant and Castle. There is only one Bingo Hall in Lambeth Borough – Beacon Bingo at Streatham. However there are bingo facilities in Tooting, Crystal Palace and Elephant & Castle, which also serve the study area. The existing bingo provision within and around LB Lambeth suggests there is limited need for additional facilities.

Casinos

4.18 There were 144 licensed casinos operating in Great Britain at March 2008, about one casino per 400,000 people. Attendance at casinos by members and guests was 16 million trips in 2008. There are no casinos within the study area. The provision of casinos in Central London will limit the potential in the Borough. No specific catchment area population has been identified by casino operators.

Bars and Restaurants

4.19 Food and drink establishments (Class A3, A4 and A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks and are important services within town centres. National information available from Experian Goad indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 4.2.

Table 4.2 GB Goad Plan Town Centres Use Class Mix

Type of Unit	% Change 2000 to 2012	Proportion of Total Number of Units (%)			
		2000	2005	2009	2012
Class A1 (Retail)	- 15.4	59.1	56.4	54.0	50.0
Class A1 (Services)	+ 31.7	8.2	9.6	9.8	10.8
Class A2	- 4.5	8.9	8.9	9.0	8.5
Class A3/A5*	+ 41.1	11.2	13.7	14.5	15.8
Miscellaneous	- 14.3	1.4	1.4	1.3	1.2
Vacant/under Const.	+ 22.3	11.2	10.1	11.4	13.7
Total	**-**	**100.0**	**100.0**	**100.0**	**100.0**

Source: Experian Goad Centre Reports
**excludes Bars/Public houses (A4)*

4.20 The proportion of Class A1 retail uses in Goad town centres has decreased by 15% between 2000 to 2012 (9.1 percentage points), due to the increase in non-retail Class A2 - A5 uses. Eating out is generally higher in London than the national average and the growth in Class A3 to A5 uses in Lambeth may continue in the future. These uses will compete for shop premises with other town centre uses. A mix of retail and non-retail services should be maintained.

4.21 The mix of uses in the main centres in Lambeth is shown in Table 4.3. The proportions of Class A3/A5 within Brixton and Streatham Tare similar to the national average, whilst other centres in the Borough have a higher proportion of Class A3/A5 uses.

Table 4.3 Lambeth Borough Town Centres Use Class Mix

Type of Unit	Proportion of Total Number of Units (%)				
	Brixton	Streatham	Clapham High St.	West Norwood	Other centres
Class A1 (Retail)	52.3	39.6	33.2	40.0	40.8
Class A1 (Services)	15.8	18.7	16.6	15.2	15.5
Class A2	6.0	12.0	15.2	10.4	8.6
Class A3-A5	15.1	17.7	26.0	20.9	23.8
Vacant/ under const.	10.8	12.0	9.0	15.5	11.4
Total	**100**	**100**	**100**	**100**	**100**

Source: Goad Plans and NLP Survey

4.22 The retail floorspace projections in Section 3 relate to Class A1 retail uses. Based on the typical composition of centres, it is reasonable to assume there will be scope for further floorspace that can be occupied by Class A3 to A5 uses. An additional 15% floorspace could be required.

4.23 The retail capacity projections in Section 4 suggest there could be scope for between 22,000 to 30,000 sq m gross of Class A1 floorspace in the Borough as a whole up to 2030, over and above commitments. Allowing for an additional 15% for Class A3 to A5 uses is 3,300 to 4,500 sq m gross.

Theatres

4.24 The household survey indicated that 60% respondents in the study area visit theatres. The most popular destination was the West End with 65% of respondents, followed by the South Bank Centre and Old Vic theatre with 5% of respondents each. There are six main theatres within Lambeth Borough:

1 Old Vic;
2 Oval House;
3 South Bank Centre;
4 South London Theatre;
5 White Bear Theatre; and
6 National Theatre, Southbank.

4.25 Additional theatre provision in the Borough may be limited due to the accessibility and quality of theatres in surrounding boroughs and especially at London West End.

5.0 # Strategy for Accommodating Growth

Floorspace Projections

5.1 The retail projections suggest there is scope for between 22,000 to 30,000 sq m gross of Class A1 retail uses and a further 3,300 to 4,500 sq m gross of Class A3 to Class A5 uses by 2030, over and above commitments.

5.2 There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres;
- the re-occupation of vacant retail floorspace;
- the availability of land to accommodate new development;
- the reliability of long term expenditure projections, particularly after 2020;
- the effect of internet/home shopping on the demand for retail property;
- the level of operator demand for floorspace in Lambeth Borough;
- the likelihood that Lambeth's existing market share of expenditure will change in the future in the face of increasing competition;
- the potential impact new development may have on existing centres.

5.3 Projections up to 2020 are realistic and are based on up to date forecasts, which take into account the effects of the recession. The long term floorspace projections (up to 2025 and 2030) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development management decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Long term projections should be monitored and kept under-review.

5.4 The expenditure projections in this study take into account home shopping made through non-retail businesses, because special forms of trading have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping.

5.5 The quantitative and qualitative assessment of the potential capacity for new retail floorspace suggests that there is scope for new retail development within Lambeth Borough. This section examines the opportunities for accommodating this projected growth and assesses potential to accommodate this floorspace.

Accommodating Future Growth

5.6 The sequential approach suggests that designated town centres should be the first choice for retail and leisure development. The existing stock of premises should have a role in accommodating projected growth, particularly after the recession.

5.7 There are a total of 271 vacant shop units within the twelve main centres that serve the Borough, which equates to an average vacancy rate of 11.3%, which is just below the Goad national average (13.7%, June 2012). Based on an average of 150 sq m gross per unit, the total amount of vacant floorspace is about 41,000 sq m gross.

5.8 As a target the current vacancy level in the Borough could reduce by say 20%, i.e. from 11.3% to 9%, and if achieved this would represent the occupation of 55 units and could accommodate about 8,300 sq m gross. There will always be a certain level of vacancy in all shopping centres, but a reduction to a 9% vacancy rate should be achievable in Lambeth Borough.

5.9 This occupation of vacant units would reduce the Class A1, A3 to A5 floorspace projection from 22,300 sq m gross to 17,000 sq m gross, based on the lower projections, or 34,500 sq m gross to 26,200 sq m gross, based on the higher projections.

5.10 The short term priority during the recession should be the reoccupation of vacant floorspace, but this should not preclude investment within centres, or development that cannot be accommodated within centres.

Measures to Reduce Vacancy Levels

5.11 The strategy for Lambeth's town centres should seek to promote diversity and reduce vacancy levels. It is unlikely that the existing stock of vacant premises will attract a significant number of national multiple operators. Based on the existing mix of uses and the position of centres in the hierarchy, expanding the independent sector will be the key to significantly reducing the number of vacant units and increasing diversity.

5.12 The main barriers to successful small independents businesses should be addressed, including the affordability of premises.

Affordable Premises

5.13 Policy 4.9 of the London Plan relating to small shops states:

*"**Planning decisions***

In considering proposals for large retail developments, the Mayor will, and Borough's should, consider imposing conditions or seeking contributions through planning obligations where appropriate, feasible and viable, to provide or support affordable shop units suitable for small or independent retailers and service outlets and/or to strengthen and promote the retail offer, attractiveness and competitiveness of centres."

LDF preparation

In LDFs, Boroughs should develop local policies where appropriate to support the provision of small shop units."

5.14 The supporting text to this policy (para. 4.51) indicates that when considering proposals for large retail developments (typically over 2,500 sq m), boroughs are encouraged to seek contributions via S.106 planning obligations where appropriate, feasible and viable. Agreements should also support the provision of affordable shop units suitable for small or independent retailers and secure their availability over time, and the number and size of units should be determined on the merits of each case. To secure affordability in the longer term, agreements should include a guarantee that the small units and discounted rents are secured over time.

5.15 Paragraph 4.52 confirms that the appropriateness of this policy will depend upon local circumstances. It may be appropriate in some parts of Central London, where small shops are in short supply and affordability is a key concern, particularly for independent retailers and small enterprises. However, the policy may be less appropriate in other parts of London, for example where there is an excess supply of small shop units, low rental values and high vacancy rates. In Lambeth the supply of vacant shops and rental values vary significantly. Account should also be taken of site characteristics and practical considerations including design and layout. Viability is also a consideration, including its bearing on development costs and other priority planning obligations.

5.16 In the context of this policy background, the issue of small vacant units in the designated centres in Lambeth should be addressed. Most vacant shop units in designated town, district and local centres are small shop units (under 150 sq m gross). Information from the Valuation Office Agency (VOA) identifies that the average zone A rent for small shop units generally falls within £150 to £400 per sq m. In comparison the prime zone A rents in Brixton are £1,500, £780 in Clapham High Street and £700 in Streatham town centre.

5.17 There is a reasonable supply of affordable premises within the secondary areas of the designated centres, although these may not be of good quality or desirable locations, and therefore some financial assistance would help their re-occupation.

5.18 Variations in rental levels and business rates broadly reflect supply and demand across the Borough. Interventions from the Council would effectively be measures to distort these normal market forces. Interventions could serve two purposes:

- increase demand in areas where property values are low but vacancy levels are still relatively high due to limited demand e.g. in the peripheral parts of Streatham; and
- provide more affordable accommodation in areas with high demand and property costs in order to provide an better mix of uses e.g. multiples and independents e.g. in Brixton and Clapham High Street.

5.19 If the Council is unable to acquire or does not already own retail units that could be made available at below market rates, an alternative method of helping small or independent retailers would be to provide shop grants, for example to contribute towards fit-out, shop frontages and start up costs. This could be funded through the collection of S.106/CIL payments linked to new retail development.

5.20 As indicated earlier, the overall floorspace projection for the Borough (Class A1 to A5) up to 2030 is between 25,000 to 34,000 sq m gross, of which about 8,000 sq m gross could be accommodated in vacant shop units (assuming a reduced vacancy rate from 11.3% of 9%). This leaves up to 26,000 sq m gross to be provided in new developments. For each square metre of reoccupied vacant shop floorspace there could be about 3.25 sq m gross of new floorspace developed in the Borough (26,000 sq m divided by 8,000 sq m).

5.21 Fit-out costs for new shop operators vary significantly depending on the type of operation and quality of finish. For small specialist outlets an average cost of up to £500 per sq m may be reasonable, i.e. a small unit of 100 sq m gross could cost up to £50,000 sq m fit-out. The total fit-out cost for re-occupying 8,000 sq m gross of vacant floorspace could be up to £4 million (8,000 sq m multiplied by £500 per sq m). If a grant system was introduced where around 50% of the fit-out cost was available, then the grant pot would need to be around £2 million.

5.22 The collection of grant funding through S106/CIL payments from new retail centre development could be substantiated on the basis of potential trade diversion and impact on existing facilities centres and the need to mitigate against adverse impacts. The most appropriate means to implement this may be a tariff based payment for all proposed new retail (Class A1 to A5) floorspace, linked to the amount of floorspace proposed.

5.23 If around 26,000 sq m gross of new Class A1 to A5 floorspace is developed in the Borough by 2030 then about £77 per sq m gross growth tariff would be required to generate a grant pot of £2 million. For example if a 6,000 sq m gross retail store was proposed the payment would be £456,000. The Council's current draft CIL proposals seek a payment of £114 per sq m gross. It is unlikely £77 per sq m of this CIL payment for shop fit-out grants could be justified bearing in mind the other calls on CIL payments. Nevertheless, some contribution toward shop grants could be considered, particularly where a new development will have an impact on a centre where there is a relatively high vacancy rate.

5.24 As an alternative the Council could consider subsidising business rates. For example if the annual business rate payment for vacant shops is about £50 per sq m then the annual business rate collection for 8,000 sq m of reoccupied vacant floorspace would be £400,000 per annum, therefore a 50% reduction in business rates would cost £200,000 per annum. S106/CIL contributions collected from new retail development could be used to offset say a 50% reduction in business rates in the early years of occupation.

5.25 Either of the two approaches above could assist in reducing vacancy levels in areas of low demand or increase diversity in area of high demand. The disadvantage of the business rate approach is it may appear unfair to existing occupiers if new occupiers are offered reductions. The shop improvement grant approach could be available to existing and new occupiers looking to invest.

Mary Portas Recommendations

5.26 The Mary Portas review makes a number of recommendations that may assist Lambeth's centres. Many recommendation will need to be led by central government, but a summary of initiatives that are worthy of consideration in Lambeth in the future are set out below.

5.27 Town Teams should be formed (if this has not already be done), in Brixton, Streatham, Clapham High Street, Lower Marsh/The Cut and West Norwood. The aim of "Town Teams" is to provide a visionary, strategic and strong operational management structure for high streets. This should be bought forward by the Council, and should involve any relevant centre managers and key local stakeholders such as landlords, large and small shopkeepers, and council representatives. Town Teams would provide an important voice in informing the detailed strategy for each centre.

5.28 The creation of *Super Business Improvement Districts* empowers successful Business Improvement Districts to take on more responsibility and powers to become "Super-BIDs". The Waterloo Quarter BID is a business-led organisation, securing funding to deliver a range of projects in the local area to improve economic performance and the physical environment, as well as acting as a voice for businesses to speak directly to organisations such as the Council, Transport for London and the Police. Its future role as a "Super-BID" could be considered to assist the Lower Marsh/Cut area to encourage a more dynamic strategic vision for the area. Further information could be distributed more widely to actively encourage other town centres to seek to become BIDs in the future, particularly Brixton, Streatham and Clapham Junction.

5.29 The Council could identify key landlords and encourage them to become high street investors and play a more active role in planning and strategic decisions that affect their centres. Whilst formal provision for this is largely dependent on the Government, LB Lambeth could encourage stakeholder meetings with key landlords each town to understand how to promote each centre further.

5.30 A proposed "National Market Day" could be used to promote markets in the Borough, and /or assist in promoting new initiatives and help them get off the ground in the town centres. A "Borough Market" day on an annual basis could offer free or reduced stalls to encourage new businesses to come forward.

5.31 The removal of unnecessary regulations on street trading could be considered, where there is no valid reason for these regulations. The Government would need to lead the way on this, by removing certain licenses and regulations. LB Lambeth could play a role in this by making the process as simple and clear as possible within the existing system to ensure the process does not exclude those who want to come forward as a market trader.

5.32 Using business rates to support small businesses and independent retailers is outlined above. However the Mary Portas recommendation is in the hands of the Government to bring forward, in terms of improving its Hardship Fund and Small Business Rate Relief and thinking of other ways to offer support. Business rate concessions to new local businesses are recommended as outlined above, and these measures could be used to reduce vacancy rates and accommodate growth. Local Authorities are encouraged to use their new discretionary powers to give business rate concessions to new local businesses e.g. widening the discount from charity shops to other small retailers to ensure growth and innovation.

5.33 Empty Shop Management Orders, if brought forward by the Government, would give Councils powers to upgrade vacant units where landlords are negligent. This approach would require funding to upgrade shops. Disincentives to prevent landlords from leaving units vacant could be considered in Lambeth. The Council could encourage different temporary uses within vacant units in the high street, without undermining shopping frontage policies in the longer term. This could include encouraging temporary “pop up shops”, showcasing local talent.

5.34 The Portas review seeks to encourage other innovative ways to ensure that empty properties remain an active part of the High Street. The “right to try” programme would allow community uses in empty properties without community ownership, perhaps alongside the “Empty Shop Management Order”.

5.35 The use of free controlled parking schemes is recommended by Portas to enable centres to compete with out of town retail destinations by providing a more flexible parking offer. This is unlikely to be necessary in inner London and Lambeth, given the high levels of public transport accessibility and more limited supply of out of centre retailing.

5.36 The Portas recommendations support accessible, attractive and safe high streets. A range of environmental/public realm improvements, as identified in the emerging local plan, should create more attractive shopping environments which are consistent with the Portas recommendations. The implementation of the Future Brixton proposals and improvements in Streatham, Lower Marsh and West Norwood appear to be the priority.

5.37 The Government is advocating deregulation and the removal of unnecessary red tape to create a more flexible, attractive business environment. The removal of restrictive aspects of the Use Class Order on the High Street is suggested. Portas calls for flexibility within the Use Class system to make it easier for vacant units to change use within town centre. The implications of this approach within Lambeth would need to be carefully considered on a location by location basis. Our analysis of the Council’s emerging Local Plan approach to changes of use and regulation in centres is set out in the next section.

5.38 Somewhat contradictory to the call for deregulation, Portas suggests betting shops should be controlled because they are blighting high streets. This would require bookmakers being put in their own use class. This change will require government intervention. Lambeth Council has in place measures to control Class A2 uses more generally (draft policy ED10).

5.39 Portas suggests large new developments should have an affordable shops quota. Policy is already in place within the London Plan and emerging Lambeth Local Plan to address this issue (as set out in the next section).

5.40 A mentor scheme for small businesses is recommended. LB Lambeth could seek to arrange a programme where larger retailers in the Borough can mentor smaller retailers, along with formal work placement roles etc. This would depend on local goodwill, but in time could form part of s106/CIL contributions, along with the more standard employment and training initiatives. This does not have to be limited to retail experience, and it could extend more widely to other generic business skills such as planning, finance, marketing etc.

5.41 The proactive use of CPOs to redevelopment town centres is encouraged. However this approach is time consuming and costly. CPO powers should only be considered in Lambeth as a last resort.

5.42 The use of Neighbourhood Plans within town centres is advocated. Successful Neighbourhood Plans will require a proactive approach from stakeholders and local communities, and the availability of funding may be a constraint. This approach is most likely to be successful in smaller centres such a Stockwell.

6.0 # Planning Policy Review

Introduction

6.1 A summary of the main national, regional and current adopted planning policy relevant to this retail and town centres study is contained within Appendix 5. This section reviews emerging Local Plan policies in Lambeth Borough and the degree of consistency with the National Planning Policy Framework. The implications of the findings of the study for emerging Local Plan policy is assessed including the designation of town centre boundaries.

Hierarchy of Centres

6.2 The NPPF indicates that Local Plans should define a network and hierarchy of centres that is "resilient to anticipated future economic changes". The network of centre's within and surrounding the Borough is defined in the London Plan, and this approach is still consistent with NPPF policy.

6.3 Brixton and Streatham are defined as Major Centres. The London Plan suggests Major Centres usually have more than 50,000 sq m of retail floorspace, with a mix of comparison and convenience good shopping and cultural/entertainment facilities. Even excluding vacant units, both Brixton and Streatham have between 55,000 to 60,000 sq m gross of Class A retail floorspace (source: Goad). There is no evidence to suggest Brixton or Streatham should be re-designated.

6.4 Clapham High Street, Stockwell and West Norwood/Tulse Hill are defined as District Centres. Westow Hill/Crystal Palace, Camberwell, Clapham South and Norbury are designated district centres within neighbouring Boroughs.

6.5 The London Plan suggests District Centres traditionally provide convenience goods and services for local customers, ranging from 10,000 to 50,000 sq m. They usually contain at least one food supermarket or superstore and non-retail services. The extent of comparison good shopping is therefore much more limited than in Major Centres. District centre across London vary significantly in terms of size. The analysis in Section 2 indicates that most of the Borough's current district centres fall within this description, in particular most centres have between 10,000 to 15,000 sq m gross of Class A1 retail floorspace (see Table 2.3). There is no case to upgrade the status of any district centre to "Major Centre".

6.6 Stockwell is the smallest district centre with 45 units and with under 9,000 sq m gross of Class A floorspace. The London Plan suggests the status of Stockwell as a district centre should be monitored. However the centre currently has a low vacancy rate and remains predominantly in retail use. It is a vital and viable centre serving an important local shopping role. In our view there is no need to downgrade its status as a district centre at this stage.

6.7 Lower Marsh/The Cut is designated as CAZ frontage, and is part of the Waterloos Opportunity Area. The London Plan defines CAZ frontages as mixed use areas usually with a predominant retail function. The Lower Marsh/The Cut/Waterloo area does not function as a single centre, in the same way most designated centres within the Borough function. It has a mixed role with a predominance of shops and services. Collectively the area serves local residents (particularly Lower Marsh), employees, tourist/ entertainment visitors and commuters passing through the transport hub. These characteristics are consistent with the CAZ frontage designation. Major developments at Elizabeth House and the Shell Centre should enhance this role in the future.

6.8 The London Plan identifies Vauxhall as having the potential to become CAZ Frontage. Proposals to create a new district centre at Vauxhall are consistent with the London Plan, and could help to meet the some of the need for new retail and leisure development outlined in the study. The proposed area of the new district centre includes mixed use development proposals in Wandsworth Borough at New Covent Garden Market, which are expected to include a large food store and other shops and services. It is also expected to include the bus and rail stations and St. Georges Wharf, but does not include existing retail areas on Wandsworth Road, Kennington Lane and Albert Embankment.

6.9 If the recommendations of the Vauxhall District Centre Retail Impact Assessment are implemented then the Vauxhall has the potential to become a district centre. Development could help to better link existing services and emerging development in Wandsworth Borough. Wandsworth Road and Kennington Lane are unlikely to form part of the new district centre and should continue to be designated local centres.

Emerging Local Plan Policy

6.10 The Draft Local Plan contains a number of policies that are related to the findings of this study. The main relevant policies and designations are set out below.

Town Centre Boundaries

6.11 The Draft Local Plan defines town centre boundaries for major and district centres within the Borough. This approach is consistent with the NPPF, which indicates that town centres are areas defined on the local authority's proposals map, that are predominantly occupied by main town centre uses and will include uses within and adjacent to the primary shopping area. The primary shopping area will comprise the primary frontages, and secondary frontages which adjoin or are closely related to the primary shopping area.

6.12 The projections in this study indicate that vacant units will be insufficient to accommodate growth over the plan period. In general the existing retail stock and extent of town centre boundaries should be protected, unless there is no viable role for specific frontages. Other observations on current town centre boundaries are set out below.

Policy ED5 – Railway Arches

6.13 Policy ED5 encourages the use of railway arches within London Plan Opportunity Areas and major, district and local centres for Class A retail and Class D leisure uses. The capacity assessment in this study demonstrates there is scope for a significant amount of new floorspace over the plan period. The existing retail stock is dominated by small premises. The reuse of railway arches within designated centres provides an opportunity to: provide larger units, enhance the environment and provide new uses that will help to improve the vitality and viability of centres.

Policy ED6 – Town Centres

6.14 Consistent with the NPPF and the London Plan, Policy ED6 supports the vitality and viability of designated major, district and local centres. The projections within this study and the NPPF clearly support the following objectives of Policy ED6:

- the concentration of retail and other town centre uses in designated centres;
- maintaining the predominance of retail uses within designated primary shopping frontages;
- improving existing retail facilities;
- supporting and protecting market areas and areas of specialist shopping; and
- safeguarding local shops and services.

6.15 The retail floorspace projections shown in Policy ED6 should be amended in line with the projection in this study, as follows:

(b) Development within centres will be encouraged in accordance with national policy to provide ***between 1,600 to 6,800 m2 gross convenience and 4,200 m2 comparison*** *retail floorspace across the borough by* ***2020****.*

6.16 Policy ED6 (c) supports in-centre development where its scale is appropriate to the size and role of the centre and where the impact on the rest of the centre and other centres is acceptable. The NPPF indicates that development within centres is not required to comply with impact or scale tests. The NPPF also indicates that impact assessments are not required for developments under 2,500 sq m gross.

6.17 Given the close proximity (generally 1 to 1.5km) of designated centres within Lambeth Borough, it is possible development within centres could harm the vitality and viability of other centres nearby, therefore some control over the scale and impact of development in centres is appropriate based on local circumstances. The NPPF does not state that local authorities cannot require impact assessments for in-centre development. However the Council should consider whether the scale and impact test should only apply to development over 2,500 sq gross.

6.18 Policy ED6 (d) indicates that edge and out of centre development will be assessed against the sequential approach. This policy criterion should also refer to the impact test for development over 2,500 sq m gross.

6.19 The designation of centre boundaries is a key issue relating to the application of Policy ED6, in particular the sequential approach and the physical capacity of the centre to accommodate new development. The centre boundaries for the main centres are reviewed below.

6.20 Policy ED6 (e) requires major development to provide affordable shop premises for independent traders that would be lost following the development. The analysis of centres in Lambeth demonstrates the important role independent traders play in providing diversity and maintaining the health and vitality of centres. Further consideration should be given to how planning contributions could help to maintain and enhance independent traders elsewhere in the centre, in order to offset any impact on the rest of the centre.

Policy ED7 – Changes of Use in Town Centre

6.21 This policy seeks to control changes of uses at ground floor level from Class A1 to non-retail uses in primary and secondary frontages. This approach is consistent with the NPPF i.e. paragraph 23 and the description of frontages within the NPPF Glossary.

6.22 The minimum threshold for Class A1 uses within primary shopping frontages is 60% and 40% in secondary frontages. The current proportions of Class A1 in the main centres in the Borough are as follows (see Appendix 4 for details):

Table 6.1 Proportion of Class A1 uses in Lambeth's Centres (2012 and 2008)

Centre	Proportion of Units in Class A1 (%)			Change
	2008	2012	Change	Vacancy
Brixton	69.1	68.1	-1.0	-0.2
Streatham	60.2	58.3	-1.9	+3.8
Clapham High Street	51.0	49.8	-1.2	-0.1
Lower Marsh/The Cut	51.1	55.3	+4.2	+1.5
Herne Hill	55.8	61.5	+5.7	-4.7
Norbury	51.1	54.0	+2.9	-5.1
Stockwell	62.9	67.5	+4.6	-0.6
West Norwood	57.7	55.2	-2.5	+2.7
Westow Hill/Crystal Palace	46.4	47.5	+1.1	-0.4

6.23 This table suggests the implementation of shopping frontage policies in the past has been reasonably successful in maintaining a predominance of Class A1 use, with over half of the centres improving their Class A1 provision since

2008. The evidence also suggests the implementation of shopping frontage policies has not had a detrimental effect on vacancy rates.

6.24 Most centres have a mix of primary and secondary frontages, therefore the 60% and 40% thresholds imply centres should retain around 50% to 55% Class A1 use across the whole centre. All centres fall within, or are above, this range (except Westow Hill/Crystal Palace), which suggests there is a reasonable degree of flexibility for future changes of use because the threshold may not have been breached.

6.25 The Council's proposed approach is consistent with the NPPF and is an appropriate mechanism for ensuring diversity of use and maintaining the shopping role of centres. Centre boundaries are considered below.

Policies ED8 and ED10 – Night-Time Economy and A2 Uses

6.26 Policy ED8 supports the evening and night time economy in town centres, provided the impact on local amenity is acceptable. The Council has commissioned a study of the evening economy i.e. the Nightlife in Lambeth Study. When completed this study should inform Policy ED8.

6.27 Policy ED8 and ED10 prevents Class A3/A4/A5 uses and Class A2 where they would result in more than 25% of units in any primary frontage being in that use, or where more than 2 in 5 consecutive premises are in such use outside the primary shopping areas and in local centres.

6.28 This approach is consistent with the description of primary and secondary frontages in the NPPF, and as indicated above, the previous policy approach has not had a detrimental impact on vacancy rates since 2008.

Policies ED12 and ED13 – Tourism, Leisure, Arts, Culture and Hotels

6.29 Policy ED12 seeks to protect visitor attractions, leisure, arts and cultural uses in the CAZ, Vauxhall, Waterloo and town centres. Policy ED13 supports hotel and visitor accommodation subject to various criteria. The NPPF indicates that the needs for retail, leisure and other town centre uses should be met in full. Main town centre uses include visitor accommodation, tourism, leisure, arts and cultural uses. The analysis is this report indicates that the comparison shopping role of some centres is limited or has shrunk in recent years. The strategy for centres should embrace a wide range of uses that attract local residents and visitors alike. Maintaining and enhancing a diverse mix of town centre uses will help to secure the vitality and viability of centres.

Policy ED14 - Markets

6.30 Policy ED14 supports the provision of new markets subject to criteria. The projections in this study support this approach, and suggest 130 new market businesses could be supported over the plan period.

Policy PN2 - Vauxhall

6.31 This policy proposes a new district centre at Vauxhall, known as Vauxhall Cross. As indicates above, the London Plan suggests District Centres traditionally provide convenience goods and services for local customers, ranging from 10,000 to 50,000 sq m, containing at least one food supermarket or superstore and non-retail services.

6.32 Permitted development at New Covent Garden Market in Wandsworth Borough and the potential redevelopment of the Sainsbury's store on Wandsworth Road should assist in providing a new commercial focus. Redevelopment of the Vauxhall Cross area defined in the emerging Local Plan should seek to better connect existing retail/commercials uses together to provide an integrated centre, i.e. the Albert Embankment, Kennington Lane and St. George's Wharf.

6.33 The centre should serve existing and proposed residential and employment development within the area and commuters passing through the transport hub. The creation of a new district centre should play a role in meeting the projected growth in the north of the Borough, but the net increase in retail space over and above existing commitments is likely to be modest. The combined retail projections for the Lower Marsh /Vauxhall/Nine Elms/Kennington area up to 2030 are:

- **convenience retail** (over and above Sainsbury's and NCGM commitment) 326 to 641 sq m net (466 to 916 sq m gross);
- **comparison** (over and above commitments in the VNEB area) 527 sq m net (703 sq m gross).

Policy PN1 - Waterloo

6.34 Policy PN1 promotes development at Waterloo, whilst seeking to protect the important local role of Lower Marsh/The Cut. The projections in this report suggest there will be limited expansion of shopping provision in Lower Marsh/The Cut and the priority should be the reoccupation of vacant space.

Policy PN3 - Brixton

6.35 This policy seeks to protect Brixton's distinctive role as a diverse and multi-cultural centre. Identified development opportunities within the centre should make a significant contribution to meeting the floorspace projections for the Borough. The centre should continue to serve a Borough wide catchment. Major new development is required to maintain the centre's position in the hierarchy.

6.36 The retail projections for the Brixton/Stockwell area up to 2030 are:

- **convenience retail -** 695 to 1,463 sq m net (993 to 2,090 sq m gross);
- **comparison –** 4,083 sq m net (5,444 sq m gross).

6.37 Policy PN3 seeks to extend the range and quality of retail development on development opportunity sites, and the implementation of this policy is consistent with the retail projections above.

6.38 The Brixton Centre Boundary is shown on Diagram 3 of the emerging Local Plan. The town centre boundary is drawn relatively tightly around the primary shopping area, including some non-retail main town centre uses. Based on floorspace projections above and the existing vacancy rate (below the national average), there is no basis to reduce the town centre boundary.

Policy PN4 - Streatham

6.39 This policy seeks to support and enhance Streatham's role as a major town centre, through appropriate regeneration sensitive to the conservation area. The Streatham masterplan is expected to deliver these improvements. Streatham South is currently under-going major redevelopment.

6.40 The Streatham Centre Boundary is shown on Diagram 4 of the emerging Local Plan. The town centre boundary includes the contiguous frontages stretching the full length of the High Street. The Local Plan recognises Streatham does not function as a single centre, but this is not unique e.g. Kings Road and Fulham Road are other examples.

6.41 The retail projections for the and Streatham (over and above commitments) up to 2030 are:

- **convenience retail –** 1,112 to 3,113 sq m net (1,559 to 4,447 sq m gross);
- **comparison –** 1,048 sq m net (1,397 sq m gross).

6.42 The Streatham Hub will improve retail and leisure provision in the south of Streatham, and should boost the vitality and viability of the Streatham South and Streatham Village areas. Increased footfall should help to reduce vacant units in this area. There appears to be no need to review the extent of the town centre boundary at the southern end, until the full implications of The Streatham Hub development are established.

6.43 The priority for new retail development should be the primary shopping areas within Streatham Central, consistent with Policy PN4. The priority for the Streatham Hill area should be the reoccupation of vacant units.

Policy PN5 – Clapham High Street

6.44 This policy seeks to protect the Old Town and historic character of Clapham High Street, whilst safeguarding and encouraging retail and other town centre uses, and managing the impact of the evening economy.

6.45 The retail projections for the Clapham High Street/Clapham South area up to 2030 are:

- **convenience retail –** up to 1,342 sq m net (1,917 sq m gross);
- **comparison –** 621 sq m net (828 sq m gross).

6.46 The priority for Clapham High Street should be the reoccupation of vacant units and sensitive small scale developments. The centre has a relatively low vacancy rate with no obvious concentrations of empty shops. There is no need to review the centre boundary.

Policy PN6 - Stockwell

6.47 Stockwell is a small centre and the physical potential for expansion is limited. Consistent with Policy PN6 the approach should be to support and maintain its current role serving the local community. Maintaining the current centre boundary will be critical to this objective.

Policy PN7 – West Norwood/Tulse Hill

6.48 This policy seeks to deliver the development of major development opportunity sites to enhance the West Norwood/Tulse Hill District Centre, guided by the masterplan for the centre. The retail projections for the West Norwood/Tulse Hill area up to 2030 support this approach, and are:

- **convenience retail -** 813 to 1,917 sq m net (1,161 to 2,739 sq m gross);
- **comparison –** 1,075 sq m net (1,433 sq m gross).

6.49 The West Norwood/Tulse Hill Centre Boundary is shown on Diagram 8 of the emerging Local Plan. The centre is linear in structure. There is a significant break in the retail frontages at the southern end of Norwood High Street. The railway line represents a significant barrier at this location. The shops and services south of the railway line on Norwood High Street function as a local parade separate from the rest of the district centre. This area could be excluded from the district centre boundary.

6.50 Elsewhere the town centre boundary is drawn relatively tightly around existing town centre uses. The vacancy rate is lower than the national average but higher than many other centres in the Borough. There are no significant concentrations of uses on the periphery of the centre that suggest the boundary should be contracted in other parts of the centre.

Policy PN9 – Herne Hill

6.51 Herne Hill is a small centre where the physical potential for expansion is limited. A significant part of the centre is outside the Borough. Consistent with Policy PN9 the approach should be to support and maintain its current role serving the local community. Maintaining the current centre boundary will be critical.

7.0 Conclusions and Recommendations

Introduction

7.1 This report provides a Borough wide assessment of the need for town centre, retail, leisure, tourism and cultural use in Lambeth Borough. It provides a guide to the shopping and town centre needs of the Borough up to 2020, 2025 and 2030. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in the Borough

7.2 In order to meet projected growth in expenditure, there is a need for additional shopping and service facilities. Future planning policy and site allocations should seek to identify opportunities to accommodate growth.

7.3 The floorspace projections shown in this report provide broad guidance and should be used as an indicator when assessing major retail proposals. Applicants proposing main town centre uses should base their supporting impact assessment on the approach adopted in this study, updated as necessary.

7.4 The floorspace projections in this report should not be considered to be maximum or minimum limits or targets, particularly when used to guide development management decisions. However, the projections provide a broad quantum of floorspace likely to be required and the potential phasing of development, which will assist in identifying development allocations.

7.5 The retail floorspace and expenditure projections within this report assume low expenditure growth between 2011 and 2014 due to the effects of the recession, but the projections assume a recovery after 2014. If the recovery is slower and/or later than envisaged in this study, then the floorspace projections will need to be re-assessed. It may be prudent to adopt a cautious approach until firmer signs of the economic recovery are established. Long term forecasts up to 2025 and 2030 may be more susceptible to change, due to unforeseen circumstances. Long term projections should be monitored and kept under review.

Convenience Goods Development

7.6 On the basis of the assumption that existing convenience retailers and commitments trade at national average turnover levels, the quantitative capacity analysis suggests there is potential for significant amounts of additional convenience goods floorspace across the Borough, over and above commitments. The projections suggest new floorspace should be distributed as follows:

Table 7.1: Convenience Goods Retail Floorspace Projections

Location	Existing Commitments sq.m net	Additional Retail Sales Floorspace sq.m net			
		2012-2020	2020-2025	2025-2030	Total 2012-2030
Brixton/Stockwell	-	0 to 538	191 to 421	504	695 to 1,463
Streatham	3,500	0 to 1,401	241 to 842	870	1,112 to 3,113
Clapham High St/S. Clapham	-	0 to 640	0 to 304	0 to 398	0 to 1,342
Lower Marsh/ Vauxhall/Nine Elms/ Kennington	1,220	0	0	326 to 641	326 to 641
West Norwood/Tulse Hill	-	333 to 1,436	243	237	813 to 1,917
Local centres/parades	-	747	1,484	1,466	3,697
Total	**4,720**	**1,080 to 4,762**	**2,159 to 3,294**	**3,403 to 4,116**	**6,643 to 12,172**

7.7 The overall projection is between 6,643 to 12,172 sq m net by 2030 (9,490 to 17,389 sq m gross), over and above commitments.

Comparison Goods Development

7.8 The comparison goods floorspace projection for the Borough as a whole is 9,778 sq m net (13,038 sq m gross) up to 2030. This projection is over and above commitments. The projections suggest new floorspace should be distributed as shown in Table 7.2.

Table 7.2: Comparison Goods Retail Floorspace Projections

Location	Existing Commitments sq.m net	Additional Retail Sales Floorspace sq.m net			
		2012-2020	2019-2025	2025-2030	Total 2012-2030
Brixton/Stockwell	-	1,973	205	1,905	4,083
Streatham	1,500	0	0	1,048	1,048
Clapham High St/ S. Clapham	-	621	0	0	621
Lower Marsh/ Vauxhall/Nine Elms/ Kennington	1,200	149	145	233	527
West Norwood/ Tulse Hill	-	333	356	386	1,075
Local centres/ parades	-	34	1,108	1,281	2,423
Total	**2,700**	**3,110**	**1,814**	**4,853**	**9,778**

Commercial Leisure and Other Town Centres Uses

7.9 Lambeth Borough's residents have good access to a range of commercial leisure, entertainment and culture facilities. Most of the key sectors are represented including: cinemas, bingo, health clubs, theatres and nightclubs. There may be future potential an additional cinema and health club provision in line with population growth. There is also theoretical scope for bingo and tenpin bowling facilities. In addition there will be scope for further Class A3 to A5 uses within retail led mixed use developments, perhaps around 15% of total floorspace could be allocated to these uses (3,300 to 4,500 sq m gross).

Strategy Recommendations

7.10 A review of the emerging Local Plan policies in Lambeth Borough has been undertaken and the implications of the findings of the study for emerging Local Plan policy have been assessed. The analysis indicates that the emerging policies are consistent with the findings of the study and the NPPF.

7.11 The findings of this study indicate that the strategy for Lambeth's centres should take a long term view and should plan for growth post recession. The floorspace projections assume Lambeth can maintain its market share of expenditure. In order to achieve this new development and investment will be required.

7.12 Maintaining existing market share and accommodating growth is consistent with the policy approach set out in the emerging Local Plan. The following policy objectives are consistent with these aims:

- prioritising new main town centre uses and development within designated centres, and the application of the sequential and impact tests;
- maintaining the existing hierarchy of centres, with large scale development concentrated in Brixton, Streatham and West Norwood/Tulse Hill;
- the creation of a new district centre at Vauxhall Cross to better integrate existing commercial uses and serve major development proposals and the transport hub;
- protecting and enhancing designated centres by maintaining town centre boundaries and shopping frontage policies;
- implementing policies to maintain and promote a balance of retail and non-retail uses;
- implementation of town centre masterplan proposals including public realm improvements;
- the creation of new markets;
- identification of development opportunity sites, particularly in Brixton.

7.13 The existing stock of premises should have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

7.14 The strategy should seek to reduce shop vacancy levels across the Borough, and it is realistic to assume reoccupied units can accommodate about 8,300 sq m gross of commercial space. This would reduce the Class A1, A3 to A5 floorspace projection at 2030 (25,300 to 34,500 sq m gross) down to 17,000 to 26,200 sq m gross. The reoccupied space could be as follows:

- Class A1 convenience goods = 4,900 sq m gross;
- Class A1 comparison goods = 2,300 sq m gross;
- Class A3 to A5 = 1,100 sq m gross.

7.15 Commitments and vacant units could accommodate most of the short term growth up to 2020. However growth in sales densities and vacant shops will not be able to accommodate all the future growth in retail expenditure, therefore potential development sites need to be identified through the development plan process to accommodate growth in the medium to long term.

7.16 The Council should consider measures to assist the reoccupation of vacant units, promote development and diversity in centres. These measures could include:

- using S106/CIL contributions to offer shop grants to potential new independent businesses;

- providing business rate subsidies for small independent businesses;
- improve business support for independent town centre outlets;
- implementation of the Mary Portas recommendations, as and when they are taken forward by central government.
- consider preparing visioning and marketing strategies for the main centres, in order to better promote the centres and attract future investment.

7.17 The Borough has potential to accommodate approximately 1,900 sq m gross convenience and 1,800 sq m gross comparison retail floorspace in the Borough in the period up to 2020, taking into account existing commitments and the re-occupation of vacant floorspace and the rise of internet shopping. In the longer term (2020 to 2030) up to an additional 10,600 sq m gross of convenience and 8,900 sq m gross comparison retail floorspace could be accommodated in the Borough, depending on the scale and nature of retail developments within neighbouring boroughs.

7.18 The assessment of commercially provided leisure facilities suggests that approximately 3,400 sq m gross of Class A3 to A5 facilities could be required over the plan period up to 2030, taking into account the re-occupation of vacant floor-space in the Borough. In relation to other leisure facilities, the Borough's location within the catchment area of Central London may limit the potential for further commercial and entertainment facilities. There is theoretical scope for leisure facilities such as cinema, health clubs, ten-pin bowling and bingo facilities.

Appendices

Lambeth Retail and Town Centre Needs Assessment

London Borough of Lambeth

1 March 2013

11482/02/PW/PW

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Appendix 1 Study Area and Methodology

STUDY AREA ZONES AND POSTCODES

Zone	Postcode Sectors
1 - Wandsworth	SW18 1, SW18 2, SW18 3, SW18 4, SW18 5
2- Putney/Barnes	SW13 0, SW13 8, SW13 9, SW15 1, SW15 2, SW15 6
3 - Roehampton	SW15 3, SW15 4, SW15 5, SW19 5, SW19 6, SW19 7
4 – Tooting/Merton	SW17 0, SW17 6, SW17 7, SW17 8, SW17 9, SW19 1 SW19 2, SW19 8
5 - Balham/Streatham	SW4 8, SW4 9, SW11 6, SW12 0, SW12 8, SW12 9 SW16 1, SW16 6
6 - Clapham Junction	SW11 1, SW11 2, SW11 3, SW11 4, SW11 5
7 - Queenstown/Nine Elms	SW4 0, SW4 6, SW4 7, SW8 1, SW8 2, SW8 3, SW8 4 SW8 5, SW9 9, SW95 9
8 - Hammersmith/Fulham	SW6 3, SW6 4, SW6 5, SW6 6
9 - Waterloo	SE1 0, SE1 6, SE1 7, SE1 8, SE1 9, SE11 4, SE11 5 SE11 6, SE17 3
10 - Brixton	SE24 0, SE5 8, SE5 9, SW2 1, SW2 5, SW9 0, SW9 6 SW9 7, SW9 8, SW9 9
11 - Streatham	SW2 2, SW2 3, SW2 4, SW16 2
12 - West Norwood/Tulse Hill	SE21 7, SE21 8, SE24 9, SE27 0, SE27 9
13 – Upper Norwood	SE19 1, SE19 3, SW16 3, SW16 4, SW16 5

Retail Capacity Assessment – Methodology and Data

Price Base

1 All monetary values expressed in this study are at 2011 prices, consistent with Experian's base year expenditure figures for 2011 (Retail Planner Briefing Note 10) which is the most up to date information available.

Study Area

2 The quantitative analysis is based on a defined study area that covers the catchment areas of the main shopping destinations in Lambeth and Wandsworth the Boroughs. The study area is sub-divided into 13 zones based on postal sector boundaries as shown above. The survey zones take into consideration the extent of the catchment area of the main centres in Lambeth and Wandsworth Boroughs.

Retail Expenditure

3 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2011 have been obtained.

4 Experian's EBS national expenditure information (Experian Retail Planner Briefing Note 10, September 2012) has been used to forecast expenditure within the study area. Experian's forecasts are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of consumer spending volumes, prices and value, broken down into separate categories of goods. The model incorporates assumptions about income and price elasticities.

5 Experian's EBS growth forecast rates for 2011 to 2014 reflect the current economic circumstances and provide an appropriate growth rate for the short term (for convenience goods: 0.1% for 2011-2012, -0.1% for 2012-2013 and 0% for 2013 to 2014; for comparison goods: 1.4% for 2011-2012, 1.8% for 2012-2013 and 2.4% for 2013-2014).

6 In the longer term it is more difficult to forecast year on year changes in expenditure. Experian's longer term growth average forecasts have been adopted i.e. 0.6% per annum for convenience goods up to 2019 and 0.8% per annum after 2019, and 2.9% per annum growth for comparison goods. These growth rates are relatively cautious when compared with past growth rates, but in our view represent realistic forecast for future growth. These growth figures relate to real growth and exclude inflation.

7 Special Forms of Trading (SFT) or non-store activity is included within Experian's Goods Based Expenditure (GBE) estimates. SFT includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship with the demand for retail floorspace. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian provides projections for special forms of trading and e-tailing. This Experian information suggests that non-store retail sales in 2011 is:

- 6.1% of convenience goods expenditure; and
- 11.9% of comparison goods expenditure.

8 Experian predicts that these figures will increase in the future. Experian recognises that not all of this SFT expenditure should be excluded from a retail capacity analysis, because some of it relates to internet sales through traditional retail businesses, rather than internet companies. The turnover attributable to e-tail through retail businesses is included in the company average turnovers, and therefore expenditure figures should not exclude this expenditure. Experian has provided adjusted deductions for SFT and projections. These projections have been used to exclude only e-tail expenditure attributed to non-retail businesses, which will not directly impact on the demand for retail floorspace. The adjusted figures suggest that SFT sales in 2011 are:

- 1.8% of convenience goods expenditure; and
- 8.9% of comparison goods expenditure.

9 The projections provided by Experian suggest that these percentages could increase to 3.1% and 13.6% by 2017, and estimated at 4.5% and 16.0% by 2027.

10 Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

11 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. Recent trends suggest continued strong growth in this sector, but Experian's projections suggest this growth will level off by 2016/17.

12 The implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace.

Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

Market Shares/Penetration Rates

13 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates are based on a range of factors but primarily information gathered through the 2012 household survey.

14 The total turnover of shops within the Borough is estimated based on penetration rates. For convenience goods shopping turnover estimates are then compared to average company benchmark or average sales floorspace densities derived from Verdict (UK Food and Grocery retailers 2011) and Mintel (Retail Rankings 2010) information, which provide an indication of how individual retail stores and centres are performing against expected turnover averages. This allows the identification of potential surplus or deficit capacity for retail sales floorspace.

Benchmark Turnover Levels

15 Company average turnover to sales floorspace densities are available for major food store operators and are compiled by Verdict. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.

16 The estimated convenience goods sales areas have been derived from a combination of the Institute of Grocery Distribution (IGD), GOAD plans and NLP estimates based on site visits. Estimates for comparison sales floorspace within large food stores has been deducted from the figures in Table 1 in Appendix 2, for consistency with the use of goods based expenditure figures.

17 Average sales densities are not widely available for small convenience shops, particularly independent retailers. Based on the mix of shops present in each centre within the Borough and our experience of trading levels of small independent shops informed by household shopper surveys elsewhere, we have adopted an average sales density of £6,000 per sq m net for convenience shops/stores in the study area. This is consistent with NLP's experience of retail studies across London. The total benchmark turnover of identified convenience sales floorspace within the Borough is £409.45 million.

18 Mintel's Retail Rankings provides company average sales density information for a selection of national comparison retailers. This data

suggests a notional average sales density for national high street comparison retailers of around £5,500 per sq m. However within London where property cost and other overheads are higher sales densities are likely to be higher.

Appendix 2 Convenience Assessment

Table 1A: Population Projections

Zone Area	2010	2012	2015	2020	2025	2030
Zone 1: Wandsworth	55,811	57,283	59,797	63,609	65,700	66,486
Zone 2 - Putney/Barnes	44,426	45,517	47,110	49,395	50,564	51,079
Zone 3 - Roehampton	51,573	51,718	51,956	52,380	52,837	53,206
Zone 4 - Tooting/Merton	97,372	98,271	99,434	101,016	101,868	102,464
Zone 5 - Balham/Streatham	75,988	77,263	79,662	83,099	85,121	86,452
Zone 6 - Clapham Junction	61,095	61,907	63,115	65,022	66,533	67,740
Zone 7 - Queenstown/Nine Elms	69,733	72,816	76,896	83,338	89,469	92,913
Zone 8 - Hammersmith/Fulham	34,532	35,632	36,551	37,814	38,561	39,118
Zone 9 - Waterloo	60,135	64,479	68,603	74,945	80,286	83,815
Zone 10 - Brixton	78,082	79,846	82,062	85,397	88,380	90,438
Zone 11 - Streatham	43,929	44,782	46,240	48,211	49,867	51,830
Zone 12 - West Norwood/Tulse Hill	41,932	43,197	44,635	46,666	48,330	49,651
Zone 13 - Upper Norwood	57,099	57,756	58,860	60,236	61,120	61,767
Total	**771,707**	**790,465**	**814,921**	**851,127**	**878,636**	**896,960**

Sources: Experian MMG3 Population for postcodes 2010 and GLA 2011 standard fertility ward level projections

Table 2A: Convenience Goods Expenditure Per Capita (2011 Prices)

Expenditure Per Capita	2012	2015	2020	2025	2030
Zone 1: Wandsworth	£2,375	£2,370	£2,419	£2,504	£2,595
Zone 2 - Putney/Barnes	£2,470	£2,465	£2,516	£2,604	£2,699
Zone 3 - Roehampton	£1,915	£1,911	£1,950	£2,019	£2,092
Zone 4 - Tooting/Merton	£2,068	£2,063	£2,106	£2,180	£2,260
Zone 5 - Balham/Streatham	£2,270	£2,265	£2,312	£2,393	£2,480
Zone 6 - Clapham Junction	£2,133	£2,128	£2,172	£2,249	£2,330
Zone 7 - Queenstown/Nine Elms	£2,024	£2,019	£2,061	£2,134	£2,211
Zone 8 - Hammersmith/Fulham	£2,562	£2,557	£2,610	£2,702	£2,800
Zone 9 - Waterloo	£1,716	£1,712	£1,747	£1,809	£1,875
Zone 10 - Brixton	£1,880	£1,875	£1,914	£1,982	£2,054
Zone 11 - Streatham	£2,078	£2,073	£2,116	£2,191	£2,270
Zone 12 - West Norwood/Tulse	£1,962	£1,958	£1,998	£2,069	£2,144
Zone 13 - Upper Norwood	£1,849	£1,845	£1,883	£1,950	£2,021

Sources:
Experian local estimates for 2011 convenience goods expenditure per capita
(Excluding special forms of trading)
Experian Business Strategies - recommended forecast growth rates

Table 3A: Total Available Convenience Goods Expenditure (£M - 2011 Prices)

Zone	2012	2015	2020	2025	2030	Growth 2012-2020	Growth 2012-2025	Growth 2012-2030
Zone 1: Wandsworth	£136.04	£141.70	£153.86	£164.52	£172.53	13.1%	20.9%	26.8%
Zone 2 - Putney/Barnes	£112.43	£116.11	£124.27	£131.69	£137.86	10.5%	17.1%	22.6%
Zone 3 - Roehampton	£99.03	£99.27	£102.16	£106.68	£111.32	3.2%	7.7%	12.4%
Zone 4 - Tooting/Merton	£203.22	£205.17	£212.76	£222.11	£231.52	4.7%	9.3%	13.9%
Zone 5 - Balham/Streatham	£175.39	£180.44	£192.12	£203.73	£214.43	9.5%	16.2%	22.3%
Zone 6 - Clapham Junction	£132.03	£134.31	£141.24	£149.61	£157.85	7.0%	13.3%	19.6%
Zone 7 - Queenstown/Nine Elms	£147.36	£155.28	£171.78	£190.91	£205.46	16.6%	29.6%	39.4%
Zone 8 - Hammersmith/Fulham	£91.30	£93.45	£98.68	£104.18	£109.52	8.1%	14.1%	20.0%
Zone 9 - Waterloo	£110.63	£117.45	£130.97	£145.24	£157.13	18.4%	31.3%	42.0%
Zone 10 - Brixton	£150.08	£153.90	£163.48	£175.15	£185.74	8.9%	16.7%	23.8%
Zone 11 - Streatham	£93.04	£95.86	£102.02	£109.25	£117.67	9.7%	17.4%	26.5%
Zone 12 - West Norwood/Tulse Hill	£84.75	£87.38	£93.25	£99.98	£106.44	10.0%	18.0%	25.6%
Zone 13 - Upper Norwood	£106.80	£108.60	£113.45	£119.17	£124.80	6.2%	11.6%	16.9%
Total	**£1,642.09**	**£1,688.93**	**£1,800.04**	**£1,922.23**	**£2,032.28**	**2.9%**	**17.1%**	**23.8%**

Sources: Table 1A and Table 2A

Table 4A: Convenience Shopping Penetration Rates 2012

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
Clapham Junction	6.6%	0.0%	0.0%	0.8%	9.9%	47.6%	14.9%	1.3%	1.4%	1.9%	2.8%	1.9%	0.6%	5.0%
Wandsworth Town	47.6%	3.7%	6.3%	2.9%	2.6%	10.1%	4.5%	5.0%	0.7%	0.7%	0.6%	0.5%	0.0%	2.0%
Balham	2.1%	0.0%	0.0%	15.0%	33.1%	0.0%	1.4%	0.0%	0.5%	1.3%	7.3%	0.4%	1.2%	2.0%
Putney	1.5%	60.9%	27.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tooting	0.0%	0.0%	0.0%	26.1%	3.7%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
LB Wandsworth Other														
Asda, Roehampton	3.8%	4.5%	20.1%	0.4%	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.3%	0.0%	0.0%	25.0%
Local shopping facilities	19.0%	8.5%	8.4%	4.6%	7.7%	17.1%	4.7%	0.3%	0.0%	0.0%	0.3%	1.0%	0.3%	1.0%
LB Wandsworth Total	**80.6%**	**77.6%**	**61.8%**	**49.8%**	**57.3%**	**75.6%**	**25.7%**	**29.3%**	**2.6%**	**3.9%**	**11.3%**	**3.8%**	**2.1%**	
LB Lambeth Main Centres														
Brixton	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	7.2%	0.0%	0.2%	35.0%	13.0%	8.2%	0.5%	5.0%
Streatham	0.2%	0.4%	0.0%	0.4%	15.3%	0.0%	0.2%	0.0%	0.5%	0.2%	47.8%	13.5%	42.9%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.0%	6.4%	0.6%	25.0%	0.0%	1.0%	4.7%	6.6%	0.0%	0.3%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	25.0%
West Norwood/Tulse Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	1.9%	5.1%	21.0%	3.4%	2.0%
LB Lambeth Other														
Sainsbury's, Nine Elms	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	19.8%	0.0%	9.3%	4.7%	0.3%	0.3%	0.0%	12.0%
Tesco, South Clapham	0.0%	0.0%	0.0%	0.4%	5.2%	0.9%	0.5%	0.0%	0.0%	0.2%	0.5%	1.0%	0.0%	5.0%
Tesco, Kennington Lane, Oval	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	21.0%	2.6%	0.0%	0.0%	0.0%	5.0%
Local shopping facilities	0.0%	0.0%	0.0%	0.2%	7.0%	7.8%	6.3%	0.5%	15.7%	23.3%	5.7%	14.0%	23.8%	2.0%
LB Lambeth Total	**0.9%**	**0.4%**	**0.3%**	**1.0%**	**34.3%**	**10.4%**	**67.9%**	**0.5%**	**58.3%**	**75.8%**	**79.0%**	**58.0%**	**70.9%**	
Other destinations														
Croydon	0.2%	0.0%	0.0%	0.2%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.0%	n/a
Hammersmith/Fulham/Chelsea	5.9%	5.3%	1.4%	0.7%	1.2%	11.7%	0.9%	67.1%	1.5%	1.2%	0.0%	0.0%	0.3%	n/a
Kingston	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%	n/a
Merton	10.3%	2.0%	30.5%	47.0%	3.3%	0.2%	0.2%	1.4%	1.1%	0.6%	2.8%	3.0%	7.9%	n/a
Richmond	0.3%	13.3%	3.7%	0.2%	0.0%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.8%	n/a
Southwark	0.2%	0.0%	0.0%	0.5%	1.5%	0.2%	2.3%	0.0%	28.9%	15.9%	4.2%	33.6%	13.6%	n/a
Other	1.2%	1.4%	2.3%	0.6%	1.6%	1.5%	2.5%	1.4%	7.4%	2.6%	1.6%	1.6%	1.4%	n/a
Other Total	**18.5%**	**22.0%**	**37.9%**	**49.2%**	**8.4%**	**14.0%**	**6.4%**	**70.2%**	**39.1%**	**20.3%**	**9.7%**	**38.2%**	**27.0%**	
Market Share Total	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	

Source: NEMS Household Survey, October 2012

Table 5A: Convenience Expenditure 2012 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2012	**£136.04**	**£112.43**	**£99.03**	**£203.22**	**£175.39**	**£132.03**	**£147.36**	**£91.30**	**£110.63**	**£150.08**	**£93.04**	**£84.75**	**£106.80**		**£1,642.09**
LB Wandsworth Main Centres															
Clapham Junction	£8.98	£0.00	£0.00	£1.63	£17.36	£62.84	£21.96	£1.19	£1.55	£2.85	£2.61	£1.61	£0.64	£6.48	£129.70
Wandsworth Town	£64.76	£4.16	£6.24	£5.89	£4.56	£13.33	£6.63	£4.56	£0.77	£1.05	£0.56	£0.42	£0.00	£2.31	£115.25
Balham	£2.86	£0.00	£0.00	£30.48	£58.05	£0.00	£2.06	£0.00	£0.55	£1.95	£6.79	£0.34	£1.28	£2.13	£106.50
Putney	£2.04	£68.47	£26.74	£0.00	£0.00	£0.00	£0.00	£17.89	£0.00	£0.00	£0.00	£0.00	£0.00	£2.35	£117.49
Tooting	£0.00	£0.00	£0.00	£53.04	£6.49	£1.06	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£62.12
LB Wandsworth Other															
Asda, Roehampton	£5.17	£5.06	£19.91	£0.81	£0.53	£0.00	£0.00	£2.83	£0.00	£0.00	£0.28	£0.00	£0.00	£11.53	£46.11
Local shopping facilities	£25.85	£9.56	£8.32	£9.35	£13.50	£22.58	£6.93	£0.27	£0.00	£0.00	£0.28	£0.85	£0.32	£0.99	£98.79
LB Wandsworth Total	**£109.65**	**£87.25**	**£61.20**	**£101.20**	**£100.50**	**£99.81**	**£37.87**	**£26.75**	**£2.88**	**£5.85**	**£10.51**	**£3.22**	**£2.24**	**£27.03**	**£675.97**
LB Lambeth Main Centres															
Brixton	£0.27	£0.00	£0.00	£0.00	£0.70	£0.26	£10.61	£0.00	£0.22	£52.53	£12.10	£6.95	£0.53	£4.43	£88.60
Streatham	£0.27	£0.45	£0.00	£0.81	£26.83	£0.00	£0.29	£0.00	£0.55	£0.30	£44.47	£11.44	£45.82	£6.91	£138.16
Clapham High Street	£0.68	£0.00	£0.00	£0.00	£11.22	£0.79	£36.84	£0.00	£1.11	£7.05	£6.14	£0.00	£0.32	£3.38	£67.54
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£9.85	£0.00	£0.00	£0.00	£0.00	£0.21	£10.45
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.75	£0.00	£0.00	£3.75	£0.00	£0.00	£0.00	£0.19	£9.69
Vauxhall	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£4.42	£0.00	£1.00	£1.05	£0.00	£0.00	£0.00	£2.25	£9.02
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.89	£2.85	£4.75	£17.80	£3.63	£0.62	£30.97
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£29.18	£0.00	£10.29	£7.05	£0.28	£0.25	£0.00	£6.52	£54.37
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.81	£9.12	£1.19	£0.74	£0.00	£0.00	£0.30	£0.47	£0.85	£0.00	£0.71	£14.18
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.51	£0.00	£23.23	£3.90	£0.00	£0.00	£0.00	£1.56	£31.20
Local shopping facilities	£0.00	£0.00	£0.00	£0.41	£12.28	£10.30	£9.28	£0.46	£17.37	£34.97	£5.30	£11.87	£25.42	£2.60	£130.25
LB Lambeth Total	**£1.22**	**£0.45**	**£0.30**	**£2.03**	**£60.16**	**£13.73**	**£100.06**	**£0.46**	**£64.50**	**£113.76**	**£73.50**	**£49.16**	**£75.72**	**£29.39**	**£584.43**
Other destinations															
Croydon	£0.27	£0.00	£0.00	£0.41	£1.40	£0.53	£0.00	£0.00	£0.00	£0.00	£1.02	£0.00	£3.20	n/a	£6.84
Hammersmith/Fulham/Chelsea	£8.03	£5.96	£1.39	£1.42	£2.10	£15.45	£1.33	£61.26	£1.66	£1.80	£0.00	£0.00	£0.32	n/a	£100.72
Kingston	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.54
Merton	£14.01	£2.25	£30.21	£95.51	£5.79	£0.26	£0.29	£1.28	£1.22	£0.90	£2.61	£2.54	£8.44	n/a	£165.30
Richmond	£0.41	£14.95	£3.66	£0.41	£0.00	£0.00	£0.74	£0.27	£0.22	£0.00	£0.00	£0.00	£0.85	n/a	£21.52
Southwark	£0.27	£0.00	£0.00	£1.02	£2.63	£0.26	£3.39	£0.00	£31.97	£23.86	£3.91	£28.48	£14.52	n/a	£110.31
Other	£1.63	£1.57	£2.28	£1.22	£2.81	£1.98	£3.68	£1.28	£8.19	£3.90	£1.49	£1.36	£1.50	n/a	£32.88
Other Total	**£25.17**	**£24.73**	**£37.53**	**£99.98**	**£14.73**	**£18.48**	**£9.43**	**£64.09**	**£43.26**	**£30.47**	**£9.03**	**£32.37**	**£28.84**	n/a	**£438.11**
Market Share Total	***£136.04***	***£112.43***	***£99.03***	***£203.22***	***£175.39***	***£132.03***	***£147.36***	***£91.30***	***£110.63***	***£150.08***	***£93.04***	***£84.75***	***£106.80***		***£1,698.51***

Table 6A: Convenience Expenditure 2015 £Million (constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2015	**£141.70**	**£116.11**	**£99.27**	**£205.17**	**£180.44**	**£134.31**	**£155.28**	**£93.45**	**£117.45**	**£153.90**	**£95.86**	**£87.38**	**£108.60**		**£1,688.93**
LB Wandsworth Main Centres															
Clapham Junction	£9.35	£0.00	£0.00	£1.64	£17.86	£63.93	£23.14	£1.21	£1.64	£2.92	£2.68	£1.66	£0.65	£6.67	£133.37
Wandsworth	£67.45	£4.30	£6.25	£5.95	£4.69	£13.57	£6.99	£4.67	£0.82	£1.08	£0.58	£0.44	£0.00	£2.38	£119.16
Balham	£2.98	£0.00	£0.00	£30.78	£59.72	£0.00	£2.17	£0.00	£0.59	£2.00	£7.00	£0.35	£1.30	£2.18	£109.07
Putney	£2.13	£70.71	£26.80	£0.00	£0.00	£0.00	£0.00	£18.32	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41	£120.37
Tooting	£0.00	£0.00	£0.00	£53.55	£6.68	£1.07	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26	£62.87
LB Wandsworth Other															
Asda, Roehampton	£5.38	£5.23	£19.95	£0.82	£0.54	£0.00	£0.00	£2.90	£0.00	£0.00	£0.29	£0.00	£0.00	£11.70	£46.81
Local shopping facilities	£26.92	£9.87	£8.34	£9.44	£13.89	£22.97	£7.30	£0.28	£0.00	£0.00	£0.29	£0.87	£0.33	£1.02	£101.51
LB Wandsworth Total	**£114.21**	**£90.10**	**£61.35**	**£102.18**	**£103.39**	**£101.54**	**£39.91**	**£27.38**	**£3.05**	**£6.00**	**£10.83**	**£3.32**	**£2.28**	**£27.62**	**£693.16**
LB Lambeth Main Centres															
Brixton	£0.28	£0.00	£0.00	£0.00	£0.72	£0.27	£11.18	£0.00	£0.23	£53.87	£12.46	£7.17	£0.54	£4.56	£91.29
Streatham	£0.28	£0.46	£0.00	£0.82	£27.61	£0.00	£0.31	£0.00	£0.59	£0.31	£45.82	£11.80	£46.59	£7.08	£141.67
Clapham High Street	£0.71	£0.00	£0.00	£0.00	£11.55	£0.81	£38.82	£0.00	£1.17	£7.23	£6.33	£0.00	£0.33	£3.52	£70.47
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£10.45	£0.00	£0.00	£0.00	£0.00	£0.22	£11.08
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.06	£0.00	£0.00	£3.85	£0.00	£0.00	£0.00	£0.20	£10.11
Vauxhall	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£4.66	£0.00	£1.06	£1.08	£0.00	£0.00	£0.00	£2.36	£9.45
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.00	£0.94	£2.92	£4.89	£18.35	£3.69	£0.64	£31.90
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.81	£30.75	£0.00	£10.92	£7.23	£0.29	£0.26	£0.00	£6.85	£57.11
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.82	£9.38	£1.21	£0.78	£0.00	£0.00	£0.31	£0.48	£0.87	£0.00	£0.73	£14.58
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.64	£0.00	£24.66	£4.00	£0.00	£0.00	£0.00	£1.65	£32.95
Local shopping facilities	£0.00	£0.00	£0.00	£0.41	£12.63	£10.48	£9.78	£0.47	£18.44	£35.86	£5.46	£12.23	£25.85	£2.69	£134.30
LB Lambeth Total	**£1.28**	**£0.46**	**£0.30**	**£2.05**	**£61.89**	**£13.97**	**£105.43**	**£0.47**	**£68.47**	**£116.66**	**£75.73**	**£50.68**	**£77.00**	**£30.51**	**£604.90**
Other destinations															
Croydon	£0.28	£0.00	£0.00	£0.41	£1.44	£0.54	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£3.26	n/a	£6.99
Hammersmith/Fulham/Chelsea	£8.36	£6.15	£1.39	£1.44	£2.17	£15.71	£1.40	£62.71	£1.76	£1.85	£0.00	£0.00	£0.33	n/a	£103.26
Kingston	£0.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.57
Merton	£14.60	£2.32	£30.28	£96.43	£5.95	£0.27	£0.31	£1.31	£1.29	£0.92	£2.68	£2.62	£8.58	n/a	£167.57
Richmond	£0.43	£15.44	£3.67	£0.41	£0.00	£0.00	£0.78	£0.28	£0.23	£0.00	£0.00	£0.00	£0.87	n/a	£22.11
Southwark	£0.28	£0.00	£0.00	£1.03	£2.71	£0.27	£3.57	£0.00	£33.94	£24.47	£4.03	£29.36	£14.77	n/a	£114.42
Other	£1.70	£1.63	£2.28	£1.23	£2.89	£2.01	£3.88	£1.31	£8.69	£4.00	£1.53	£1.40	£1.52	n/a	£34.08
Other Total	**£26.22**	**£25.54**	**£37.62**	**£100.94**	**£15.16**	**£18.80**	**£9.94**	**£65.60**	**£45.92**	**£31.24**	**£9.30**	**£33.38**	**£29.32**	n/a	**£448.99**
Market Share Total	***£141.70***	***£116.11***	***£99.27***	***£205.17***	***£180.44***	***£134.31***	***£155.28***	***£93.45***	***£117.45***	***£153.90***	***£95.86***	***£87.38***	***£108.60***		***£1,747.06***

Table 7A: Future Convenience Shopping Penetration Rates (adjusted for 2020)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
VNEB Developments	0.0%	0.0%	0.0%	0.0%	2.0%	8.0%	25.0%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	10.0%
Clapham Junction	6.4%	0.0%	0.0%	0.8%	8.7%	41.7%	10.6%	1.3%	1.2%	1.7%	2.0%	1.7%	0.4%	5.0%
Wandsworth	48.1%	4.0%	6.3%	2.9%	2.4%	9.4%	3.8%	5.0%	0.7%	0.7%	0.5%	0.5%	0.0%	2.0%
Balham	1.9%	0.0%	0.0%	14.0%	31.4%	0.0%	1.2%	0.0%	0.5%	1.3%	6.5%	0.4%	1.0%	2.0%
Putney	1.4%	60.6%	27.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tooting	0.0%	0.0%	0.0%	25.1%	3.3%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
LB Wandsworth Other														
Asda, Roehampton	3.8%	4.5%	20.1%	0.4%	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.3%	0.0%	0.0%	25.0%
Local shopping facilities	19.0%	8.5%	8.4%	4.6%	7.7%	16.7%	2.5%	0.3%	0.0%	0.0%	0.3%	1.0%	0.3%	1.0%
LB Wandsworth Total	**80.6%**	**77.6%**	**61.8%**	**47.8%**	**55.8%**	**76.6%**	**43.3%**	**29.3%**	**7.4%**	**8.7%**	**9.6%**	**3.6%**	**1.7%**	
LB Lambeth Main Centres														
Brixton	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	5.5%	0.0%	0.2%	35.0%	10.2%	7.3%	0.3%	5.0%
Streatham	0.2%	0.4%	0.0%	0.4%	13.4%	0.0%	0.1%	0.0%	0.4%	0.2%	34.9%	11.7%	26.4%	5.0%
New Tesco Streatham	0.0%	0.0%	0.0%	2.0%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.0%	5.0%	20.0%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.0%	5.6%	0.4%	17.8%	0.0%	0.9%	4.7%	4.8%	0.0%	0.2%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	8.0%	0.0%	3.0%	2.0%	0.0%	0.0%	0.0%	25.0%
West Norwood/Tulse Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	1.9%	5.1%	21.0%	3.4%	2.0%
LB Lambeth Other														
Sainsbury's, Nine Elms	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.4%	0.0%	8.2%	3.6%	0.2%	0.3%	0.0%	12.0%
Tesco, South Clapham	0.0%	0.0%	0.0%	0.4%	4.6%	0.7%	0.3%	0.0%	0.0%	0.2%	0.4%	0.9%	0.0%	5.0%
Tesco, Kennington Lane, Oval	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	18.5%	2.5%	0.0%	0.0%	0.0%	5.0%
Local shopping facilities	0.0%	0.0%	0.0%	0.2%	7.0%	7.8%	3.8%	0.5%	13.0%	20.3%	5.7%	14.0%	23.8%	2.0%
LB Lambeth Total	**0.9%**	**0.4%**	**0.3%**	**3.0%**	**36.0%**	**10.0%**	**50.3%**	**0.5%**	**54.5%**	**72.5%**	**81.3%**	**60.2%**	**74.1%**	
Other destinations														
Croydon	0.2%	0.0%	0.0%	0.2%	0.7%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.0%	n/a
Hammersmith/Fulham/Chelsea	5.9%	5.3%	1.4%	0.7%	1.2%	11.1%	0.9%	67.1%	1.5%	1.2%	0.0%	0.0%	0.3%	n/a
Kingston	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%	n/a
Merton	10.3%	2.0%	30.5%	47.0%	3.2%	0.2%	0.2%	1.4%	1.1%	0.6%	2.6%	2.9%	7.2%	n/a
Richmond	0.3%	13.3%	3.7%	0.2%	0.0%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.8%	n/a
Southwark	0.2%	0.0%	0.0%	0.5%	1.5%	0.2%	2.3%	0.0%	27.9%	14.4%	3.9%	31.7%	11.5%	n/a
Other	1.2%	1.4%	2.3%	0.6%	1.6%	1.5%	2.5%	1.4%	7.4%	2.6%	1.5%	1.6%	1.4%	n/a
Other Total	**18.5%**	**22.0%**	**37.9%**	**49.2%**	**8.2%**	**13.4%**	**6.4%**	**70.2%**	**38.1%**	**18.8%**	**9.1%**	**36.2%**	**24.2%**	
Market Share Total	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	

Source: NEMS Household Survey, October 2012 with NLP adjustments

Table 8A: Convenience Expenditure 2020 £Million (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2020	**£153.86**	**£124.27**	**£102.16**	**£212.76**	**£192.12**	**£141.24**	**£171.78**	**£98.68**	**£130.97**	**£163.48**	**£102.02**	**£93.25**	**£113.45**		**£1,800.04**
LB Wandsworth Main Centres															
VNEB	£0.00	£0.00	£0.00	£0.00	£3.84	£11.30	£42.94	£0.00	£6.55	£8.17	£0.00	£0.00	£0.00	£8.09	£80.90
Clapham Junction	£9.85	£0.00	£0.00	£1.70	£16.71	£58.90	£18.21	£1.28	£1.57	£2.78	£2.04	£1.59	£0.45	£6.06	£121.14
Wandsworth	£74.01	£4.97	£6.44	£6.17	£4.61	£13.28	£6.53	£4.93	£0.92	£1.14	£0.51	£0.47	£0.00	£2.53	£126.50
Balham	£2.92	£0.00	£0.00	£29.79	£60.33	£0.00	£2.06	£0.00	£0.65	£2.13	£6.63	£0.37	£1.13	£2.16	£108.18
Putney	£2.15	£75.31	£27.58	£0.00	£0.00	£0.00	£0.00	£19.34	£0.00	£0.00	£0.00	£0.00	£0.00	£2.54	£126.92
Tooting	£0.00	£0.00	£0.00	£53.40	£6.34	£1.13	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.25	£62.46
LB Wandsworth Other															
Asda, Roehampton	£5.85	£5.59	£20.53	£0.85	£0.58	£0.00	£0.00	£3.06	£0.00	£0.00	£0.31	£0.00	£0.00	£12.26	£49.02
Local shopping facilities	£29.23	£10.56	£8.58	£9.79	£14.79	£23.59	£4.29	£0.30	£0.00	£0.00	£0.31	£0.93	£0.34	£1.04	£103.75
LB Wandsworth Total	**£124.01**	**£96.43**	**£63.13**	**£101.70**	**£107.21**	**£108.19**	**£74.38**	**£28.91**	**£9.69**	**£14.22**	**£9.79**	**£3.36**	**£1.93**	**£35.92**	**£778.88**
LB Lambeth Main Centres															
Brixton	£0.31	£0.00	£0.00	£0.00	£0.77	£0.28	£9.45	£0.00	£0.26	£57.22	£10.41	£6.81	£0.34	£0.00	£85.84
Streatham	£0.31	£0.50	£0.00	£0.85	£25.74	£0.00	£0.17	£0.00	£0.52	£0.33	£35.61	£10.91	£29.95	£5.52	£110.41
New Tesco Streatham	£0.00	£0.00	£0.00	£4.26	£9.61	£0.00	£0.00	£0.00	£1.31	£0.00	£20.40	£4.66	£22.69	£3.31	£66.24
Clapham High Street	£0.77	£0.00	£0.00	£0.00	£10.76	£0.56	£30.58	£0.00	£1.18	£7.68	£4.90	£0.00	£0.23	£2.98	£59.64
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£11.13	£0.00	£0.00	£0.00	£0.00	£0.61	£12.16
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.84	£0.00	£0.00	£3.43	£0.00	£0.00	£0.00	£0.19	£9.46
Vauxhall	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£13.74	£0.00	£3.93	£3.27	£0.00	£0.00	£0.00	£0.43	£21.68
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.52	£0.00	£1.05	£3.11	£5.20	£19.58	£3.86	£11.10	£44.42
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£17.86	£0.00	£10.74	£5.89	£0.20	£0.28	£0.00	£0.00	£35.82
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.85	£8.84	£0.99	£0.52	£0.00	£0.00	£0.33	£0.41	£0.84	£0.00	£1.74	£14.51
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.20	£0.00	£24.23	£4.09	£0.00	£0.00	£0.00	£1.55	£31.07
Local shopping facilities	£0.00	£0.00	£0.00	£0.43	£13.45	£11.02	£6.53	£0.49	£17.03	£33.19	£5.82	£13.06	£27.00	£6.74	£134.73
LB Lambeth Total	**£1.38**	**£0.50**	**£0.31**	**£6.38**	**£69.16**	**£14.12**	**£86.40**	**£0.49**	**£71.38**	**£118.52**	**£82.94**	**£56.14**	**£84.06**	**£34.18**	**£625.98**
Other destinations															
Croydon	£0.31	£0.00	£0.00	£0.43	£1.34	£0.56	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£3.40	n/a	£7.17
Hammersmith/Fulham/Chelsea	£9.08	£6.59	£1.43	£1.49	£2.31	£15.68	£1.55	£66.22	£1.96	£1.96	£0.00	£0.00	£0.34	n/a	£108.60
Kingston	£0.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.62
Merton	£15.85	£2.49	£31.16	£100.00	£6.15	£0.28	£0.34	£1.38	£1.44	£0.98	£2.65	£2.70	£8.17	n/a	£173.59
Richmond	£0.46	£16.53	£3.78	£0.43	£0.00	£0.00	£0.86	£0.30	£0.26	£0.00	£0.00	£0.00	£0.91	n/a	£23.52
Southwark	£0.31	£0.00	£0.00	£1.06	£2.88	£0.28	£3.95	£0.00	£36.54	£23.54	£3.98	£29.56	£13.05	n/a	£115.15
Other	£1.85	£1.74	£2.35	£1.28	£3.07	£2.12	£4.29	£1.38	£9.69	£4.25	£1.53	£1.49	£1.59	n/a	£36.63
Other Total	**£28.46**	**£27.34**	**£38.72**	**£104.68**	**£15.75**	**£18.93**	**£10.99**	**£69.28**	**£49.90**	**£30.73**	**£9.28**	**£33.76**	**£27.45**	n/a	**£465.28**
Market Share Total	***£153.86***	***£124.27***	***£102.16***	***£212.76***	***£192.12***	***£141.24***	***£171.78***	***£98.68***	***£130.97***	***£163.48***	***£102.02***	***£93.25***	***£113.45***		***£1,870.14***

Table 9A: Convenience Shopping Penetration Rates (adjusted for 2025 and 2030)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
VNEB Developments	0.0%	0.0%	0.0%	0.0%	3.0%	10.0%	28.0%	0.0%	6.0%	6.0%	0.0%	0.0%	0.0%	10.0%
Clapham Junction	6.4%	0.0%	0.0%	0.8%	8.7%	40.0%	10.0%	1.3%	1.2%	1.7%	2.0%	1.7%	0.4%	5.0%
Wandsworth	48.1%	4.0%	6.3%	2.9%	2.4%	9.1%	3.7%	5.0%	0.7%	0.7%	0.5%	0.5%	0.0%	2.0%
Balham	1.9%	0.0%	0.0%	14.0%	30.4%	0.0%	1.2%	0.0%	0.5%	1.3%	6.5%	0.4%	1.0%	2.0%
Putney	1.4%	60.6%	27.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tooting	0.0%	0.0%	0.0%	25.1%	3.3%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
LB Wandsworth Other														
Asda, Roehampton	3.8%	4.5%	20.1%	0.4%	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.3%	0.0%	0.0%	25.0%
Local shopping facilities	19.0%	8.5%	8.4%	4.6%	7.7%	16.7%	2.5%	0.3%	0.0%	0.0%	0.3%	1.0%	0.3%	1.0%
LB Wandsworth Total	**80.6%**	**77.6%**	**61.8%**	**47.8%**	**55.8%**	**76.6%**	**45.6%**	**29.3%**	**8.4%**	**9.7%**	**9.6%**	**3.6%**	**1.7%**	
LB Lambeth Main Centres														
Brixton	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	5.4%	0.0%	0.2%	34.0%	10.2%	7.3%	0.3%	5.0%
Streatham	0.2%	0.4%	0.0%	0.4%	13.4%	0.0%	0.1%	0.0%	0.4%	0.2%	34.9%	11.7%	26.4%	5.0%
New Tesco Streatham	0.0%	0.0%	0.0%	2.0%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.0%	5.0%	20.0%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.0%	5.6%	0.4%	16.6%	0.0%	0.9%	4.7%	4.8%	0.0%	0.2%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	8.0%	0.0%	3.0%	2.0%	0.0%	0.0%	0.0%	25.0%
West Norwood/Tulse Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	1.9%	5.1%	21.0%	3.4%	2.0%
LB Lambeth Other														
Sainsbury's, Nine Elms	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.0%	0.0%	8.2%	3.6%	0.2%	0.3%	0.0%	12.0%
Tesco, South Clapham	0.0%	0.0%	0.0%	0.4%	4.6%	0.7%	0.3%	0.0%	0.0%	0.2%	0.4%	0.9%	0.0%	5.0%
Tesco, Kennington Lane, Oval	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	18.3%	2.5%	0.0%	0.0%	0.0%	5.0%
Local shopping facilities	0.0%	0.0%	0.0%	0.2%	7.0%	7.8%	3.5%	0.5%	12.9%	20.3%	5.7%	14.0%	23.8%	2.0%
LB Lambeth Total	**0.9%**	**0.4%**	**0.3%**	**3.0%**	**36.0%**	**10.0%**	**48.3%**	**0.5%**	**54.1%**	**71.5%**	**81.3%**	**60.2%**	**74.1%**	
Other destinations														
Croydon	0.2%	0.0%	0.0%	0.2%	0.7%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.0%	n/a
Hammersmith/Fulham/Chelsea	5.9%	5.3%	1.4%	0.7%	1.2%	11.1%	0.9%	67.1%	1.5%	1.2%	0.0%	0.0%	0.3%	n/a
Kingston	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%	n/a
Merton	10.3%	2.0%	30.5%	47.0%	3.2%	0.2%	0.2%	1.4%	1.1%	0.6%	2.6%	2.9%	7.2%	n/a
Richmond	0.3%	13.3%	3.7%	0.2%	0.0%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.8%	n/a
Southwark	0.2%	0.0%	0.0%	0.5%	1.5%	0.2%	2.2%	0.0%	27.3%	14.4%	3.9%	31.7%	11.5%	n/a
Other	1.2%	1.4%	2.3%	0.6%	1.6%	1.5%	2.3%	1.4%	7.4%	2.6%	1.5%	1.6%	1.4%	n/a
Other Total	**18.5%**	**22.0%**	**37.9%**	**49.2%**	**8.2%**	**13.4%**	**6.1%**	**70.2%**	**37.5%**	**18.8%**	**9.1%**	**36.2%**	**24.2%**	
Market Share Total	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	

Source: NEMS Household Survey, October 2012 with NLP adjustments

Table 10A: Convenience Expenditure 2025 £Million (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2025	**£164.52**	**£131.69**	**£106.68**	**£222.11**	**£203.73**	**£149.61**	**£190.91**	**£104.18**	**£145.24**	**£175.15**	**£109.25**	**£99.98**	**£119.17**		**£1,922.23**
LB Wandsworth Main Centres															
VNEB	£0.00	£0.00	£0.00	£0.00	£6.11	£14.96	£53.46	£0.00	£8.71	£10.51	£0.00	£0.00	£0.00	£10.42	£104.17
Clapham Junction	£10.53	£0.00	£0.00	£1.78	£17.72	£59.84	£19.09	£1.35	£1.74	£2.98	£2.18	£1.70	£0.48	£6.28	£125.69
Wandsworth	£79.13	£5.27	£6.72	£6.44	£4.89	£13.61	£7.06	£5.21	£1.02	£1.23	£0.55	£0.50	£0.00	£2.69	£134.32
Balham	£3.13	£0.00	£0.00	£31.10	£61.94	£0.00	£2.29	£0.00	£0.73	£2.28	£7.10	£0.40	£1.19	£2.25	£112.39
Putney	£2.30	£79.81	£28.80	£0.00	£0.00	£0.00	£0.00	£20.42	£0.00	£0.00	£0.00	£0.00	£0.00	£2.68	£134.01
Tooting	£0.00	£0.00	£0.00	£55.75	£6.72	£1.20	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.31	£65.36
LB Wandsworth Other															
Asda, Roehampton	£6.25	£5.93	£21.44	£0.89	£0.61	£0.00	£0.00	£3.23	£0.00	£0.00	£0.33	£0.00	£0.00	£12.89	£51.57
Local shopping facilities	£31.26	£11.19	£8.96	£10.22	£15.69	£24.99	£4.77	£0.31	£0.00	£0.00	£0.33	£1.00	£0.36	£1.10	£110.18
LB Wandsworth Total	**£132.60**	**£102.19**	**£65.93**	**£106.17**	**£113.68**	**£114.60**	**£87.06**	**£30.52**	**£12.20**	**£16.99**	**£10.49**	**£3.60**	**£2.03**	**£39.62**	**£837.68**
LB Lambeth Main Centres															
Brixton	£0.33	£0.00	£0.00	£0.00	£0.81	£0.30	£10.31	£0.00	£0.29	£59.55	£11.14	£7.30	£0.36	£0.00	£90.39
Streatham	£0.33	£0.53	£0.00	£0.89	£27.30	£0.00	£0.19	£0.00	£0.58	£0.35	£38.13	£11.70	£31.46	£5.87	£117.32
New Tesco Streatham	£0.00	£0.00	£0.00	£4.44	£10.19	£0.00	£0.00	£0.00	£1.45	£0.00	£21.85	£5.00	£23.83	£3.51	£70.28
Clapham High Street	£0.82	£0.00	£0.00	£0.00	£11.41	£0.60	£31.69	£0.00	£1.31	£8.23	£5.24	£0.00	£0.24	£3.13	£62.68
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£12.20	£0.00	£0.00	£0.00	£0.00	£0.67	£13.31
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.49	£0.00	£0.00	£3.68	£0.00	£0.00	£0.00	£0.21	£10.38
Vauxhall	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£15.27	£0.00	£4.36	£3.50	£0.00	£0.00	£0.00	£0.48	£23.93
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£0.00	£1.16	£3.33	£5.57	£21.00	£4.05	£11.89	£47.58
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90	£19.09	£0.00	£11.91	£6.31	£0.22	£0.30	£0.00	£0.00	£38.72
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.89	£9.37	£1.05	£0.57	£0.00	£0.00	£0.35	£0.44	£0.90	£0.00	£1.85	£15.42
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34	£0.00	£26.58	£4.38	£0.00	£0.00	£0.00	£1.70	£33.99
Local shopping facilities	£0.00	£0.00	£0.00	£0.44	£14.26	£11.67	£6.68	£0.52	£18.74	£35.56	£6.23	£14.00	£28.36	£7.18	£143.64
LB Lambeth Total	**£1.48**	**£0.53**	**£0.32**	**£6.66**	**£73.34**	**£14.96**	**£92.21**	**£0.52**	**£78.58**	**£125.23**	**£88.82**	**£60.19**	**£88.30**	**£36.49**	**£667.64**
Other destinations															
Croydon	£0.33	£0.00	£0.00	£0.44	£1.43	£0.60	£0.00	£0.00	£0.00	£0.00	£1.20	£0.00	£3.58	n/a	£7.57
Hammersmith/Fulham/Chelsea	£9.71	£6.98	£1.49	£1.55	£2.44	£16.61	£1.72	£69.90	£2.18	£2.10	£0.00	£0.00	£0.36	n/a	£115.05
Kingston	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.66
Merton	£16.95	£2.63	£32.54	£104.39	£6.52	£0.30	£0.38	£1.46	£1.60	£1.05	£2.84	£2.90	£8.58	n/a	£182.14
Richmond	£0.49	£17.52	£3.95	£0.44	£0.00	£0.00	£0.95	£0.31	£0.29	£0.00	£0.00	£0.00	£0.95	n/a	£24.91
Southwark	£0.33	£0.00	£0.00	£1.11	£3.06	£0.30	£4.20	£0.00	£39.65	£25.22	£4.26	£31.69	£13.70	n/a	£123.53
Other	£1.97	£1.84	£2.45	£1.33	£3.26	£2.24	£4.39	£1.46	£10.75	£4.55	£1.64	£1.60	£1.67	n/a	£39.17
Other Total	**£30.44**	**£28.97**	**£40.43**	**£109.28**	**£16.71**	**£20.05**	**£11.65**	**£73.13**	**£54.47**	**£32.93**	**£9.94**	**£36.19**	**£28.84**	n/a	**£493.02**
Market Share Total	***£164.52***	***£131.69***	***£106.68***	***£222.11***	***£203.73***	***£149.61***	***£190.91***	***£104.18***	***£145.24***	***£175.15***	***£109.25***	***£99.98***	***£119.17***		***£1,998.34***

Table 11A: Convenience Expenditure 2030 £Million (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2030	**£172.53**	**£137.86**	**£111.32**	**£231.52**	**£214.43**	**£157.85**	**£205.46**	**£109.52**	**£157.13**	**£185.74**	**£117.67**	**£106.44**	**£124.80**		**£2,032.28**
LB Wandsworth Main Centres															
VNEB	£0.00	£0.00	£0.00	£0.00	£6.43	£15.79	£57.53	£0.00	£9.43	£11.14	£0.00	£0.00	£0.00	£11.15	£111.47
Clapham Junction	£11.04	£0.00	£0.00	£1.85	£18.66	£63.14	£20.55	£1.42	£1.89	£3.16	£2.35	£1.81	£0.50	£6.65	£133.02
Wandsworth	£82.99	£5.51	£7.01	£6.71	£5.15	£14.36	£7.60	£5.48	£1.10	£1.30	£0.59	£0.53	£0.00	£2.82	£141.16
Balham	£3.28	£0.00	£0.00	£32.41	£65.19	£0.00	£2.47	£0.00	£0.79	£2.41	£7.65	£0.43	£1.25	£2.36	£118.23
Putney	£2.42	£83.55	£30.06	£0.00	£0.00	£0.00	£0.00	£21.47	£0.00	£0.00	£0.00	£0.00	£0.00	£2.81	£140.29
Tooting	£0.00	£0.00	£0.00	£58.11	£7.08	£1.26	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36	£68.23
LB Wandsworth Other															
Asda, Roehampton	£6.56	£6.20	£22.38	£0.93	£0.64	£0.00	£0.00	£3.40	£0.00	£0.00	£0.35	£0.00	£0.00	£13.48	£53.94
Local shopping facilities	£32.78	£11.72	£9.35	£10.65	£16.51	£26.36	£5.14	£0.33	£0.00	£0.00	£0.35	£1.06	£0.37	£1.16	£115.79
LB Wandsworth Total	**£139.06**	**£106.98**	**£68.80**	**£110.67**	**£119.65**	**£120.92**	**£93.69**	**£32.09**	**£13.20**	**£18.02**	**£11.30**	**£3.83**	**£2.12**	**£41.80**	**£882.12**
LB Lambeth Main Centres															
Brixton	£0.35	£0.00	£0.00	£0.00	£0.86	£0.32	£11.09	£0.00	£0.31	£63.15	£12.00	£7.77	£0.37	£0.00	£96.22
Streatham	£0.35	£0.55	£0.00	£0.93	£28.73	£0.00	£0.21	£0.00	£0.63	£0.37	£41.07	£12.45	£32.95	£6.22	£124.45
New Tesco Streatham	£0.00	£0.00	£0.00	£4.63	£10.72	£0.00	£0.00	£0.00	£1.57	£0.00	£23.53	£5.32	£24.96	£3.72	£74.46
Clapham High Street	£0.86	£0.00	£0.00	£0.00	£12.01	£0.63	£34.11	£0.00	£1.41	£8.73	£5.65	£0.00	£0.25	£3.35	£67.00
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.00	£0.00	£13.20	£0.00	£0.00	£0.00	£0.00	£0.72	£14.39
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.99	£0.00	£0.00	£3.90	£0.00	£0.00	£0.00	£0.22	£11.11
Vauxhall	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£16.44	£0.00	£4.71	£3.71	£0.00	£0.00	£0.00	£0.51	£25.71
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£0.00	£1.26	£3.53	£6.00	£22.35	£4.24	£12.67	£50.67
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95	£20.55	£0.00	£12.88	£6.69	£0.24	£0.32	£0.00	£0.00	£41.62
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.93	£9.86	£1.10	£0.62	£0.00	£0.00	£0.37	£0.47	£0.96	£0.00	£1.95	£16.26
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.44	£0.00	£28.75	£4.64	£0.00	£0.00	£0.00	£1.83	£36.67
Local shopping facilities	£0.00	£0.00	£0.00	£0.46	£15.01	£12.31	£7.19	£0.55	£20.27	£37.70	£6.71	£14.90	£29.70	£7.62	£152.43
LB Lambeth Total	**£1.55**	**£0.55**	**£0.33**	**£6.95**	**£77.19**	**£15.79**	**£99.24**	**£0.55**	**£85.01**	**£132.80**	**£95.66**	**£64.08**	**£92.48**	**£38.82**	**£711.00**
Other destinations															
Croydon	£0.35	£0.00	£0.00	£0.46	£1.50	£0.63	£0.00	£0.00	£0.00	£0.00	£1.29	£0.00	£3.74	n/a	£7.98
Hammersmith/Fulham/Chelsea	£10.18	£7.31	£1.56	£1.62	£2.57	£17.52	£1.85	£73.49	£2.36	£2.23	£0.00	£0.00	£0.37	n/a	£121.06
Kingston	£0.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.69
Merton	£17.77	£2.76	£33.95	£108.82	£6.86	£0.32	£0.41	£1.53	£1.73	£1.11	£3.06	£3.09	£8.99	n/a	£190.39
Richmond	£0.52	£18.34	£4.12	£0.46	£0.00	£0.00	£1.03	£0.33	£0.31	£0.00	£0.00	£0.00	£1.00	n/a	£26.10
Southwark	£0.35	£0.00	£0.00	£1.16	£3.22	£0.32	£4.52	£0.00	£42.90	£26.75	£4.59	£33.74	£14.35	n/a	£131.88
Other	£2.07	£1.93	£2.56	£1.39	£3.43	£2.37	£4.73	£1.53	£11.63	£4.83	£1.77	£1.70	£1.75	n/a	£41.68
Other Total	**£31.92**	**£30.33**	**£42.19**	**£113.91**	**£17.58**	**£21.15**	**£12.53**	**£76.88**	**£58.92**	**£34.92**	**£10.71**	**£38.53**	**£30.20**	n/a	**£519.78**
Market Share Total	***£172.53***	***£137.86***	***£111.32***	***£231.52***	***£214.43***	***£157.85***	***£205.46***	***£109.52***	***£157.13***	***£185.74***	***£117.67***	***£106.44***	***£124.80***		***£2,112.90***

Table 12A: Convenience Floorspace and Benchmark Tunover

Centre	Stores	Sales Floorspace sq.m net	% Convenience Sales	Convenience Sales sq.m net	Turnover Density £ per sq.m net	Total Turnover £Million
Brixton	Tesco, Acre Lane	2,440	85%	2,074	£13,228	£27.43
	Sainsbury's Local	279	95%	265	£13,405	£3.55
	Iceland	531	95%	504	£7,126	£3.59
	Lidl, Acre Lane	929	80%	743	£3,224	£2.40
	Marks & Spencer	836	95%	794	£11,519	£9.15
	Sainsbury's Local, Brixton Hill	275	95%	261	£13,405	£3.50
	Brixton - other convenience shops	4,600	100%	4,600	£6,000	£27.60
Sub-Total		**9,890**		**9,242**		**£77.23**
Streatham	Lidl, Streatham High Road	846	80%	677	£3,224	£2.18
	Sainsbury's, Streatham Common	3,866	75%	2,900	£13,405	£38.87
	Sainsbury Local, Streatham High Road	279	95%	265	£13,405	£3.55
	Sainsbury's Local, Streatham Hill	250	95%	238	£13,405	£3.18
	Morrison's, Streatham High Road	2,175	80%	1,740	£13,194	£22.96
	Tesco Express	220	95%	209	£13,228	£2.76
	Tesco Express, Streatham Place	191	95%	181	£13,228	£2.40
	Iceland, Streatham High Road	446	95%	424	£7,126	£3.02
	Budgens, Moyser Road	212	95%	201	£6,384	£1.29
	Co-op, Fairview Road	756	90%	680	£7,745	£5.27
	Co-op, Sternhold Avenue	363	95%	345	£7,745	£2.67
	Co-op, Streatham High Road	80	95%	76	£7,745	£0.59
	Streatham - other convenience shops	3,900	100%	3,900	£6,000	£23.40
Sub-Total		**13,584**		**11,836**	£10,826	**£112.14**
Clapham High Street	Sainsbury's	3,520	75%	2,640	£13,405	£35.39
	Sainsbury Local	279	95%	265	£13,405	£3.55
	Iceland, The Pavement	607	95%	577	£6,986	£4.03
	Tesco Express	151	95%	143	£13,228	£1.90
	Clapham - other convenience shops	1,100	100%	1,100	£6,000	£6.60
Sub-Total		**5,657**		**4,725**		**£51.47**
Lower Marsh	Sainsbury's Local, Waterloo Road	283	95%	269	£13,405	£3.60
	Iceland, Lower Marsh	302	95%	287	£7,126	£2.04
	Marks & Spencer, Waterloo Station	288	95%	274	£11,519	£3.15
	Lower Marsh - other convenience shops	1,000	100%	1,000	£6,000	£6.00
Sub-Total		**1,873**		**1,829**		**£14.80**
Stockwell	Iceland	485	95%	461	£7,126	£3.28
	Stockwell - other convenience shops	1,300	100%	1,300	£6,000	£7.80
Sub-Total		**1,785**		**1,761**		**£11.08**
West Norwood/Tulse Hill	Co-op, 178 Norwood Road	434	95%	412	£7,745	£3.19
	Co-op, 539-541 Norwood Road	286	95%	272	£7,745	£2.10
	Tesco Express, Norwood Road	222	95%	211	£13,228	£2.79
	Tesco Express, 109 Tulse Hill	194	95%	184	£13,228	£2.44
	Sainsbury's Local	300	95%	285	£13,405	£3.82
	West Norwood - other convenience shops	1,900	100%	1,900	£6,000	£11.40
Sub-Total		**3,336**		**3,264**		**£25.75**
Norbury	Iceland, Norbury	332	95%	315	£7,126	£2.25
	Convenience shops, Norbury	2,000	100%	2,000	£6,000	£12.00
Sub-Total		**2,332**		**2,315**		**£14.25**
Westow Hill/Crystal Palace	Iceland, Westow Hill/Crystal Palace	451	95%	428	£7,126	£3.05
	Tesco Express, Anerley Road	188	95%	179	£13,228	£2.36
	Other convenience shops, Westow Hill/Crystal Palace	587	100%	587	£6,000	£3.52
Sub-Total		**1,226**		**1,194**		**£8.94**
Vauxhall	Tesco Express, St Georges Wharf, Vauxhall	213	95%	202	£13,228	£2.68
	Tesco Express, Wandsworth Road, Vauxhall	300	95%	285	£13,228	£3.77
	Other convenience shops, Vauxhall	1,700	100%	1,700	£6,000	£10.20
Sub-Total		**2,213**		**2,187**		**£16.65**
Other Lambeth	Sainsburys, Nine Elms	4,204	70%	2,943	£13,405	£39.45
	Tesco, Kennington Lane, Vauxhall	2,077	85%	1,765	£13,228	£23.35
	Tesco, South London Hospital, South Clapham	1,276	85%	1,085	£13,228	£14.35
Sub-Total		**7,557**		**5,793**		**£77.15**
GRAND TOTAL		**49,453**		**44,147**	**£9,275**	**£409.45**

Sources: *IGD Food Store Directory*
Experian Goad
NLP Site Survey 2012
Verdict Report on Grocery Retailers

Table 13A: Lambeth Borough Convenience Turnover and Capacity (Existing Surplus and Growth)

Town	2012	2015	2020	2025	2030
Available Expenditure in Borough					
Brixton	£88.60	£91.29	£85.84	£90.39	£96.22
Streatham	£138.16	£141.67	£176.65	£187.60	£198.91
Clapham High Street	£67.54	£70.47	£59.64	£62.68	£67.00
Lower Marsh	£10.45	£11.08	£12.16	£13.31	£14.39
Stockwell	£9.69	£10.11	£9.46	£10.38	£11.11
Vauxhall	£9.02	£9.45	£21.68	£23.93	£25.71
West Norwood/Tulse Hill	£30.97	£31.90	£44.42	£47.58	£50.67
Sainsbury's, Nine Elms	£54.37	£57.11	£35.82	£38.72	£41.62
Tesco, South Clapham	£14.18	£14.58	£14.51	£15.42	£16.26
Tesco, Kennington Lane, Oval	£31.20	£32.95	£31.07	£33.99	£36.67
Local shopping facilities	£130.25	£134.30	£134.73	£143.64	£152.43
Total	**£584.43**	**£604.90**	**£625.98**	**£667.64**	**£711.00**
Benchmark Turnover					
Brixton	£77.23	£77.23	£77.23	£77.23	£77.23
Streatham	£112.14	£112.14	£158.44	£158.44	£158.44
Clapham High Street	£51.47	£51.47	£51.47	£51.47	£51.47
Lower Marsh	£14.80	£14.80	£14.80	£14.80	£14.80
Stockwell	£11.08	£11.08	£11.08	£11.08	£11.08
Vauxhall	£16.65	£16.65	£25.77	£25.77	£25.77
West Norwood/Tulse Hill	£25.75	£25.75	£25.75	£25.75	£25.75
Sainsbury's, Nine Elms	£39.45	£39.45	£46.15	£46.15	£46.15
Tesco, South Clapham	£14.35	£14.35	£14.35	£14.35	£14.35
Tesco, Kennington Lane, Oval	£23.35	£23.35	£23.35	£23.35	£23.35
Local shopping facilities	£130.25	£130.25	£130.25	£130.25	£130.25
Total	**£516.52**	**£516.52**	**£578.64**	**£578.64**	**£578.64**
Surplus Expenditure					
Brixton	£11.37	£14.06	£8.61	£13.16	£18.99
Streatham	£26.02	£29.53	£18.21	£29.16	£40.47
Clapham High Street	£16.07	£19.00	£8.17	£11.21	£15.53
Lower Marsh	-£4.35	-£3.72	-£2.64	-£1.49	-£0.41
Stockwell	-£1.39	-£0.97	-£1.62	-£0.70	£0.03
Vauxhall	-£7.63	-£7.20	-£4.09	-£1.84	-£0.06
West Norwood/Tulse Hill	£5.22	£6.15	£18.67	£21.83	£24.92
Sainsbury's, Nine Elms	£14.92	£17.66	-£10.33	-£7.43	-£4.53
Tesco, South Clapham	-£0.17	£0.23	£0.16	£1.07	£1.91
Tesco, Kennington Lane, Oval	£7.85	£9.60	£7.72	£10.64	£13.32
Local shopping facilities	£0.00	£4.05	£4.48	£13.39	£22.18
Total	**£67.91**	**£88.38**	**£47.34**	**£89.00**	**£132.36**
Turnover Density for New Floorspace £ psm					
Large Food Stores	£13,000	£13,000	£13,000	£13,000	£13,000
Local shopping facilities	£6,000	£6,000	£6,000	£6,000	£6,000
Floorspace sq.m (net)					
Brixton	875	1,082	662	1,013	1,461
Streatham	2,001	2,272	1,401	2,243	3,113
Clapham High Street	1,236	1,461	628	862	1,195
Lower Marsh	-335	-286	-203	-114	-31
Stockwell	-107	-75	-124	-54	2
Vauxhall	-587	-554	-315	-141	-4
West Norwood/Tulse Hill	402	473	1,436	1,679	1,917
Sainsbury's, Nine Elms	1,148	1,358	-795	-571	-349
Tesco, South Clapham	-13	18	12	82	147
Tesco, Kennington Lane, Oval	604	739	594	819	1,025
Local shopping facilities	0	674	747	2,231	3,697
Total	**5,224**	**7,162**	**4,044**	**8,048**	**12,172**
Floorspace sq.m (gross)					
Brixton	1,250	1,545	946	1,447	2,087
Streatham	2,859	3,246	2,001	3,204	4,448
Clapham High Street	1,765	2,087	898	1,232	1,707
Lower Marsh	-478	-409	-290	-163	-45
Stockwell	-152	-107	-178	-77	3
Vauxhall	-839	-791	-449	-202	-6
West Norwood/Tulse Hill	574	676	2,051	2,398	2,738
Sainsbury's, Nine Elms	1,639	1,941	-1,135	-816	-498
Tesco, South Clapham	-19	25	17	117	210
Tesco, Kennington Lane, Oval	863	1,055	849	1,170	1,464
Local shopping facilities	0	899	996	2,975	4,929
Total	**7,463**	**10,167**	**5,706**	**11,284**	**17,037**

Commitments - Conveience floorspace/benchmark turnover
Proposed Tesco in Streatham - 3,500 sq m at £13,228 = £46.30m
Expanded Sainsbury's at Nine Elms = 500 sq m at £13,405 = £6.7m
Little Waitrose Vauxhall = 440 sq m at £12,209 = £5.37m
Sainsbury's Local Arch 51 = 280 sq m at £13,405 = £3.75m

Sources: Tables 5A to 12A

Table 14A: Lambeth Borough Convenience Turnover and Capacity (Growth Only)

Town	2012	2015	2020	2025	2030
Available Expenditure in Borough					
Brixton	£88.60	£91.29	£85.84	£90.39	£96.22
Streatham	£138.16	£141.67	£176.65	£187.60	£198.91
Clapham High Street	£67.54	£70.47	£59.64	£62.68	£67.00
Lower Marsh/Waterloo	£10.45	£11.08	£12.16	£13.31	£14.39
Stockwell	£9.69	£10.11	£9.46	£10.38	£11.11
Vauxhall	£9.02	£9.45	£21.68	£23.93	£25.71
West Norwood/Tulse Hill	£30.97	£31.90	£44.42	£47.58	£50.67
Sainsbury's, Nine Elms	£54.37	£57.11	£35.82	£38.72	£41.62
Tesco, South Clapham	£14.18	£14.58	£14.51	£15.42	£16.26
Tesco, Kennington Lane, Oval	£31.20	£32.95	£31.07	£33.99	£36.67
Local shopping facilities	£130.25	£134.30	£134.73	£143.64	£152.43
Total	**£584.43**	**£604.90**	**£625.98**	**£667.64**	**£711.00**
Existing Turnover					
Brixton	£88.60	£88.60	£88.60	£88.60	£88.60
Streatham	£138.16	£138.16	£184.46	£184.46	£184.46
Clapham High Street	£67.54	£67.54	£67.54	£67.54	£67.54
Lower Marsh/Waterloo	£10.45	£10.45	£10.45	£10.45	£10.45
Stockwell	£9.69	£9.69	£9.69	£9.69	£9.69
Vauxhall	£9.02	£9.02	£18.14	£18.14	£18.14
West Norwood/Tulse Hill	£30.97	£30.97	£40.09	£40.09	£40.09
Sainsbury's, Nine Elms	£54.37	£54.37	£54.37	£54.37	£54.37
Tesco, South Clapham	£14.18	£14.18	£20.88	£20.88	£20.88
Tesco, Kennington Lane, Oval	£31.20	£31.20	£31.20	£31.20	£31.20
Local shopping facilities	£130.25	£130.25	£130.25	£130.25	£130.25
Total	**£584.43**	**£584.43**	**£655.67**	**£655.67**	**£655.67**
Surplus Expenditure (growth only)					
Brixton	n/a	£2.69	-£2.76	£1.79	£7.62
Streatham	n/a	£3.52	-£7.81	£3.14	£14.46
Clapham High Street	n/a	£2.93	-£7.90	-£4.86	-£0.54
Lower Marsh/Waterloo	n/a	£0.63	£1.71	£2.86	£3.94
Stockwell	n/a	£0.41	-£0.23	£0.68	£1.42
Vauxhall	n/a	£0.44	£3.54	£5.79	£7.57
West Norwood/Tulse Hill	n/a	£0.93	£4.32	£7.48	£10.57
Sainsbury's, Nine Elms	n/a	£2.74	-£18.55	-£15.65	-£12.75
Tesco, South Clapham	n/a	£0.40	-£6.37	-£5.46	-£4.62
Tesco, Kennington Lane, Oval	n/a	£1.75	-£0.13	£2.80	£5.47
Local shopping facilities	n/a	£4.05	£4.48	£13.39	£22.18
Total	**£0.00**	**£20.47**	**-£29.69**	**£11.97**	**£55.33**
Turnover Density for New Floorspace £ psm					
Large Food Stores	£13,000	£13,000	£13,000	£13,000	£13,000
Local shopping facilities	£6,000	£6,000	£6,000	£6,000	£6,000
Floorspace sq.m (net)					
Brixton	0	207	-213	138	586
Streatham	0	271	-601	241	1,112
Clapham High Street	0	225	-608	-374	-41
Lower Marsh/Waterloo	0	48	132	220	303
Stockwell	0	32	-18	53	109
Vauxhall	0	33	272	446	583
West Norwood/Tulse Hill	0	71	333	576	813
Sainsbury's, Nine Elms	0	211	-1,427	-1,204	-981
Tesco, South Clapham	0	31	-490	-420	-355
Tesco, Kennington Lane, Oval	0	135	-10	215	421
Local shopping facilities	0	674	747	2,231	3,697
Total	**0**	**1,938**	**-1,881**	**2,122**	**6,247**
Floorspace sq.m (gross)					
Brixton	0	295	-304	197	837
Streatham	0	386	-858	345	1,589
Clapham High Street	0	322	-868	-534	-59
Lower Marsh/Waterloo	0	69	188	315	433
Stockwell	0	45	-25	75	156
Vauxhall	0	48	389	637	832
West Norwood/Tulse Hill	0	102	475	822	1,162
Sainsbury's, Nine Elms	0	301	-2,038	-1,719	-1,401
Tesco, South Clapham	0	44	-700	-600	-507
Tesco, Kennington Lane, Oval	0	193	-14	307	601
Local shopping facilities	0	964	1,067	3,188	5,281
Total	**0**	**2,769**	**-2,688**	**3,032**	**8,924**

Commitments - Conveience floorspace/benchmark turnover
Proposed Tesco in Streatham - 3,500 sq m at £13,228 = £46.30m
Expanded Sainsbury's at Nine Elms = 500 sq m at £13,405 = £6.7m
Little Waitrose Vauxhall = 440 sq m at £12,209 = £5.37m
Sainsbury's Local Arch 51 = 280 sq m at £13,405 = £3.75m

Sources: Tables 5A to 12A

Appendix 3 Comparison Assessment

Table 1B: Population Projections

Zone Area	2010	2012	2015	2020	2025	2030
Zone 1: Wandsworth	55,811	57,283	59,797	63,609	65,700	66,486
Zone 2 - Putney/Barnes	44,426	45,517	47,110	49,395	50,564	51,079
Zone 3 - Roehampton	51,573	51,718	51,956	52,380	52,837	53,206
Zone 4 - Tooting/Merton	97,372	98,271	99,434	101,016	101,868	102,464
Zone 5 - Balham/Streatham	75,988	77,263	79,662	83,099	85,121	86,452
Zone 6 - Clapham Junction	61,095	61,907	63,115	65,022	66,533	67,740
Zone 7 - Queenstown/Nine Elms	69,733	72,816	76,896	83,338	89,469	92,913
Zone 8 - Hammersmith/Fulham	34,532	35,632	36,551	37,814	38,561	39,118
Zone 9 - Waterloo	60,135	64,479	68,603	74,945	80,286	83,815
Zone 10 - Brixton	78,082	79,846	82,062	85,397	88,380	90,438
Zone 11 - Streatham	43,929	44,782	46,240	48,211	49,867	51,830
Zone 12 - West Norwood/Tulse Hill	41,932	43,197	44,635	46,666	48,330	49,651
Zone 13 - Upper Norwood	57,099	57,756	58,860	60,236	61,120	61,767
Total	**771,707**	**790,465**	**814,921**	**851,127**	**878,636**	**896,960**

Sources: Experian MMG3 Population for postcodes 2010 and GLA 2011 standard fertility ward level projections

Table 2B: Comparison Expenditure Per Capita (2011 Prices)

Expenditure Per Capita	2012	2015	2020	2025	2030
Zone 1: Wandsworth	£4,136	£4,323	£4,806	£5,505	£6,343
Zone 2 - Putney/Barnes	£4,381	£4,579	£5,090	£5,831	£6,719
Zone 3 - Roehampton	£2,985	£3,120	£3,468	£3,973	£4,578
Zone 4 - Tooting/Merton	£3,395	£3,549	£3,945	£4,519	£5,207
Zone 5 - Balham/Streatham	£3,909	£4,086	£4,542	£5,203	£5,996
Zone 6 - Clapham Junction	£3,517	£3,677	£4,087	£4,682	£5,395
Zone 7 - Queenstown/Nine Elms	£3,141	£3,283	£3,650	£4,181	£4,817
Zone 8 - Hammersmith/Fulham	£4,622	£4,831	£5,370	£6,152	£7,089
Zone 9 - Waterloo	£2,395	£2,503	£2,782	£3,187	£3,672
Zone 10 - Brixton	£2,744	£2,869	£3,189	£3,653	£4,209
Zone 11 - Streatham	£3,205	£3,350	£3,724	£4,266	£4,915
Zone 12 - West Norwood/Tulse	£3,072	£3,212	£3,570	£4,089	£4,712
Zone 13 - Upper Norwood	£2,722	£2,845	£3,162	£3,622	£4,174

Sources:
Experian local estimates for 2011 comparison goods expenditure per capita
(Excluding special forms of trading)
Experian Business Strategies - recommended forecast growth rates

Table 3B: Total Comparison Goods Expenditure (£M - 2010 Prices)

Zone	2012	2015	2020	2025	2030	Growth 2012-2020	Growth 2012-2025	Growth 2012-2030
Zone 1: Wandsworth	£236.92	£258.51	£305.69	£361.67	£421.73	29.0%	52.7%	78.0%
Zone 2 - Putney/Barnes	£199.40	£215.72	£251.43	£294.83	£343.18	26.1%	47.9%	72.1%
Zone 3 - Roehampton	£154.37	£162.10	£181.66	£209.91	£243.56	17.7%	36.0%	57.8%
Zone 4 - Tooting/Merton	£333.63	£352.86	£398.49	£460.31	£533.51	19.4%	38.0%	59.9%
Zone 5 - Balham/Streatham	£302.05	£325.53	£377.47	£442.91	£518.34	25.0%	46.6%	71.6%
Zone 6 - Clapham Junction	£217.75	£232.05	£265.75	£311.48	£365.43	22.0%	43.0%	67.8%
Zone 7 - Queenstown/Nine Elms	£228.71	£252.47	£304.16	£374.04	£447.59	33.0%	63.5%	95.7%
Zone 8 - Hammersmith/Fulham	£164.69	£176.59	£203.08	£237.22	£277.29	23.3%	44.0%	68.4%
Zone 9 - Waterloo	£154.40	£171.71	£208.52	£255.88	£307.81	35.1%	65.7%	99.4%
Zone 10 - Brixton	£219.14	£235.42	£272.33	£322.84	£380.67	24.3%	47.3%	73.7%
Zone 11 - Streatham	£143.52	£154.91	£179.54	£212.72	£254.76	25.1%	48.2%	77.5%
Zone 12 - West Norwood/Tulse Hill	£132.72	£143.35	£166.60	£197.64	£233.96	25.5%	48.9%	76.3%
Zone 13 - Upper Norwood	£157.19	£167.45	£190.49	£221.41	£257.82	21.2%	40.9%	64.0%
Total	**£2,644.49**	**£2,848.68**	**£3,305.20**	**£3,902.84**	**£4,585.64**	**7.7%**	**47.6%**	**73.4%**

Sources: Table 1B and Table 2B

Table 4B: Comparison Shopping Penetration Rates 2012

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
Clapham Junction	5.5%	0.5%	0.4%	2.4%	10.9%	27.4%	13.4%	0.1%	1.8%	3.3%	3.7%	1.0%	0.9%	5.0%
Wandsworth Town	36.4%	7.7%	7.3%	7.1%	10.3%	19.5%	10.2%	9.6%	1.5%	1.4%	2.8%	0.3%	0.5%	2.0%
Balham	0.6%	0.0%	0.1%	4.9%	11.0%	0.2%	1.1%	0.0%	0.0%	0.8%	0.7%	0.2%	0.3%	2.0%
Putney	4.6%	38.5%	20.9%	0.6%	0.9%	0.1%	0.0%	19.2%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Tooting	1.5%	0.0%	0.2%	13.5%	3.2%	0.8%	1.4%	0.0%	0.0%	0.4%	0.9%	0.0%	1.1%	2.0%
Other/local shopping facilities	3.1%	1.0%	4.2%	0.1%	0.1%	0.1%	0.4%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%
LB Wandsworth Total	**51.7%**	**47.7%**	**33.1%**	**28.6%**	**36.4%**	**48.1%**	**26.5%**	**29.3%**	**3.5%**	**6.1%**	**8.1%**	**1.5%**	**2.8%**	
LB Lambeth Main Centres														
Brixton	0.1%	0.0%	0.0%	0.0%	1.2%	0.1%	8.0%	0.0%	2.9%	24.0%	11.5%	10.2%	1.8%	5.0%
Streatham	0.0%	0.0%	0.0%	0.6%	8.9%	0.0%	0.2%	0.0%	0.2%	0.9%	25.0%	4.1%	17.3%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.2%	2.9%	0.4%	10.1%	0.0%	0.4%	1.8%	1.6%	0.0%	0.0%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
West Norwood/Tulse Hill	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	1.0%	3.8%	9.1%	1.3%	2.0%
Other/local shopping facilities	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	3.1%	0.0%	14.1%	9.4%	1.4%	5.1%	6.4%	2.0%
LB Lambeth Total	**0.7%**	**0.0%**	**0.0%**	**0.8%**	**14.0%**	**1.7%**	**23.1%**	**0.0%**	**21.0%**	**37.3%**	**43.3%**	**28.5%**	**26.8%**	
Other destinations														
Central London/West End	8.1%	16.4%	9.4%	12.5%	16.5%	13.4%	27.3%	12.3%	38.8%	32.3%	17.5%	23.2%	9.3%	n/a
Croydon	1.4%	0.5%	1.0%	5.3%	7.7%	3.1%	5.2%	1.0%	2.2%	5.1%	17.7%	18.0%	43.7%	n/a
Hammersmith/Fulham/Chelsea	9.6%	7.8%	4.4%	3.2%	10.4%	18.5%	9.0%	46.1%	4.7%	3.1%	3.2%	4.5%	1.4%	n/a
Kingston	11.0%	11.8%	21.4%	6.2%	3.0%	1.1%	0.5%	3.4%	0.5%	0.1%	2.0%	0.3%	0.8%	n/a
Merton	13.8%	4.3%	23.7%	39.3%	5.8%	1.7%	1.2%	1.9%	0.1%	0.2%	3.5%	0.8%	2.2%	n/a
Richmond	0.2%	7.3%	2.7%	0.3%	0.1%	0.0%	0.3%	0.6%	0.1%	0.0%	0.1%	0.0%	0.1%	n/a
Southwark	0.1%	0.0%	0.1%	0.0%	0.1%	0.2%	2.4%	0.0%	20.1%	7.2%	1.7%	13.7%	1.0%	n/a
Other	3.4%	4.2%	4.2%	3.8%	6.0%	12.2%	4.5%	5.4%	9.0%	8.6%	2.9%	9.5%	11.9%	n/a
Other Total	**47.6%**	**52.3%**	**66.9%**	**70.6%**	**49.6%**	**50.2%**	**50.4%**	**70.7%**	**75.5%**	**56.6%**	**48.6%**	**70.0%**	**70.4%**	
Market Share Total	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	

Source: NEMS Household Survey, October 2012

Table 5B: Comparison Goods Expenditure 2012 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2012	**£236.92**	**£199.40**	**£154.37**	**£333.63**	**£302.05**	**£217.75**	**£228.71**	**£164.69**	**£154.40**	**£219.14**	**£143.52**	**£132.72**	**£157.19**		**£2,644.49**
LB Wandsworth Main Centres															
Clapham Junction	£13.03	£1.00	£0.62	£8.01	£32.92	£59.66	£30.65	£0.16	£2.78	£7.23	£5.31	£1.33	£1.41	£8.64	£172.75
Wandsworth Town	£86.24	£15.35	£11.27	£23.69	£31.11	£42.46	£23.33	£15.81	£2.32	£3.07	£4.02	£0.40	£0.79	£5.30	£265.15
Balham	£1.42	£0.00	£0.15	£16.35	£33.23	£0.44	£2.52	£0.00	£0.00	£1.75	£1.00	£0.27	£0.47	£1.18	£58.77
Putney	£10.90	£76.77	£32.26	£2.00	£2.72	£0.22	£0.00	£31.62	£0.00	£0.44	£0.00	£0.00	£0.00	£3.20	£160.13
Tooting	£3.55	£0.00	£0.31	£45.04	£9.67	£1.74	£3.20	£0.00	£0.00	£0.88	£1.29	£0.00	£1.73	£1.38	£68.79
Other/local shopping facilities	£7.34	£1.99	£6.48	£0.33	£0.30	£0.22	£0.91	£0.66	£0.31	£0.00	£0.00	£0.00	£0.00	£0.19	£18.75
LB Wandsworth Total	**£122.49**	**£95.11**	**£51.10**	**£95.42**	**£109.95**	**£104.74**	**£60.61**	**£48.25**	**£5.40**	**£13.37**	**£11.63**	**£1.99**	**£4.40**	**£19.88**	**£744.33**
LB Lambeth Main Centres															
Brixton	£0.24	£0.00	£0.00	£0.00	£3.62	£0.22	£18.30	£0.00	£4.48	£52.59	£16.51	£13.54	£2.83	£5.91	£118.23
Streatham	£0.00	£0.00	£0.00	£2.00	£26.88	£0.00	£0.46	£0.00	£0.31	£1.97	£35.88	£5.44	£27.19	£5.27	£105.41
Clapham High Street	£1.18	£0.00	£0.00	£0.67	£8.76	£0.87	£23.10	£0.00	£0.62	£3.94	£2.30	£0.00	£0.00	£2.18	£43.62
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.25	£0.00	£0.00	£0.00	£0.00	£0.11	£5.36
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£3.20	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.08	£4.02
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.97	£0.00	£2.47	£0.00	£0.00	£0.00	£0.00	£0.60	£6.05
West Norwood/Tulse Hill	£0.24	£0.00	£0.00	£0.00	£0.30	£0.00	£0.69	£0.00	£0.00	£2.19	£5.45	£12.08	£2.04	£0.47	£23.46
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£2.42	£2.61	£7.09	£0.00	£21.77	£20.60	£2.01	£6.77	£10.06	£1.50	£74.82
LB Lambeth Total	**£1.66**	**£0.00**	**£0.00**	**£2.67**	**£42.29**	**£3.70**	**£55.81**	**£0.00**	**£34.89**	**£81.74**	**£62.15**	**£37.83**	**£42.13**	**£16.12**	**£380.97**
Other destinations															
Central London/West End	£19.19	£32.70	£14.51	£41.70	£49.84	£29.18	£62.44	£20.26	£59.91	£70.78	£25.12	£30.79	£14.62	n/a	£471.03
Croydon	£3.32	£1.00	£1.54	£17.68	£23.26	£6.75	£11.89	£1.65	£3.40	£11.18	£25.40	£23.89	£68.69	n/a	£199.65
Hammersmith/Fulham/Chelsea	£22.74	£15.55	£6.79	£10.68	£31.41	£40.28	£20.58	£75.92	£7.26	£6.79	£4.59	£5.97	£2.20	n/a	£250.78
Kingston	£26.06	£23.53	£33.03	£20.69	£9.06	£2.40	£1.14	£5.60	£0.77	£0.22	£2.87	£0.40	£1.26	n/a	£127.03
Merton	£32.69	£8.57	£36.58	£131.12	£17.52	£3.70	£2.74	£3.13	£0.15	£0.44	£5.02	£1.06	£3.46	n/a	£246.20
Richmond	£0.47	£14.56	£4.17	£1.00	£0.30	£0.00	£0.69	£0.99	£0.15	£0.00	£0.14	£0.00	£0.16	n/a	£22.63
Southwark	£0.24	£0.00	£0.15	£0.00	£0.30	£0.44	£5.49	£0.00	£31.03	£15.78	£2.44	£18.18	£1.57	n/a	£75.62
Other	£8.06	£8.37	£6.48	£12.68	£18.12	£26.57	£10.29	£8.89	£13.90	£18.85	£4.16	£12.61	£18.71	n/a	£167.68
Other Total	**£112.77**	**£104.29**	**£103.27**	**£235.54**	**£149.82**	**£109.31**	**£115.27**	**£116.43**	**£116.57**	**£124.03**	**£69.75**	**£92.90**	**£110.66**	**n/a**	**£1,560.63**
Market Share Total	***£236.92***	***£199.40***	***£154.37***	***£333.63***	***£302.05***	***£217.75***	***£231.69***	***£164.69***	***£156.87***	***£219.14***	***£143.52***	***£132.72***	***£157.19***	***£36.00***	***£2,685.94***

Source: Table 3B and 4B

Table 6B: Comparison Expenditure 2015 £Million (Constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2015	**£258.51**	**£215.72**	**£162.10**	**£352.86**	**£325.53**	**£232.05**	**£252.47**	**£176.59**	**£171.71**	**£235.42**	**£154.91**	**£143.35**	**£167.45**		**£2,848.68**
LB Wandsworth Main Centres															
Clapham Junction	£14.22	£1.08	£0.65	£8.47	£35.48	£63.58	£33.83	£0.18	£3.09	£7.77	£5.73	£1.43	£1.51	£9.32	£186.33
Wandsworth	£94.10	£16.61	£11.83	£25.05	£33.53	£45.25	£25.75	£16.95	£2.58	£3.30	£4.34	£0.43	£0.84	£5.73	£286.28
Balham	£1.55	£0.00	£0.16	£17.29	£35.81	£0.46	£2.78	£0.00	£0.00	£1.88	£1.08	£0.29	£0.50	£1.26	£63.07
Putney	£11.89	£83.05	£33.88	£2.12	£2.93	£0.23	£0.00	£33.90	£0.00	£0.47	£0.00	£0.00	£0.00	£3.44	£171.92
Tooting	£3.88	£0.00	£0.32	£47.64	£10.42	£1.86	£3.53	£0.00	£0.00	£0.94	£1.39	£0.00	£1.84	£1.47	£73.29
Other/local shopping facilities	£8.01	£2.16	£6.81	£0.35	£0.33	£0.23	£1.01	£0.71	£0.34	£0.00	£0.00	£0.00	£0.00	£0.20	£20.15
LB Wandsworth Total	**£133.65**	**£102.90**	**£53.66**	**£100.92**	**£118.49**	**£111.62**	**£66.90**	**£51.74**	**£6.01**	**£14.36**	**£12.55**	**£2.15**	**£4.69**	**£21.41**	**£801.05**
LB Lambeth Main Centres															
Brixton	£0.26	£0.00	£0.00	£0.00	£3.91	£0.23	£20.20	£0.00	£4.98	£56.50	£17.81	£14.62	£3.01	£6.40	£127.92
Streatham	£0.00	£0.00	£0.00	£2.12	£28.97	£0.00	£0.50	£0.00	£0.34	£2.12	£38.73	£5.88	£28.97	£5.66	£113.29
Clapham High Street	£1.29	£0.00	£0.00	£0.71	£9.44	£0.93	£25.50	£0.00	£0.69	£4.24	£2.48	£0.00	£0.00	£2.38	£47.65
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.84	£0.00	£0.00	£0.00	£0.00	£0.12	£5.96
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£3.53	£0.00	£0.00	£0.47	£0.00	£0.00	£0.00	£0.09	£4.42
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.28	£0.00	£2.75	£0.00	£0.00	£0.00	£0.00	£0.67	£6.70
West Norwood/Tulse Hill	£0.26	£0.00	£0.00	£0.00	£0.33	£0.00	£0.76	£0.00	£0.00	£2.35	£5.89	£13.04	£2.18	£0.51	£25.31
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£2.60	£2.78	£7.83	£0.00	£24.21	£22.13	£2.17	£7.31	£10.72	£1.63	£81.38
LB Lambeth Total	**£1.81**	**£0.00**	**£0.00**	**£2.82**	**£45.57**	**£3.94**	**£61.60**	**£0.00**	**£38.81**	**£87.81**	**£67.07**	**£40.85**	**£44.88**	**£17.45**	**£412.63**
Other destinations															
Central London/West End	£20.94	£35.38	£15.24	£44.11	£53.71	£31.10	£68.92	£21.72	£66.63	£76.04	£27.11	£33.26	£15.57	n/a	£509.72
Croydon	£3.62	£1.08	£1.62	£18.70	£25.07	£7.19	£13.13	£1.77	£3.78	£12.01	£27.42	£25.80	£73.18	n/a	£214.36
Hammersmith/Fulham/Chelsea	£24.82	£16.83	£7.13	£11.29	£33.86	£42.93	£22.72	£81.41	£8.07	£7.30	£4.96	£6.45	£2.34	n/a	£270.10
Kingston	£28.44	£25.46	£34.69	£21.88	£9.77	£2.55	£1.26	£6.00	£0.86	£0.24	£3.10	£0.43	£1.34	n/a	£136.01
Merton	£35.67	£9.28	£38.42	£138.68	£18.88	£3.94	£3.03	£3.36	£0.17	£0.47	£5.42	£1.15	£3.68	n/a	£262.15
Richmond	£0.52	£15.75	£4.38	£1.06	£0.33	£0.00	£0.76	£1.06	£0.17	£0.00	£0.15	£0.00	£0.17	n/a	£24.34
Southwark	£0.26	£0.00	£0.16	£0.00	£0.33	£0.46	£6.06	£0.00	£34.51	£16.95	£2.63	£19.64	£1.67	n/a	£82.68
Other	£8.79	£9.06	£6.81	£13.41	£19.53	£28.31	£11.36	£9.54	£15.45	£20.25	£4.49	£13.62	£19.93	n/a	£180.54
Other Total	**£123.05**	**£112.82**	**£108.45**	**£249.12**	**£161.46**	**£116.49**	**£127.24**	**£124.85**	**£129.64**	**£133.25**	**£75.28**	**£100.34**	**£117.89**	**n/a**	**£1,679.89**
Market Share Total	***£258.51***	***£215.72***	***£162.10***	***£352.86***	***£325.53***	***£232.05***	***£255.75***	***£176.59***	***£174.46***	***£235.42***	***£154.91***	***£143.35***	***£167.45***	***£38.86***	***£2,893.57***

Source: Table 3B and 4B

Table 7B: Comparison Expenditure 2020 £Million (Constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2020	**£305.69**	**£251.43**	**£181.66**	**£398.49**	**£377.47**	**£265.75**	**£304.16**	**£203.08**	**£208.52**	**£272.33**	**£179.54**	**£166.60**	**£190.49**		**£3,305.20**
LB Wandsworth Main Centres															
Clapham Junction	£16.81	£1.26	£0.73	£9.56	£41.14	£72.81	£40.76	£0.20	£3.75	£8.99	£6.64	£1.67	£1.71	£10.84	£216.89
Wandsworth	£111.27	£19.36	£13.26	£28.29	£38.88	£51.82	£31.02	£19.50	£3.13	£3.81	£5.03	£0.50	£0.95	£6.67	£333.49
Balham	£1.83	£0.00	£0.18	£19.53	£41.52	£0.53	£3.35	£0.00	£0.00	£2.18	£1.26	£0.33	£0.57	£1.45	£72.74
Putney	£14.06	£96.80	£37.97	£2.39	£3.40	£0.27	£0.00	£38.99	£0.00	£0.54	£0.00	£0.00	£0.00	£3.97	£198.39
Tooting	£4.59	£0.00	£0.36	£53.80	£12.08	£2.13	£4.26	£0.00	£0.00	£1.09	£1.62	£0.00	£2.10	£1.67	£83.68
Other/local shopping facilities	£9.48	£2.51	£7.63	£0.40	£0.38	£0.27	£1.22	£0.81	£0.42	£0.00	£0.00	£0.00	£0.00	£0.23	£23.34
LB Wandsworth Total	**£158.04**	**£119.93**	**£60.13**	**£113.97**	**£137.40**	**£127.82**	**£80.60**	**£59.50**	**£7.30**	**£16.61**	**£14.54**	**£2.50**	**£5.33**	**£24.84**	**£928.53**
LB Lambeth Main Centres															
Brixton	£0.31	£0.00	£0.00	£0.00	£4.53	£0.27	£24.33	£0.00	£6.05	£65.36	£20.65	£16.99	£3.43	£7.47	£149.38
Streatham	£0.00	£0.00	£0.00	£2.39	£33.59	£0.00	£0.61	£0.00	£0.42	£2.45	£44.88	£6.83	£32.95	£6.53	£130.67
Clapham High Street	£1.53	£0.00	£0.00	£0.80	£10.95	£1.06	£30.72	£0.00	£0.83	£4.90	£2.87	£0.00	£0.00	£2.82	£56.49
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.09	£0.00	£0.00	£0.00	£0.00	£0.14	£7.23
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£4.26	£0.00	£0.00	£0.54	£0.00	£0.00	£0.00	£0.11	£5.29
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.95	£0.00	£3.34	£0.00	£0.00	£0.00	£0.00	£0.81	£8.10
West Norwood/Tulse Hill	£0.31	£0.00	£0.00	£0.00	£0.38	£0.00	£0.91	£0.00	£0.00	£2.72	£6.82	£15.16	£2.48	£0.59	£29.37
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£3.02	£3.19	£9.43	£0.00	£29.40	£25.60	£2.51	£8.50	£12.19	£1.92	£95.75
LB Lambeth Total	**£2.14**	**£0.00**	**£0.00**	**£3.19**	**£52.85**	**£4.52**	**£74.21**	**£0.00**	**£47.13**	**£101.58**	**£77.74**	**£47.48**	**£51.05**	**£20.39**	**£482.27**
Other destinations															
Central London/West End	£24.76	£41.23	£17.08	£49.81	£62.28	£35.61	£83.03	£24.98	£80.91	£87.96	£31.42	£38.65	£17.72	n/a	£595.44
Croydon	£4.28	£1.26	£1.82	£21.12	£29.07	£8.24	£15.82	£2.03	£4.59	£13.89	£31.78	£29.99	£83.24	n/a	£247.11
Hammersmith/Fulham/Chelsea	£29.35	£19.61	£7.99	£12.75	£39.26	£49.16	£27.37	£93.62	£9.80	£8.44	£5.75	£7.50	£2.67	n/a	£313.27
Kingston	£33.63	£29.67	£38.88	£24.71	£11.32	£2.92	£1.52	£6.90	£1.04	£0.27	£3.59	£0.50	£1.52	n/a	£156.48
Merton	£42.18	£10.81	£43.05	£156.60	£21.89	£4.52	£3.65	£3.86	£0.21	£0.54	£6.28	£1.33	£4.19	n/a	£299.14
Richmond	£0.61	£18.35	£4.90	£1.20	£0.38	£0.00	£0.91	£1.22	£0.21	£0.00	£0.18	£0.00	£0.19	n/a	£28.15
Southwark	£0.31	£0.00	£0.18	£0.00	£0.38	£0.53	£7.30	£0.00	£41.91	£19.61	£3.05	£22.82	£1.90	n/a	£98.00
Other	£10.39	£10.56	£7.63	£15.14	£22.65	£32.42	£13.69	£10.97	£18.77	£23.42	£5.21	£15.83	£22.67	n/a	£209.34
Other Total	**£145.51**	**£131.50**	**£121.53**	**£281.33**	**£187.23**	**£133.41**	**£153.29**	**£143.58**	**£157.44**	**£154.14**	**£87.26**	**£116.62**	**£134.11**	**n/a**	**£1,946.92**
Market Share Total	***£305.69***	***£251.43***	***£181.66***	***£398.49***	***£377.47***	***£265.75***	***£308.11***	***£203.08***	***£211.86***	***£272.33***	***£179.54***	***£166.60***	***£190.49***	***£45.23***	***£3,357.72***

Source: Table 3B and 4B

Table 8B: Future Comparison Shopping Penetration Rates 2025 onwards

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
VNEB developments	5.0%	0.0%	0.0%	2.0%	10.0%	15.0%	20.0%	1.0%	10.0%	5.0%	5.0%	1.0%	1.0%	15.0%
Clapham Junction	5.0%	0.5%	0.4%	2.3%	9.4%	21.4%	9.0%	0.1%	1.5%	3.1%	3.4%	1.0%	0.9%	5.0%
Wandsworth	35.1%	10.0%	8.0%	7.0%	9.6%	17.5%	8.9%	9.5%	1.4%	1.3%	2.7%	0.3%	0.5%	2.0%
Balham	0.6%	0.0%	0.1%	4.8%	10.0%	0.2%	0.9%	0.0%	0.0%	0.8%	0.7%	0.2%	0.3%	2.0%
Putney	4.3%	36.2%	20.2%	0.6%	0.8%	0.1%	0.0%	18.9%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Tooting	1.4%	0.0%	0.2%	13.3%	2.9%	0.7%	1.2%	0.0%	0.0%	0.4%	0.9%	0.0%	1.1%	2.0%
Other/local shopping facilities	3.1%	1.0%	4.2%	0.1%	0.1%	0.1%	0.4%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%
LB Wandsworth Total	**54.5%**	**47.7%**	**33.1%**	**30.1%**	**42.8%**	**55.0%**	**40.4%**	**29.9%**	**13.1%**	**10.8%**	**12.7%**	**2.5%**	**3.8%**	
LB Lambeth Main Centres														
Brixton	0.1%	0.0%	0.0%	0.0%	1.1%	0.1%	6.2%	0.0%	2.6%	22.8%	11.0%	10.1%	1.8%	5.0%
Streatham	0.0%	0.0%	0.0%	0.6%	8.1%	0.0%	0.2%	0.0%	0.2%	0.9%	23.6%	4.1%	17.1%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.2%	2.5%	0.3%	7.5%	0.0%	0.3%	1.7%	1.5%	0.0%	0.0%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	10.0%
West Norwood/Tulse Hill	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	1.0%	3.8%	9.1%	1.3%	2.0%
Other/local shopping facilities	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	3.0%	0.0%	13.7%	9.3%	1.4%	5.1%	6.4%	2.0%
LB Lambeth Total	**0.7%**	**0.0%**	**0.0%**	**0.8%**	**12.7%**	**1.6%**	**19.7%**	**0.0%**	**21.6%**	**35.9%**	**41.3%**	**28.4%**	**26.6%**	
Other destinations														
Central London/West End	7.5%	16.4%	9.4%	12.2%	14.3%	10.6%	20.3%	12.1%	31.0%	29.8%	16.3%	22.7%	9.2%	n/a
Croydon	1.3%	0.5%	1.0%	5.2%	7.0%	2.7%	4.3%	1.0%	2.0%	4.9%	16.9%	17.8%	43.1%	n/a
Hammersmith/Fulham/Chelsea	9.1%	7.8%	4.4%	3.1%	9.5%	16.0%	7.5%	45.7%	4.2%	2.9%	3.0%	4.5%	1.4%	n/a
Kingston	10.5%	11.8%	21.4%	6.1%	2.7%	0.9%	0.4%	3.4%	0.4%	0.1%	1.9%	0.3%	0.8%	n/a
Merton	12.8%	4.3%	23.7%	38.4%	5.0%	1.4%	0.9%	1.9%	0.1%	0.2%	3.3%	0.8%	2.2%	n/a
Richmond	0.2%	7.3%	2.7%	0.3%	0.1%	0.0%	0.2%	0.6%	0.1%	0.0%	0.1%	0.0%	0.1%	n/a
Southwark	0.1%	0.0%	0.1%	0.0%	0.1%	0.2%	2.2%	0.0%	19.0%	7.0%	1.7%	13.6%	1.0%	n/a
Other	3.3%	4.2%	4.2%	3.8%	5.8%	11.6%	4.1%	5.4%	8.5%	8.4%	2.8%	9.4%	11.8%	n/a
Other Total	**44.8%**	**52.3%**	**66.9%**	**69.1%**	**44.5%**	**43.4%**	**39.9%**	**70.1%**	**65.3%**	**53.3%**	**46.0%**	**69.1%**	**69.6%**	
Market Share Total	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	***100.0%***	

Source: NEMS Household Survey, October 2012 with NLP adjustment

Table 9B: Comparison Expenditure 2025 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2025	**£361.67**	**£294.83**	**£209.91**	**£460.31**	**£442.91**	**£311.48**	**£374.04**	**£237.22**	**£255.88**	**£322.84**	**£212.72**	**£197.64**	**£221.41**		**£3,902.84**
LB Wandsworth Main Centres															
VNEB developments	£18.08	£0.00	£0.00	£9.21	£44.29	£46.72	£74.81	£2.37	£25.59	£16.14	£10.64	£1.98	£2.21	£44.48	£296.52
Clapham Junction	£18.08	£1.47	£0.84	£10.59	£41.63	£66.66	£33.66	£0.24	£3.84	£10.01	£7.23	£1.98	£1.99	£10.43	£208.66
Wandsworth	£126.94	£29.48	£16.79	£32.22	£42.52	£54.51	£33.29	£22.54	£3.58	£4.20	£5.74	£0.59	£1.11	£7.62	£381.14
Balham	£2.17	£0.00	£0.21	£22.09	£44.29	£0.62	£3.37	£0.00	£0.00	£2.58	£1.49	£0.40	£0.66	£1.59	£79.48
Putney	£15.55	£106.73	£42.40	£2.76	£3.54	£0.31	£0.00	£44.83	£0.00	£0.65	£0.00	£0.00	£0.00	£4.42	£221.20
Tooting	£5.06	£0.00	£0.42	£61.22	£12.84	£2.18	£4.49	£0.00	£0.00	£1.29	£1.91	£0.00	£2.44	£1.87	£93.73
Other/local shopping facilities	£11.21	£2.95	£8.82	£0.46	£0.44	£0.31	£1.50	£0.95	£0.51	£0.00	£0.00	£0.00	£0.00	£0.27	£27.42
LB Wandsworth Total	**£197.11**	**£140.63**	**£69.48**	**£138.55**	**£189.56**	**£171.32**	**£151.11**	**£70.93**	**£33.52**	**£34.87**	**£27.02**	**£4.94**	**£8.41**	**£70.70**	**£1,308.14**
LB Lambeth Main Centres															
Brixton	£0.36	£0.00	£0.00	£0.00	£4.87	£0.31	£23.19	£0.00	£6.65	£73.61	£23.40	£19.96	£3.99	£8.23	£164.57
Streatham	£0.00	£0.00	£0.00	£2.76	£35.88	£0.00	£0.75	£0.00	£0.51	£2.91	£50.20	£8.10	£37.86	£7.31	£146.28
Clapham High Street	£1.81	£0.00	£0.00	£0.92	£11.07	£0.93	£28.05	£0.00	£0.77	£5.49	£3.19	£0.00	£0.00	£2.75	£54.98
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.44	£0.00	£0.00	£0.00	£0.00	£0.17	£8.62
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£4.86	£0.00	£0.00	£0.65	£0.00	£0.00	£0.00	£0.12	£6.07
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.49	£0.00	£3.84	£0.00	£0.00	£0.00	£0.00	£0.93	£9.25
West Norwood/Tulse Hill	£0.36	£0.00	£0.00	£0.00	£0.44	£0.00	£1.12	£0.00	£0.00	£3.23	£8.08	£17.99	£2.88	£0.70	£34.80
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£3.54	£3.74	£11.22	£0.00	£35.06	£30.02	£2.98	£10.08	£14.17	£2.26	£113.07
LB Lambeth Total	**£2.53**	**£0.00**	**£0.00**	**£3.68**	**£56.25**	**£4.98**	**£73.69**	**£0.00**	**£55.27**	**£115.90**	**£87.85**	**£56.13**	**£58.89**	**£22.47**	**£537.65**
Other destinations															
Central London/West End	£27.12	£48.35	£19.73	£56.16	£63.34	£33.02	£75.93	£28.70	£79.32	£96.21	£34.67	£44.87	£20.37	n/a	£627.79
Croydon	£4.70	£1.47	£2.10	£23.94	£31.00	£8.41	£16.08	£2.37	£5.12	£15.82	£35.95	£35.18	£95.43	n/a	£277.57
Hammersmith/Fulham/Chelsea	£32.91	£23.00	£9.24	£14.27	£42.08	£49.84	£28.05	£108.41	£10.75	£9.36	£6.38	£8.89	£3.10	n/a	£346.27
Kingston	£37.97	£34.79	£44.92	£28.08	£11.96	£2.80	£1.50	£8.07	£1.02	£0.32	£4.04	£0.59	£1.77	n/a	£177.84
Merton	£46.29	£12.68	£49.75	£176.76	£22.15	£4.36	£3.37	£4.51	£0.26	£0.65	£7.02	£1.58	£4.87	n/a	£334.23
Richmond	£0.72	£21.52	£5.67	£1.38	£0.44	£0.00	£0.75	£1.42	£0.26	£0.00	£0.21	£0.00	£0.22	n/a	£32.60
Southwark	£0.36	£0.00	£0.21	£0.00	£0.44	£0.62	£8.23	£0.00	£48.62	£22.60	£3.62	£26.88	£2.21	n/a	£113.79
Other	£11.93	£12.38	£8.82	£17.49	£25.69	£36.13	£15.34	£12.81	£21.75	£27.12	£5.96	£18.58	£26.13	n/a	£240.12
Other Total	**£162.03**	**£154.19**	**£140.43**	**£318.07**	**£197.09**	**£135.18**	**£149.24**	**£166.29**	**£167.09**	**£172.07**	**£97.85**	**£136.57**	**£154.10**	**n/a**	**£2,150.21**
Market Share Total	***£361.67***	***£294.83***	***£209.91***	***£460.31***	***£442.91***	***£311.48***	***£374.04***	***£237.22***	***£255.88***	***£322.84***	***£212.72***	***£197.64***	***£221.41***	***£93.16***	***£3,996.00***

Source: Table 3B and 8B

Table 10B: Comparison Expenditure 2030 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2030	**£421.73**	**£343.18**	**£243.56**	**£533.51**	**£518.34**	**£365.43**	**£447.59**	**£277.29**	**£307.81**	**£380.67**	**£254.76**	**£233.96**	**£257.82**		**£4,585.64**
LB Wandsworth Main Centres															
VNEB developments	£21.09	£0.00	£0.00	£10.67	£51.83	£54.81	£89.52	£2.77	£30.78	£19.03	£12.74	£2.34	£2.58	£52.62	£350.78
Clapham Junction	£21.09	£1.72	£0.97	£12.27	£48.72	£78.20	£40.28	£0.28	£4.62	£11.80	£8.66	£2.34	£2.32	£12.28	£245.55
Wandsworth	£148.03	£34.32	£19.48	£37.35	£49.76	£63.95	£39.84	£26.34	£4.31	£4.95	£6.88	£0.70	£1.29	£8.92	£446.11
Balham	£2.53	£0.00	£0.24	£25.61	£51.83	£0.73	£4.03	£0.00	£0.00	£3.05	£1.78	£0.47	£0.77	£1.86	£92.90
Putney	£18.13	£124.23	£49.20	£3.20	£4.15	£0.37	£0.00	£52.41	£0.00	£0.76	£0.00	£0.00	£0.00	£5.15	£257.60
Tooting	£5.90	£0.00	£0.49	£70.96	£15.03	£2.56	£5.37	£0.00	£0.00	£1.52	£2.29	£0.00	£2.84	£2.18	£109.14
Other/local shopping facilities	£13.07	£3.43	£10.23	£0.53	£0.52	£0.37	£1.79	£1.11	£0.62	£0.00	£0.00	£0.00	£0.00	£0.32	£31.99
LB Wandsworth Total	**£229.84**	**£163.70**	**£80.62**	**£160.59**	**£221.85**	**£200.98**	**£180.82**	**£82.91**	**£40.32**	**£41.11**	**£32.35**	**£5.85**	**£9.80**	**£83.33**	**£1,534.08**
LB Lambeth Main Centres															
Brixton	£0.42	£0.00	£0.00	£0.00	£5.70	£0.37	£27.75	£0.00	£8.00	£86.79	£28.02	£23.63	£4.64	£9.75	£195.08
Streatham	£0.00	£0.00	£0.00	£3.20	£41.99	£0.00	£0.90	£0.00	£0.62	£3.43	£60.12	£9.59	£44.09	£8.63	£172.55
Clapham High Street	£2.11	£0.00	£0.00	£1.07	£12.96	£1.10	£33.57	£0.00	£0.92	£6.47	£3.82	£0.00	£0.00	£3.26	£65.28
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£10.16	£0.00	£0.00	£0.00	£0.00	£0.21	£10.37
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.52	£0.00	£5.82	£0.00	£0.00	£0.76	£0.00	£0.00	£0.00	£0.14	£7.24
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.37	£0.00	£4.62	£0.00	£0.00	£0.00	£0.00	£1.11	£11.10
West Norwood/Tulse Hill	£0.42	£0.00	£0.00	£0.00	£0.52	£0.00	£1.34	£0.00	£0.00	£3.81	£9.68	£21.29	£3.35	£0.82	£41.24
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£4.15	£4.39	£13.43	£0.00	£42.17	£35.40	£3.57	£11.93	£16.50	£2.68	£134.22
LB Lambeth Total	**£2.95**	**£0.00**	**£0.00**	**£4.27**	**£65.83**	**£5.85**	**£88.17**	**£0.00**	**£66.49**	**£136.66**	**£105.22**	**£66.45**	**£68.58**	**£26.62**	**£637.08**
Other destinations															
Central London/West End	£31.63	£56.28	£22.89	£65.09	£74.12	£38.74	£90.86	£33.55	£95.42	£113.44	£41.53	£53.11	£23.72	n/a	£740.38
Croydon	£5.48	£1.72	£2.44	£27.74	£36.28	£9.87	£19.25	£2.77	£6.16	£18.65	£43.05	£41.65	£111.12	n/a	£326.18
Hammersmith/Fulham/Chelsea	£38.38	£26.77	£10.72	£16.54	£49.24	£58.47	£33.57	£126.72	£12.93	£11.04	£7.64	£10.53	£3.61	n/a	£406.15
Kingston	£44.28	£40.50	£52.12	£32.54	£14.00	£3.29	£1.79	£9.43	£1.23	£0.38	£4.84	£0.70	£2.06	n/a	£207.16
Merton	£53.98	£14.76	£57.72	£204.87	£25.92	£5.12	£4.03	£5.27	£0.31	£0.76	£8.41	£1.87	£5.67	n/a	£388.68
Richmond	£0.84	£25.05	£6.58	£1.60	£0.52	£0.00	£0.90	£1.66	£0.31	£0.00	£0.25	£0.00	£0.26	n/a	£37.97
Southwark	£0.42	£0.00	£0.24	£0.00	£0.52	£0.73	£9.85	£0.00	£58.48	£26.65	£4.33	£31.82	£2.58	n/a	£135.62
Other	£13.92	£14.41	£10.23	£20.27	£30.06	£42.39	£18.35	£14.97	£26.16	£31.98	£7.13	£21.99	£30.42	n/a	£282.30
Other Total	**£188.93**	**£179.48**	**£162.94**	**£368.66**	**£230.66**	**£158.60**	**£178.59**	**£194.38**	**£201.00**	**£202.89**	**£117.19**	**£161.67**	**£179.45**	**n/a**	**£2,524.44**
Market Share Total	***£421.73***	***£343.18***	***£243.56***	***£533.51***	***£518.34***	***£365.43***	***£447.59***	***£277.29***	***£307.81***	***£380.67***	***£254.76***	***£233.96***	***£257.82***	***£109.95***	***£4,695.59***

Source: Table 3B and 8B

Table 11B: Comparison Floorspace

Town/Store	Gross Floorspace sq.m	Sales Floorspace sq.m net
Brixton		
Town centre comparison shops	26,184	18,329
Food store comparison sales	n/a	648
Effra Road Retail Park	3,456	2,938
Sub-Total	**29,640**	**21,914**
Streatham		
Town centre comparison shops	19,065	13,346
Food store comparison sales	n/a	1,748
Homebase, Streatham Vale	n/a	3,860
Sub-Total	**19,065**	**18,954**
Clapham High Street		
Town centre comparison shops	9,987	6,991
Food store comparison sales	n/a	932
Sub-Total	**9,987**	**7,923**
Lower Marsh		
Town centre comparison shops	3,259	2,281
Food store comparison sales	n/a	44
Sub-Total	**3,259**	**2,325**
Stockwell		
Town centre comparison shops	920	644
Food store comparison sales	n/a	24
Sub-Total	**920**	**668**
West Norwood/Tulse Hill		
Town centre comparison shops	9,775	6,843
Food store comparison sales	n/a	72
Sub-Total	**9,775**	**6,914**
Westow Hill/Crystal Palace		
Town centre comparison shops	n/a	2,256
Food store comparison sales	n/a	32
Sub-Total		**2,288**
Vauxhall		
Town centre comparison shops	3,134	2,194
Food store comparison sales	n/a	26
Sub-Total	**3,134**	**2,219**
Other LB Lambeth		
Comparison shops in Local Centres	n/a	5,000
Food store comparison sales	n/a	1,764
Sub-Total		**6,764**
GRAND TOTAL	**75,780**	**69,970**

Sources: *Experian Goad*
NLP Site Survey 2012
Valuation Office (VOA)

Table 12B: Summary of Comparison Turnover and Capacity

Town	2012	2015	2020	2025	2030
Available Expenditure in Borough					
Brixton	£118.23	£127.92	£149.38	£164.57	£195.08
Streatham	£105.41	£113.29	£130.67	£146.28	£172.55
Clapham High Street	£43.62	£47.65	£56.49	£54.98	£65.28
Lower Marsh	£5.36	£5.96	£7.23	£8.62	£10.37
Stockwell	£4.02	£4.42	£5.29	£6.07	£7.24
Vauxhall	£6.05	£6.70	£8.10	£9.25	£11.10
West Norwood/Tulse Hill	£23.46	£25.31	£29.37	£34.80	£41.24
Other/local shopping facilities	£74.82	£81.38	£95.75	£113.07	£134.22
Total	**£380.97**	**£412.63**	**£482.27**	**£537.65**	**£637.08**
Turnover of Existing Facilities					
Brixton	£118.23	£124.73	£136.37	£149.09	£163.00
Streatham	£105.41	£125.40	£137.10	£149.90	£163.88
Clapham High Street	£43.62	£46.02	£50.31	£55.01	£60.14
Lower Marsh	£5.36	£5.65	£6.18	£6.75	£7.39
Stockwell	£4.02	£4.24	£4.64	£5.07	£5.55
Vauxhall	£6.05	£7.44	£8.13	£8.89	£9.72
West Norwood/Tulse Hill	£23.46	£24.75	£27.06	£29.58	£32.34
Other/local shopping facilities	£74.82	£87.37	£95.52	£104.43	£114.17
Total	**£380.97**	**£425.60**	**£465.31**	**£508.73**	**£556.19**
Surplus Expenditure					
Brixton	£0.00	£3.19	£13.01	£15.48	£32.08
Streatham	£0.00	-£12.11	-£6.44	-£3.61	£8.67
Clapham High Street	£0.00	£1.63	£6.17	-£0.02	£5.14
Lower Marsh	£0.00	£0.31	£1.06	£1.86	£2.98
Stockwell	£0.00	£0.18	£0.65	£1.00	£1.70
Vauxhall	£0.00	-£0.74	-£0.03	£0.36	£1.38
West Norwood/Tulse Hill	£0.00	£0.56	£2.31	£5.21	£8.89
Other/local shopping facilities	£0.00	-£5.99	£0.24	£8.64	£20.04
Total	**£0.00**	**-£12.97**	**£16.96**	**£28.92**	**£80.89**
Turnover Density for New Floorspace £ psm	£6,000	£6,330	£6,920	£7,566	£8,272
Floorspace Sq.M (net)					
Brixton	0	504	1,880	2,046	3,878
Streatham	0	-1,913	-930	-478	1,048
Clapham High Street	0	258	892	-3	621
Lower Marsh	0	48	153	246	360
Stockwell	0	28	93	132	205
Vauxhall	0	-116	-4	48	167
West Norwood/Tulse Hill	0	88	333	689	1,075
Other/local shopping facilities	0	-946	34	1,142	2,423
Total	**0**	**-2,049**	**2,451**	**3,823**	**9,778**
Floorspace Sq.M (Gross)					
Brixton	0	672	2,506	2,728	5,171
Streatham	0	-2,551	-1,241	-637	1,398
Clapham High Street	0	344	1,190	-4	828
Lower Marsh	0	64	203	328	480
Stockwell	0	37	124	176	274
Vauxhall	0	-155	-6	64	222
West Norwood/Tulse Hill	0	118	444	919	1,433
Other/local shopping facilities	0	-1,261	46	1,523	3,231
Total	**0**	**-2,732**	**3,268**	**5,097**	**13,038**

Commitments
Tesco, Streatham - 1,500 sq m net at £8,975 = £13.46m
Extended Sainsbury's, Nine Elms - 1,000 sq m net at £7,986 = £7.99m
Vauxhall Island Site - 200 sq m net at £5,000 = £1m

Sources: Tables 5B to 11B

Appendix 4 Audit of Centres

Brixton – Major Town Centre

Brixton is designated as a major town centre in the London Plan. It attracts a high number of visitors from across London. Brixton first developed in the 19th century and is famous for its multi-cultural markets and evening economy/live music scene. The vast majority of the town centre is designated conservation area, most recently extended in 2012 and now only excludes the south western side of the town centre south of Acre lane.

Brixton is also defined as a Major Town Centre in the Lambeth Core Strategy (2011), one of the two main centres within the Borough. Brixton is characterised by 19th and early 20th Century commercial development, public buildings, the covered and open markets and the elevated railway lines, which cross the area east to west.

The primary shopping area of the centre stretches north to south along Brixton Road/Brixton Hill and the intersecting roads. The market area occupies land to the east of Brixton Road around the railway line and forms a significant part of the primary shopping area including Coldharbour Lane, Reliance Arcade, Electric Avenue, Electric Lane, Market Row, Atlantic Road, Brixton Village, Popes Road, Brixton Station Road and the area in front of the Brixton Recreation Centre.

There is a noticeable difference between various parts of the centre. The southern section of Brixton Road, stretching from the junction with Stockwell Road to the junction with Acre Lane contains the majority of the national multiple units within the centre, within larger units. Further north along Brixton Road (from the junction with Stockwell Road to the junction with St John's Crescent) contains a relatively high proportion of non-retail, class-A units, alongside a number of independent shops. Towards the southern end of the centre on the western side of Brixton Hill there is a parade of shops on the ground floor of Arlington Lodge which contains a relatively high proportion of non-retail class-A units.

Further retail uses are located on Acre Lane including a Tesco supermarket and a range of independent class-A units. The Tesco store is the main food store in the centre and acts as an important anchor. There are also Sainsbury's Local, Marks & Spencer food hall and Iceland stores located on Brixton Road. In addition, there are several independent convenience retailers spread throughout the centre. The market also has an excellent range of food stalls.

Brixton town centre's key roles include:

- *convenience shopping* – a wide range of specialist independent convenience retailers, including ethnic specialists, newsagents, grocers, butchers, bakeries, fishmongers, off licences, a health food shop and a confectioner. Tesco and Iceland are two main supermarkets, which are supported by Sainsbury's Local convenience store, M&S Simply Food and a number of independent stores. Emerging destination for high quality food outlets and broad range of market stalls including specialist African/Caribbean food markets;
- *comparison shopping* - a large selection of predominantly independent comparison shops, alongside a selection of national multiple retailers selling a range of high and low order comparison goods;
- *services* – including a good range of high street national banks, a fairly large number of cafés/restaurants/takeaways, hairdressers and laundries/dry cleaners and a small number of estate agents and travel agents. Emerging destination for community uses;
- *entertainment* – including several pubs, bars and clubs, an amusement arcade, a cinema and Brixton Academy music venue; and
- *community uses* – including Brixton Recreation Centre, Ferndale Sport Centre, Planet Ice Rink (temporary until new Ice Rink is Streatham is completed), an adult education centre, a place of worship, a post office, a number of dental surgeries and a library. New cultural facilities proposed including the Black Cultural Archives.

Mix of Uses and Occupier Representation

Brixton town centre has 411 retail/service units (excluding non-retail Class A uses). Table A4.1 sets out the mix of uses in Brixton town centre, compared with the 2008 Retail and Town Centre Needs Assessment Study for Brixton and the Goad national average.

Table A4.1 Brixton Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Brixton (2012)	Brixton (2008)[3]	National Ave.[1]
Comparison Retail	127	31.9	40.3	41.9
Convenience Retail	81	20.4	18.0	8.7
A1 Services[2]	63	15.8	10.8	10.9
A2 Services	24	6.0	8.8	8.6
A3 and A5	60	15.1	11.0	16
A4	13	N/A	N/A	N/A
Vacant	43	10.8	11.0	13.9
Total	411	100.0	100.0	100.0

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

In comparison with the national average the centre has a substantially lower proportion of comparison retail and a substantially higher proportion of convenience retail and A1 services. The number of vacant units is below the national average.

The mix of units within Brixton has altered slightly from the 2008 survey, when it was more in line with the national average. In particular, the level of convenience retail and A1 services units have increased and comparison retail has fallen.

Retailer Representation

Brixton town centre has a reasonable selection of comparison shops (127 units) although, as noted above the overall proportion has dropped since the last survey was carried out. Nevertheless there have been some notable new tenants recently, i.e. H&M, Holland & Barratt, O2 and TK Maxx. Table A4.2 provides a breakdown of comparison shop uses by goods categories.

Table A4.2 Brixton Town Centre Breakdown of Comparison Units

Type of Unit	Brixton Town Centre			UK Ave. [1]
	Brixton	2012 %	2008[2] %	%
Clothing and Footwear	33	26.0	35.6	26.3
Furniture, carpets and textiles	11	8.7	14.4	8.4
Booksellers, arts, crafts and stationers	16	12.6	5.5	10.7
Electrical, gas, music and photography	16	12.6	11.6	9.4
DIY, hardware & homewares	9	7.1	4.8	6.1
China, glass, gifts & fancy goods	5	3.9	0	3.9
Cars, motorcycles & motor access	1	0.8	0.7	2.9
Chemists, drug stores & opticians	18	14.2	10.3	9.3
Variety, department & catalogue	4	3.1	5.5	1.4
Florists, nurserymen & seedsmen	2	1.6	0	2.2
Toys, hobby, cycle & sport	4	3.1	0.7	5.4
Jewellers	2	1.6	3.4	4.9
Other comparison retailers	6	4.7	7.5	9.1
Total	127	100	100	100

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

All categories are represented in the centre, which are broadly in line with the national average apart from a few exceptions. Notable high exceptions include electrical, gas, music and photography; and chemists and opticians. The proportion of toys, hobby, cycle and sport; jewellers; and other comparison retailers are slightly lower than the national average.

There have also been some considerable changes in the proportions of comparison retail units compared to the 2008 study. A notable rise in the percentage of DIY, hardware and homewares; china, glass, gifts and fancy goods; and chemists and opticians have occurred. There has been a large fall in the percentage of Clothing and Footwear; Furniture, carpets and textiles; and a decline in the percentage of Booksellers, arts, crafts and stationers; variety, department and catalogue; jewellers; and other comparison retailers.

Major multiples include:

- Argos
- The Body Shop
- Boots The Chemist
- Carphone Warehouse
- H&M
- JD Sports
- Marks & Spencer
- Mothercare
- New Look
- TK Maxx
- Shoe Zone
- Specsavers
- Superdrug
- Vodafone
- WH Smith

Service Uses

1.2 Brixton town centre has a good range of service uses, with all categories represented, as shown in Table A4.3. The centre has a significantly higher proportion of hairdressers and beauty parlours compared with the national average and a slightly higher proportion of restaurants, café and takeaways. Starbucks and Costa Coffee are recent arrivals in the centre. The proportion of Estate Agents and travel agents are below the national average. A number of high street banks/building societies are represented within Brixton town centre including; HSBC, Lloyds TSB, Natwest, Halifax, Barclays and Nationwide.

Table A4.3 Brixton Town Centre Analysis of Selected Service Uses

Type of Use	Brixton Town Centre			UK Ave.[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	70	47.6	43.0	45.2
Banks/other financial services	22	15.0	20.4	13.4
Estate Agents and valuers	5	3.4	6.5	10.8
Travel agents	3	2.0	3.2	3.5
Hairdressers & beauty parlours	45	30.6	23.7	24.4
Laundries and dry cleaners	2	1.4	3.2	2.7
Total	147	100.0	100.0	100.0

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Vacant Units

There were 43 vacant retail units within Brixton town centre at the time of the survey, making the vacancy rate (10.8%) slightly below the national average of 13.9%. There has been a small decrease in the number of vacant units compared to 2008 suggesting the centre is fairing well against the effects of the economic recession. In terms of long term vacant units only 7 units were also vacant in 2008.

Retail Rents

Prime Zone A retail rents are around £1,200 per sq m (£110 per sq ft) in Brixton (Source: Colliers CRE), which is the highest in the Borough. However Valuation Office information shows there is significant rental variation in the centre. Zone A shop rents in secondary and tertiary areas range from £200 to £350 per sq m. This information suggests the quality and prominence of shop premises varies significantly within the centre. Retail yields in Brixton are around 8% (source VOA).

Shopper Views

Respondents to the household survey who visited Brixton town centre were asked what they liked and disliked about the centre. Just under 25% of respondents confirmed that they like the range of shops within the borough, and a further 13% like the choice of shops. Just under 20% like Brixton town centre because it was close to home, and around 10% like its good quality market.

In terms of what respondents dislike about the town centre, just under 50% said nothing. Around 8% dislike the car parking provision, and over 14% felt the centre is too congested. 5% dislike the centre because of antisocial behaviour issues.

Brixton Markets

Brixton is famous for its multicultural markets which are located to the eastern side of Brixton Road around the railway lines and further south around Electric Avenue, Market Row, Atlantic Road, Coldharbour Lane, Brixton Station Road and Popes Road. Brixton Market has three hundred stalls and is Europe’s biggest Caribbean food market.

The markets provide a wide range of specialist convenience outlets including halal butchers, fishmongers and grocers selling a range of Caribbean fruit and vegetables. The markets also contain a range of specialist comparison outlets selling a variety of goods such as clothing, jewellery, wigs, CDs and carpets/rugs.

In recent years several of the indoor markets in Brixton (most notably Brixton Village and Market Row) have attracted a range of arts, creative industries, retail and catering uses. This is the partly the result of an innovative project to make use of vacant units by allowing occupiers to take the units rent free as long as they took responsibility for any refurbishment and payment of rates and utilities. It has helped to establish a number of new businesses alongside the existing traders helping the market to appeal a wider group of shoppers.

Although some parts of Brixton Market remain rundown and in need of maintenance, the market appears to be busy and a vibrant and important part of the town centre, and gives Brixton added local distinctiveness. There is a strong community feel within most parts of the market and it serves as a focal/meeting point, as well as growing as attraction to many shoppers from outside the local area.

Environment Quality

The quality of buildings within Brixton town centre varies, but most buildings are reasonably well maintained. There are a number of historic buildings in the centre from the 19th and early 20th Century which have been well maintained and enhance the overall attractiveness of the centre, including Lambeth Town Hall, Morley's department store and the Ritzy Cinema. The covered markets Market Row, Atlantic Road/ Coldharbour Lane were added to the statutory list in 2010, recognising their cultural importance in Brixton's history.

Some shop fascias in the centre have a tired appearance and are less in keeping with the conservation area, especially around Electric Avenue and Atlantic Road.

Brixton was one of the locations affected by the London Riots in August 2011 and there is some evidence that the centre is taking time to recover from the damage. However the Footlocker retail unit on Brixton Road was fire damaged but has been refurbished to provide three new units, two of which are occupied by mobile phone shops. Other shops such as Marks and Spencer, Body Shop, H&M and local phone shops have successfully recovered.

During the site visit evidence of improvements to the public realm at Windrush Square and the pedestrian pathway from Brixton Road to Stockwell Avenue were noted, which further improve the environmental quality of the centre.

There was limited evidence of graffiti and vandalism within the centre at the time of NLP's visits. Overall during the daytime the centre felt safe, and there was limited evidence of anti-social behaviour.

Summary of Brixton's Strengths and Weaknesses

Strengths

- Brixton has a high proportion of convenience units which are a mixture of high quality multiple retailers and independent retails. In particular, it is an important hub for specialist ethnic and Afro/Caribbean goods. The range of independent outlets offers significant cultural diversity.
- The shop vacancy rate is slightly lower than the national average and has improved since 2008. A small proportion of vacant units have been long term (over 4 years).
- Brixton has unique multi-cultural markets, which are growing in popularity, give the centre a feeling of vibrancy, act as a focal point for the community and draw in shoppers from across London.
- The town centre provides a good range of leisure uses, including a growing provision of restaurants, cafes and takeaways, bars, pubs, clubs cinema, sports hall, a library and a theatre which contribute to the centre's thriving night-time economy.
- Brixton has excellent public transport links with the train and tube station, and buses providing convenient means of getting to and from the centre.
- The centre also contains a Tesco supermarket, Marks and Spencer food hall, Sainsbury's Local and Iceland stores.
- The centre has a number of development opportunities that can provide new floorspace including larger shop units. If implemented these developments should help to attract additional customers to the centre.

Weaknesses

- Although the centre contains some attractive historic buildings, there are many poorly maintained buildings and shop fronts, with particularly upper floors.
- The market areas are poorly maintained in places, which adversely reflects on the centre, given the market is one of the key draws for visitors to the centre.
- There is limited car parking within Brixton.
- The heavy traffic through the centre detracts from the environment and acts as a barrier to free pedestrian movement.

Streatham – Major Town Centre

Streatham town centre is one of the longest high streets in Europe, and extends for more than two kilometres along Streatham Hill and Streatham High Road, between Telford Avenue in the north and just below Streatham Station in the south. The centre also contains small frontages on a number of adjacent roads off Streatham Hill and Streatham High Road, such as Mitcham Lane, Leigham Court Road and Sternhold Avenue. The core shopping frontages are dissected into two separate areas, between Gleneldon Road and Kingscourt Road in the southern half of the centre, and between Broadlands Avenue and Barr Hill Road in the northern half of the centre. The centre can be divided into separate sections.

The Centre is defined as one of the two Major Centres in Lambeth in both the London Plan (2011) and the Lambeth Core Strategy (2011), and in accordance with this role the centre serves shoppers from the Borough and beyond, providing a mixed role with both a convenience and comparison retail offer, as well as cultural and entertainment facilities. The Local Plan recognises that Streatham does not function as s single centre, but is made up of four continuous areas i.e. Streatham Hill, Central, Village and South.

The main retail focus, in terms of large shop units and national multiple retailers, is the west side of the core retail area between Gleneldon Road and Kingscourt Road, where WH Smith, Boots, New Look, JD Sports, Argos and Superdrug are located. The other parts of the centre are dominated by small independent shops and non-retail services. The centre is bounded predominantly by residential areas.

Streatham's Major Town Centre's key roles include:

- *convenience shopping* – including a large number of supermarkets such as Morrisons, Lidl, Co-op Food, Tesco Express, two Sainsbury's Locals and Iceland. In addition, the centre includes a variety of bakers, butchers, greengrocers, fishmongers, delicatessen, off license and specialist health food stores;
- *comparison shopping* – a small number of national multiple retailers including New Look, Superdrug, Argos and Boots, alongside a good selection of independent retailers selling a range of low and medium order goods;
- *services* – a good range of retail service uses including restaurants, cafes and takeaways; hair and beauty salons; national high street banks and building societies; and dry cleaners;
- *entertainment* – the centre includes a cinema, bingo hall, pubs and bars and several nightclubs; and
- *community uses* – including a library, doctors' surgeries, dental surgeries, several places of worship and a job centre.

Mix of Uses and Occupier Representations

Streatham Major Town Centre has 447 retail/service units (excluding non-retail Class A uses). Table A4.4 sets out the mix of uses within Streatham, compared with the Goad national average. The centre has a much lower proportion of comparison units, and a slightly higher convenience provision than the national average. The proportion of retail service units is also higher; Class A1 service uses particularly so. The proportion of vacant units is below the national average.

The mix of uses within Streatham since 2008 is broadly similar with both convenience and vacant units rising slightly (the latter an effect of the recession).

Table A4.4 Streatham Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Streatham (2012)	Streatham (2008)[3]	National Average[1]
Comparison Retail	118	27.2	26.4	41.9
Convenience Retail	54	12.4	15.1	8.7
A1 Services[2]	81	18.7	18.7	10.9
A2 Services	52	12.0	12.2	8.6
A3 and A5	77	17.7	19.4	16
A4	13	N/A	N/A	N/A
Vacant	52	12.0	8.2	13.9
Total	**447**	**100.0**	**100.0**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008.

Retailer Representation

Streatham Major Town Centre has a reasonable selection of comparison shops (118) reflecting its role as one of the two main centres in the Borough. Table A4.5 provides a breakdown of comparison shop uses by good categories (as defined by Goad).

All categories of comparison goods identified are represented within the centre. Whilst most categories are broadly in line with the national average, the proportion of clothing and footwear stores is significantly below and the proportion of electrical, gas, music and photograph units is significantly above. The proportion of other comparison retailers is slightly higher than the national average, reflecting the number of charity shops and second hand goods shops, as is the proportion of chemists, drugstores and opticians. Of note since 2008 includes a drop in the number of clothes and footwear units as a proportion of total units within the centre, and a rise in both booksellers, arts, craft and stationary units; and electrical, gas, music and photography. The main national multiple retailers include:

- Argos
- Carpetright
- Carphone Warehouse
- JD Sports
- New Look
- Peacocks
- QS
- T Mobile
- Shoe Zone
- Specsavers
- Superdrug
- WH Smith

Table A4.5 Streatham Town Centre Breakdown of Comparison Units

Type of Unit	Streatham Town Centre			UK Ave. [1]
	Streatham	2012 %	2008[2] %	%
Clothing and Footwear	18	15.3	27.4	26.3
Furniture, carpets and textiles	9	7.6	8.5	8.4
Booksellers, arts, crafts and stationers	14	11.9	6.8	10.7
Electrical, gas, music and photography	20	17.0	9.4	9.4
DIY, hardware & homewares	11	9.3	5.1	6.1
China, glass, gifts & fancy goods	1	0.8	2.6	3.9
Cars, motorcycles & motor access	2	1.7	0.9	2.9
Chemists, drug stores & opticians	15	12.7	11.1	9.3
Variety, department & catalogue	1	0.8	1.7	1.4
Florists, nurserymen & seedsmen	2	1.7	3.4	2.2
Toys, hobby, cycle & sport	6	5.1	4.3	5.4
Jewellers	3	2.5	4.3	4.9
Other comparison retailers	16	13.6	14.5	9.1
Total	**118**	**100**	**100**	**100**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Streatham town centre has a very good range of service uses, with a choice of service providers across all categories, as shown in Table A4.6. The centre has a relatively high proportion of banks and other professional services; hair and beauty salons; and dry cleaners/ laundrettes, when compared to the national average. The proportion of restaurant/cafés and travel agents is below the national average.

Table A4.6 Streatham Town Centre Analysis of Selected Service Uses

Type of Use	Streatham Town Centre			UK Ave[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	88	41.9	50.9	45.2
Banks/other financial services	34	16.2	5.9	13.4
Estate Agents and valuers	20	9.5	13.0	10.8
Travel agents	4	1.9	3.6	3.5
Hairdressers & beauty parlours	55	26.2	21.3	24.4
Laundries and dry cleaners	9	4.3	5.3	2.7
Total	**210**	**100**	**100**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Other uses within Streatham include a cinema, bingo hall, pubs, bars, a library, dentists and doctor's surgeries.

Vacant Units

There were 52 vacant retail units within Streatham at the time of the survey making the vacancy rate (12%) slightly below the national average of 13.9%. In terms of long term vacant units only 3 units were also vacant in 2008.

Vacant units are spread throughout the centre, and range in size from 10 sq m to just over 3,500 sqm gross.

Retail Rents

Prime Zone A retail rents are around £700 per sq m (£65 per sq ft) in Streatham, which is the third highest in the Borough, after Brixton and Clapham High Street. Valuation Office information shows there is significant rental variation in the centre. Zone A rents in secondary and tertiary areas range from £200 to £400 per sq m. This information suggests the quality and prominence of shop premises varies significantly within the centre. Retail yields in Streatham are around 8% (source VOA).

Shopper Views

Respondents to the household survey were asked what they liked and disliked about Streatham Town Centre. 29% responded that they liked "nothing" about the centre, whereas 25% liked the centre because of its proximity to home. 13.5% considered the centre has a good range of shops, but only 2.5% liked the centre because it had good quality shops. 9% thought the centre is a good choice of shops.

When asked what they did not like about the centre, again 34% of respondents to the household survey replied “nothing”. Around a third disliked the range, choice and quality of shops within the centre. Just over 12% thought the centre was too congested in terms of traffic.

Environmental Quality

The quality of buildings within Streatham is good, largely reflecting the large proportion of the centre being designated as a conservation area. The Streatham High Road and Streatham Hill Conservation area was designated to protect the *“impressive length of commercial and purpose built residential apartment blocks dating from the late Victoria, Edwardian and Inter War eras”* (Streatham High Road and Streatham Hill conservation area statement). The centre benefits from a variety of attractive buildings ranging from the large apartment blocks, many with art deco features to more traditional forms of Victoria Terraces, with parades of shops at ground floor. Despite the good quality architecture, many of the shopfronts are poorly maintained detracting from the quality of the environment.

The A23 road runs through the centre, which dominates its character. This impedes pedestrian movement and detracts from the overall environmental attractiveness of the centre. Furthermore, the widespread use of railings throughout the centre, whilst potentially increasing safety, creates a physical and mental barrier to the coherence of the streetscape and detracts from the overall environmental attractiveness.

Summary of Streatham’s Strengths and Weaknesses

Strengths

- Streatham town centre is the largest shopping centre in Lambeth, and has a reasonable range of facilities. It has a predominance of independent traders offering something different to other high streets.
- Good provision of convenience retail units, including a number of supermarkets supported smaller independent stores. Streatham town centre serves an important local function, serving a large residential area in the south west of the Borough.
- The centre has a wide range of non-retail service uses, particularly, café, takeaways, banks, estate agents, hairdressers etc.
- The centre has a vacancy rate slightly lower than the national average, and the proportion of long term vacant units is small. This suggests that demand for property in the centre is still high.
- The town centre has a good range of evening uses including a cinema, bars and pubs, nightclubs, restaurants, cafes and takeaways.
- The Streatham Hub development will provide a new focus in the south drawing more customers to the areas.

- The centre is accessible by public transport, with both Streatham Hill and Streatham Railway Stations providing services to London Bridge and London Victoria, and a number of bus routes serving the centre,

Weaknesses

- The linear structure of the centre makes it difficult for customers to visit all the shops and services during each visit. Streatham functions as two separate centres focused around Streatham Hill Station in the north and Streatham Station in the south.
- Streatham role as an important leisure/entertainment centre has diminished following the closure of the ice rink and bowling alley. The new ice rink and leisure centre should help to reverse this decline.
- The centre has a low proportion of comparison retail units for a centre if this size. There are a limited number of multiple retailers, and the centre does not include a department store. Notwithstanding this, most types of comparison retail uses are provided for.
- The heavy traffic within the centre on the A23 prohibits pedestrian movement and dominates the environment, significantly detracting from its attractiveness.
- There is limited landscaping and pubic open space within the centre. The streetscape is relatively poor and adds very little to the character.

Camberwell Green – District Centre

Camberwell Green is a defined district centre (LB Lambeth Core Strategy 2011 and London Plan 2011). The centre is located on the boundary of the London Boroughs of Lambeth and Southwark, with the majority of centre located beyond the Borough of Southwark. Only around 10% of all units within the centre are within Lambeth Borough, namely the units around the junction of Denmark Hill and Coldharbour Lane towards the southern periphery of the centre. This analysis refers to the whole centre.

The retail centre is comprised of a mix of building styles, ranging from more traditional terrace period building typical of a London High Street, to more modern infill development. Camberwell Green is bounded by residential areas.

Mix of Uses and Occupier Representation

Camberwell Green district centre's key roles include:

- *convenience shopping*: including two supermarkets (Morrison's and Co-operative Food), complemented by a number of independent food stores, a selection of bakers, a butchers, a greengrocers, a specialist Polish food store, a health food store and off licenses;
- *comparison shopping:* a small proportion of national multiple retailers supported by independent retailers selling a range of high and low order goods;
- *services:* a good selection of retail service units, including restaurants, cafes, takeaways, national high street banks/ building societies, estate agents hairdressers/beauty parlours;
- *entertainment:* including several pubs and bars, an amusement arcade, and a snooker club; and
- *community facilities:* including a doctors' surgery, a dentist surgery and a library.

Camberwell Green district centre has 191 retail/service units (excluding non-retail Class A uses). Table A4.7 sets out the mix of uses within Camberwell Green District Centre, compared with the Goad national average. The centre has a lower proportion of comparison retail units. The proportion of convenience retail, and retail service units (A1-A5) are all above the national average. The proportion of vacant units is just under the national average.

Since the previous Lambeth Retail Study 2008, the proportion of comparison units has risen slightly from 20 to 25%, whereas the proportion of convenience retail units has declined. Overall the proportion of retail service units are broadly similar to the proportions in 2008, although there has been a slight decline in the proportion of A2 service units and increase in the proportion of A1 service units. Positively, since 2008, the proportion of vacant units has declined from 18.6% to 11%, which is now lower than the national average.

Table A4.7 Camberwell Green District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Camberwell Green (2012)	Camberwell Green (2008)[3]	National Ave.[1]
Comparison Retail	46	25.4	20.0	41.9
Convenience Retail	24	13.3	16.7	8.7
A1 Services[2]	32	17.7	13.5	10.9
A2 Services	18	9.9	12.6	8.6
A3 and A5	41	22.7	18.6	16
A4	10	N/A	N/A	N/A
Vacant	20	11.0	18.6	13.9
Total	191	100.0	100.0	100.0

Source: Experian Goad August 2011

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study2008

Retailer Representation

Camberwell Green district centre has a relatively small selection of comparison shops (46) reflecting the centre's role as a shopping centre serving local needs. Table A4.8 provides a breakdown of comparison shops by goods categories (as defined by Goad).

A number of goods categories are not represented within Camberwell Green district centre, which reflects the low proportion of comparison retail units within the centre overall. Categories not represented include furniture, carpets and textiles; china, glass, gifts and fancy goods; cars, motorcycles and motor access; and variety, department and catalogue stores. There are a higher than average proportion of booksellers, art, crafts and stationers; electrical, gas, music and photography; chemists, drugstores and opticians; and jewellers. The proportion of clothing and footwear; and toys, hobbies, cycle and sport is lower than the national average.

There are a small number of national multiple retailers within the centre, including Shoe Zone, Peacocks, Snappy Snaps and Superdrug. These are generally lower order retailers.

Table A4.8 Camberwell Green District Centre Breakdown of Comparison Units

Type of Unit	Camberwell Green Town Centre			UK Ave. [1]
	Camberwell Green	2012 %	2008[2] %	%
Clothing and Footwear	9	19.6	16.3	26.3
Furniture, carpets and textiles	0	0.0	0.0	8.4
Booksellers, arts, crafts and stationers	12	26.1	11.6	10.7
Electrical, gas, music and photography	7	15.2	25.6	9.4
DIY, hardware & homewares	2	4.3	4.7	6.1
China, glass, gifts & fancy goods	0	0.0	0.0	3.9
Cars, motorcycles & motor access	0	0.0	0.0	2.9
Chemists, drug stores & opticians	9	19.6	16.3	9.3
Variety, department & catalogue	0	0.0	4.7	1.4
Florists, nurserymen & seedsmen	1	2.2	2.3	2.2
Toys, hobby, cycle & sport	1	2.2	0.0	5.4
Jewellers	3	6.5	9.3	4.9
Other comparison retailers	2	4.3	9.3	9.1
Total	46	100	100	100

Source: Experian Goad, August 2011

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Camberwell Green has a good range of service uses, with all categories except travel agents represented, as shown in Table A4.9. The proportion of restaurants, cafes and takeaways is slightly above the national average, as is the proportion of banks and other financial services. The proportion of estate agents and valuers is lower than the national average; whilst the proportion of laundries and dry cleaners is higher. The proportion of hairdressers and beauty salons is in line with the national average.

Since 2008, the main changes to the composition of service units within the centre relate to a slight decline in the proportion of restaurants, cafes and takeaways; estate agents and valuers; and laundries/dry cleaners. There has been a slight increase in the proportion of hairdressers and beauty salons; and banks and other financial services.

Table A4.9 Camberwell Green District Centre Analysis of Selected Service Uses

Type of Use	Camberwell Green Town Centre			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	44	48.4	50.0	45.2
Banks/other financial services	14	15.4	11.3	13.4
Estate Agents and valuers	6	6.6	7.5	10.8
Travel agents	0	0.0	0.0	3.5
Hairdressers & beauty parlours	22	24.2	22.5	24.4
Laundries and dry cleaners	5	5.5	8.7	2.7
Total	91	100.0	100.0	100.0

Source: Experian Goad, August 2011

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Vacant Units

The proportion of vacant units (11%) is lower than the national average (13.9%). Positively, especially in light of the recession, the proportion of vacant units has declined significantly from over 18% in 2008. The vacant units are dispersed through the centre and there is no evident cluster.

Retail Rents

Prime Zone A retail rents are around £360 per sq m (£33 per sq ft) in Camberwell, which is mid-range for centres within the Borough. Retail yields in Camberwell are around 8% (source VOA).

Environmental Quality

The quality of buildings with Camberwell Green district centre is generally good. There is a mix of building styles throughout the centre. There are a number of good quality historic buildings, including the Camberwell Green Surgery Building, complemented by more modern, well maintained developments such as Butterfly Walk. The majority of shop fronts are well maintained, although some there is some decline in the quality of these towards the periphery of the centre. Camberwell Green is an attractive green space which provides enhances the overall appearance of the centre. This provides public seating and a children's' play area.

The centre does suffer from high traffic levels, as the shop units front onto main arterial roads in South East London which are main bus routes. This heavy traffic does detract slightly from the overall environmental quality of the centre. In this respect, the pedestrianised Butterfly Walk provides a more attractive shopping experience.

Summary of Camberwell Green's Strength and Weaknesses

Strengths

- The centre has two supermarkets, Morrison's and Co-operative Food, which are suitable for both main and top up food shopping. These are supported by a good range of other convenience retail goods.
- The centre provides a good range of service facilities including banks and building societies, hair and beauty salons, restaurants and cafes and laundrettes/ dry cleaners.
- The vacancy rate is lower than the national average, and has declined considerably since 2008, which suggests that demand for units within the centre is still reasonably high.
- Camberwell Green provides an attractive landscaped open space which significantly enhances the overall environmental attractiveness of the centre,
- Camberwell Green provides good evening offer with a number of pubs, bars and restaurants.
- Camberwell Green district centre is served by a number of bus routes which serve south east and central London and beyond

Weaknesses

- The proportion of comparison retailers is significantly below the national average, and there are very few national retailers that would attract shoppers from a wider area.
- The heavy traffic through the centre detracts from the overall environmental quality.

Clapham High Street – District Centre

Clapham High Street is a linear shopping centre extending circa 1 kilometre north-west to south-east. It is a defined district centre (London Plan 2011 and Lambeth Core Strategy 2011) which is located to the west of the borough, near the borough boundary with LB Wandsworth. In accord with its district centre role, the centre fulfils a predominantly local shopping role for shoppers from a reasonably wide catchment area. The centre has a thriving night time economy with many bars and restaurants, which attract young customers. Clapham High Street is bounded by residential areas, with Clapham Common to the west.

Clapham High Street's key roles include:

- *convenience shopping*: Sainsbury's provides the main convenience supermarket offer, in addition to Iceland, Sainsbury's Local and Tesco Express. These units are complemented by bakers, a butcher, greengrocers and an off license;
- *comparison shopping:* a small proportion of national multiple retailers supported by independent retailers selling a range of high and low order goods;
- *services:* a very good selection of retail service units, including restaurants, cafes, takeaways, national high street banks/ building societies, estate agents, travel agents, dry cleaners, laundrettes and hairdressers/beauty parlours;
- *entertainment:* including numerous pubs and bars, a nightclub, a cinema, and amusement arcades; and
- *community facilities:* including Clapham Leisure Centre, places of worship, community centre, a gym, a health centre and doctors' surgeries.

Mix of Uses and Occupier Representation

Clapham High Street has 249 retail/service units (excluding non-retail Class A uses). Table A4.10 sets out the mix of uses in Clapham High Street district centre, compared with Goad National Average. The centre has a much lower proportion of comparison retail units when compared against the national average; whilst the proportion of retail service units is higher. The proportion of convenience retail units is broadly similar to the national average. These trends reflect the role the centre plays in providing a predominantly local shopping role.

The proportion of units in different use has remained broadly similar to the mix of uses in 2008 when the previous Lambeth Retail Study was prepared, with comparison retail increasing slightly and the proportion of A1 and A2 services declining slightly.

Table A4.10 Clapham High Street District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Clapham High Street (2012)	Clapham High Street (2008)[3]	National Average[1]
Comparison Retail	53	23.8	20.5	41.9
Convenience Retail	21	9.4	10.0	8.7
A1 Services[2]	37	16.6	20.5	10.9
A2 Services	34	15.2	13.8	8.6
A3 and A5	58	26.0	26.2	16
A4	26	N/A	N/A	N/A
Vacant	20	9.0	9.1	13.9
Total	**249**	**100.0**	**100.0**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

Clapham High Street has a relatively small selection of comparison shops (53) reflecting the centre's primary role as a local shopping destination. Table A4.11 provides a breakdown of comparison shop uses by Goad categories.

All categorise, but one (florists, nurseryman and seedsmen) are represented within Clapham High Street. The proportion of units in a number of these categories are significantly above the national average including DIY, hardware and homewares; china, glass, gifts and fancy goods; and chemists, drugstores and opticians. Similarly, there are a number of categories in which the proportion of units within Clapham High Street district centre is significantly lower than the national average, including clothing and footwear; furniture, carpet and textile; and jewellers.

There are a limited number of major national multiple comparison retailers present in the centre, which includes Card Galore, Snappy Snaps, Superdrug, Oliver Bonas, Boots the Chemist and Evans Cycles.

Table A4.11 Clapham High Street Breakdown of Comparison Units

Type of Unit	Clapham High Street			UK Ave. [1]
	Clapham High St	2012 %	2008[2] %	%
Clothing and Footwear	6	11.3	11.6	26.3
Furniture, carpets and textiles	2	3.8	11.6	8.4
Booksellers, arts, crafts and stationers	7	13.2	7.0	10.7
Electrical, gas, music and photography	4	7.5	2.3	9.4
DIY, hardware & homewares	7	13.2	11.6	6.1
China, glass, gifts & fancy goods	4	7.5	9.3	3.9
Cars, motorcycles & motor access	2	3.8	4.7	2.9
Chemists, drug stores & opticians	9	17.0	16.3	9.3
Variety, department & catalogue	2	3.8	2.3	1.4
Florists, nurserymen & seedsmen	0	0	4.7	2.2
Toys, hobby, cycle & sport	4	7.5	4.7	5.4
Jewellers	1	1.9	2.3	4.9
Other comparison retailers	5	9.5	11.6	9.1
Total	**53**	**100**	**100**	**100**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Clapham High Street has a good range of service uses, with all categories represented, as shown in Table A4.12. The centre has a relatively low proportion of hairdressers and beauty salons; and a relatively high proportion of estate agents and valuers, when compared to the national average. The proportion of units within the remaining categories are broadly in line with the national average.

A number of national restaurant and café operators are present in the centre, including Café Nero, Subway, Nando's, Gourmet Burger Kitchen and McDonalds. The centre has a strong night time economy. Most of the high street banks and building societies are represented also, including Nationwide, Lloyds TSB, HSBC, NatWest and Santander.

Table A4.12 Clapham High Street Analysis of Selected Service Uses

Type of Use	Clapham High Street			UK Ave.[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	61	47.3	57.3	45.2
Banks/other financial services	14	10.9	6.3	13.4
Estate Agents and valuers	21	16.3	12.5	10.8
Travel agents	4	3.1	4.2	3.5
Hairdressers & beauty parlours	22	17.0	22.0	24.4
Laundries and dry cleaners	7	5.4	2.9	2.7
Total	**129**	**100.0**	**100.0**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2012.

Vacant units

Clapham High Street district centre has 20 vacant units which comprises a vacancy rate of around 9%. This is lower than the national average (13.9%) and remains the same as the vacancy rate in 2008. In terms of long term vacant units only 3 units were also vacant in 2008.

Retail Rents

Prime Zone A retail rents are around £780 per sq m (£72 per sq ft) in Clapham High Street, which is the second highest in the Borough. Valuation Office information shows there is significant variation in the centre. This information suggests the quality and prominence of shop premises varies significantly within the centre. Zone A rents in secondary and tertiary areas range from £190 to £300 per sq m. There is no retail yields information available in Clapham High Street.

Shopper Views

Respondents to the household survey were asked what they liked and disliked about Clapham High Street district centre. Around 18% like Clapham High Street because it has a good range of shops; and a further 14% considers is has a good choice of shops in general. 17.5% like Clapham High Street because it is close to home, and 11.5% thought the centre had a good shopping environment.

In terms of what they disliked about Clapham High Street district centre, just under 60% replied "nothing". Just under 8% thought the centre had a poor range of shops, and 6% thought the centre had too many bars and restaurants. Around 5% disliked the car parking arrangements within the centre.

Environmental Quality

The buildings within the centre are mostly good, and are well maintained. The traditional terrace buildings, typical of a London High Street, are complemented by historic buildings which are attractive features of the centre and enhance the overall environmental quality. This includes the former Temperance Billiards Hall which is a landmark building within the centre.

The centre is linear in nature, focused along the A3. This means traffic through the centre is heavy which impedes pedestrian movements and detracts from the overall attractiveness of the High Street. Positively, however, there are a number of pedestrian crossings and measures in place to ensure a pedestrian friendly fabric to the centre.

Summary of Clapham High Street's Strengths and Weakness

Strengths

- For a medium sized district centre Clapham has a reasonable range of facilities, with several national retailers and high street banks. Clapham serves an important local shopping/service function, serving the day to day needs of local residents and workers. The centre provides a good range of service uses
- A good provision of convenience uses, including a Sainsbury's supermarket and a number of national multiple and independent retail units.
- The centre has a thriving night time economy with many bars, restaurants and nightclubs, which attracts young people from a wide area.
- The vacancy rate is lower than the national average which suggests that demand for floorspace in the centre is still reasonably strong. The proportion of long term vacant units is small.
- Accessibility to the centre is good, with both a national rail station, Clapham Common Tube Station (northern line) and a number of bus services. For a centre of its size, Clapham has a good range of leisure and entertainment facilities including a cinema and nightclub. Clapham has a good evening economy with a wide range of restaurants, pubs and bars.
- The centre is accessible by both private car and public transport, although traffic congestion and the lack of car parking may deter car borne customers. The centre has good public transport links, with two tube stations, a train station within the centre.

Weaknesses

- As a medium sized district centre Clapham has a limited number of comparison retailers, especially clothing and footwear retailers. The proportion of comparison retail shops is below the national average, and there are limited national multiple retailers.

- The centre has limited car parking (on-street and off-street), with many areas designated as controlled zones
- Heavy traffic through the centre detracts from the environment and acts a barrier to free pedestrian movement.
- The centre does not have a main focus due to its linear form.
- There is limited landscaping and public open space directly within the centre, although to the west of the centre is Clapham Common which provides a large open area.

Lower Marsh

Lower Marsh is a designated CAZ frontage located within the Waterloo opportunity area, in the north east of Lambeth Borough. Land use data analysed in this section is based on Goad Plan data, which includes Lower Marsh and parts of The Cut, Westminster Bridge Road and a small part of Waterloo Road. It does not include outlets within Waterloo station or York Road. This area has been excluded from our analysis in this section. Shops and services within Waterloo Station and on York Road do not serve the same customers as Lower Marsh/The Cut. These facilities primarily serve commuters and tourists, who do not generally visit the shops and services in Lower Marsh. The Lower Marsh/The Cut centre (excluding Waterloo Station and York Road) can be divided into three main sections: Lower Marsh, The Cut and Waterloo Road and Westminster Bridge Road.

The majority of the centre falls within a Conservation Area and as a whole the centre is characterised by small shops and services. Lower Marsh is defined in the Lambeth Core Strategy (2011) and the London Plan (2011) as a district centre and fulfils a predominantly local shopping role. Lower Marsh is designated within the London Plan as a CAZ (Central Activities Zone) Frontage. The main retail focus is along Lower Marsh due to the street market.

The main retail focus is along Lower Marsh, due to the popular street market. The market has taken place since the early 19th century and at its peak it stretched from Blackfriars to Vauxhall. The market now only stretches the length of Lower Marsh. The market is well established and seems to be popular. Other parts of the centre are dominated by small independent shops and services. The centre has a limited number of comparison multiple retailers.

The centre's catchment area is primarily local residents, workers and visitors to the theatres in the Cut. Lower Marsh is within close proximity to Waterloo station but it has poor connections with the station, with most people exiting the station to the north, using the facilities closer to the River Thames. The Old Vic and Young Vic theatres attract tourists to the area and provide a level of night time activity, with visitors eating and drinking in the restaurants and pubs along the Cut and Waterloo Road.

Westminster Bridge Road (A302) and Waterloo Road (A301) are busy transport routes in and out of Central London, they are both heavily congested at peak transport periods. Lower Marsh is a pedestrianised street, providing a traffic free environment for customers.

Lower Marsh district centre's key roles include:

- *convenience shopping*: including a newsagents, two bakers, a delicatessen, a sandwich shop, a health food shop and seven convenience stores, which includes an Iceland and Sainsbury's Local;
- *comparison shopping:* a very small proportion of national multiple retailers supported by independent retailers;

- *services:* large range of restaurants, cafes and takeaways, hair and beauty salons, dry cleaning facilities and betting offices;
- *entertainment:* including several pubs and bars, a cinema (Imax), two theatres and a private members club; and
- *community facilities:* including a health centre and a library.

Mix of Uses and Occupier Representation

Lower Marsh district centre has 104 retail/service units (excluding non-retail Class A uses). Table A4.13 sets out the mix of uses within Lower Marsh, compared with the Goad national average. The centre has a far lower proportion of comparison retail units, and a slightly lower proportion of A2 service units, when compared to the national average. The proportion of convenience retail and A3-A5 service units are higher than the national average. The proportion of A1 service units is in line with the national average. The proportion of vacant units is lower than the national average.

Table A4.13 Lower Marsh District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Lower Marsh (2012)	Lower Marsh (2008)[3]	National Average[1]
Comparison Retail	29	30.9	32.1	41.9
Convenience Retail	13	13.8	10.2	8.7
A1 Services[2]	10	10.6	8.8	10.9
A2 Services	6	6.4	5.8	8.6
A3 and A5	25	26.6	32.8	16
A4	10	N/A	N/A	N/A
Vacant	11	11.7	10.2	13.9
Total	**104**	**100.0**	**100.0**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

The proportion of units within each of the defined uses remains broadly similar to the mix of units in 2008, although we note that proportion of A3-A5 service units has declined.

Retailer Representation

Lower Marsh district centre has a relatively small selection of comparison shops (29) reflecting the centre's role as a local centre. Table A4.14 provides a breakdown of comparison shop uses by goods categories. There is a reasonably good range of comparison retailers in the centre of this size, with all categories represented apart from china, glass, gifts and fancy goods; variety, department and catalogue; and florists, nurserymen & seedsmen. The proportion of different comparison retail uses are broadly in line with the national average, although we note that is a higher proportion of toys, hobby, cycle and sport shops in Lower Marsh district centre when compared to the national average. There are a limited number of national multiple comparison retails within the centre, namely Boots the Chemist, Evans Cycles, and Ryman Stationers.

Since 2008, there has been a large decline in the proportion of booksellers, arts, crafts and stationers, and a large increase in the proportion of "Other" comparison retailers which includes facilities such as charity and second hand shops. There is a traditional London street market in Lower Marsh, which sells fresh fruit and vegetables, other food, clothes, gifts and flowers.

Table A4.14 Lower Marsh District Centre Breakdown of Comparison Units

Type of Unit	Waterloo District Centre			UK Ave. [1]
	Lower Marsh/ Waterloo	2012 %	2008 [2] %	%
Clothing and Footwear	7	24.1	22.7	26.3
Furniture, carpets and textiles	1	3.5	0.0	8.4
Booksellers, arts, crafts and stationers	4	13.8	22.7	10.7
Electrical, gas, music and photography	4	13.8	9.1	9.4
DIY, hardware & homewares	2	6.9	6.8	6.1
China, glass, gifts & fancy goods	0	0	9.1	3.9
Cars, motorcycles & motor access	1	3.5	2.3	2.9
Chemists, drug stores & opticians	2	6.9	6.8	9.3
Variety, department & catalogue	0	0	0.0	1.4
Florists, nurserymen & seedsmen	0	0	4.5	2.2
Toys, hobby, cycle & sport	3	10.3	6.8	5.4
Jewellers	2	6.9	6.8	4.9
Other comparison retailers	3	10.3	2.3	9.1
Total	**29**	**100**	**100**	**100**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Lower Marsh district centre has a reasonable provision of service uses, as shown in Table A4.15, although two categories are not represented: estate agents and valuers; and travel agents. There is a higher proportion of restaurant, café and takeaway units when compared against the national average, and similarly with laundrettes and dry cleaners. The proportion of hairdressers and beauty salons is lower than the national average. In addition to service uses, there are a number of entertainment facilities within Lower Marsh district centre including theatres, Imax cinemas and pubs and bars.

Table A4.15 Lower Marsh District Centre Analysis of Selected Service Uses

Type of Use	Lower Marsh District Centre			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	26	63.4	80.4	45.2
Banks/other financial services	6	14.6	1.8	13.4
Estate Agents and valuers	0	0.0	0.0	10.8
Travel agents	0	0.0	0.0	3.5
Hairdressers & beauty parlours	7	17.1	10.7	24.4
Laundries and dry cleaners	2	4.9	7.1	2.7
Total	**41**	**100**	**100**	**100.0**

Source: Experian Goad, April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008.

Vacant units

There are 11 vacant units within the centre, which equates to a vacancy rate of 11.7%. This is lower than the national average vacancy rate (13.9%). The proportion of vacant units within the centre has risen since 2008, reflecting the ongoing effects of the recession. In terms of long term vacant units only 2 units were also vacant in 2008.

Retail Rents

Zone A retail rents range from £360 to £455 per sq m (£33 to £42 per sq ft) in Lower Marsh, which is mid-range for centres in the Borough. There is no retail yields information available in Lower Marsh.

Shopper Views

Respondents to the household survey were asked what they liked and disliked about Lower Marsh district centre. 24% like the centre because it is close to home, where as 23% like the fact the centre has a good range of shops. A further 16% thought the centre has a good choice of shops in general, and 12% like the centre’s shopping environment.

In terms of what respondents disliked about Lower Marsh, the large majority (67%) stated nothing. Just under 9% considered the centre had a poor range of shops.

Environmental Quality

The environmental quality within Lower Marsh district centre is mixed. There are a number of attractive buildings dispersed throughout the centre which contribute to the overall environmental quality of the centre. This includes The Old Vic Theatre, The Fire Station pub on Waterloo Road, and The Young Vic at the north eastern end of The Cut. The buildings throughout the centre are mostly reasonable, although those along parts Lower Marsh and Westminster Bridge Road are generally of lower quality compared with along The Cut and other parts of Lower Marsh.

The centre contains a public green space towards the northern end by the junction between Waterloo Road and Baylis Road (Millenniums Green) which provides an attractive environment is this part of the centre. The green has been attractively landscaped, and provides areas of public seating.

Summary of Lower Marsh's Strengths and Weaknesses

Strengths

- Lower Marsh centre provides a range good range of lower order day to day shops and service uses, which cater for the needs of local residents and workers in the area. The centre has a relatively good provision of convenience shops, with a number of independent retailers supporting the Iceland and Sainsbury's Local stores.
- The Cut area of the centre provides for a good evening economy, with a number of restaurants, pubs, bars and takeaways, plus a cinema and two theatres. The Young Vic and Old Vic theatres also attract visitors to the area.
- Lower Marsh has a long established market which is a key draw for the centre. The market is the main shopping attraction within the Lower Marsh primary shopping area. The market creates a distinctive character for the area, which enhances the centre's vitality.
- The open public space within the centre provides for an attractive centre.
- The centre is close to both residential areas and offices, and the centre has a large potential customer base. Major development proposals at Elizabeth House and the Shell Centre will increase this customer base.
- The centre has excellent public transport accessibility. There is good access for pedestrians and cyclists from adjacent residential areas

Weaknesses

- The centre's comparison role if relatively limited and lacks national multiple comparison retailers that can draw customers to the centre from a wider area.
- The overall layout of the centre is poor and does not encourage visitors to visit all parts of the centre. The Cut is physically removed from Lower Marsh, which limits free flow pedestrian movement between the two areas.
- The quality of some of the buildings, especially along Westminster Bridge Road is poor.

Herne Hill

Herne Hill district centre is situated on the roads surrounding Herne Hill railway station. The main concentration of the retail units are located on Half Moon Lane and are beyond the borough boundary in Southwark, although the railway station and shops on Railton Road are within the Borough. The analysis below relates to the centre as a whole. The retail units in the centre are a mix of traditional terraced properties, post-war single storey retail units and railway arches. Herne Hill is identified as a district centre in the Lambeth Core Strategy 2011 and fulfils a predominantly local shopping role.

Herne Hill district centre is bounded by residential areas to the north, south and east, with Brockwell Park to the west. The centre is dissected by the railway line, with only one road under the railway bridge forming the junction of six others. A site visit of Herne Hill District Centre was carried out by NLP in October 2012. The key roles of Herne Hill include:

- *Convenience shopping* –a small Sainsbury's Local supermarket and a range of independent convenience retailers including a butchers, grocers, bakeries and newsagent;
- *Comparison shopping* – several independent retailers selling a range of comparison goods;
- *Services* – including several cafes, restaurants, takeaways, a dry cleaners and hairdressers/beauty parlours;
- *Entertainment* – including several pubs/bars; and
- *Community facilities* – including fitness centre, dentist surgery and Veterinary Surgery. Brockwell Park and Lido are also located close by.

Mix of Use and Occupier Representation

Herne Hill has a total of 107 retail/service uses. The diversity of uses present in Herne Hill in terms of number of units is set out in Table A4.16 compared against the national average and the 2008 Lambeth Retail Study.

The 2012 survey data is similar to the 2008 data in terms of the mix of uses within the centre. However, there has been a rise in the proportion of comparison retails units and a slight fall in the proportion of convenience retail and A2 services. The number of vacant units has also significantly fallen since 2008.

The 2012 survey data is similar to the 2008 data in terms of the mix of uses within the centre. However, there has been a rise in the proportion of comparison retails units and a slight fall in the proportion of convenience retail and A2 services. The number of vacant units has also significantly fallen since 2008.

Table A4.16 Herne Hill District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Herne Hill (2012)	Herne Hill (2008)[3]	National Average[1]
Comparison Retail	34	33.7	28.5	41.9
Convenience Retail	14	13.9	14.7	8.7
A1 Services[2]	14	13.9	12.6	10.9
A2 Services	8	7.9	10.5	8.6
A3 and A5	23	22.7	21.1	16
A4	6	N/A	N/A	N/A
Vacant	8	7.9	12.6	13.9
Total	107	100.0	100.0	100.0

Source: NLP Site Visit October 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

Herne Hill has a limited selection of comparison shops (34) reflecting the centre's primary role as a local convenience and service shopping designation. Table A4.17 provides a breakdown of comparison shop units by category.

There is some representation of comparison retailers across the different types of comparison retail goods, but the choice within categories is poor. The only categories which are not represented are variety, department and catalogue stores and jewellers. There is an especially good range of booksellers, arts, crafts and stationers. Clothing and footwear and other comparison retailers are noticeably below the national average.

The centre's proportions of retailers have altered slightly since the 2008 survey, in particular, there has been a large increase in booksellers, arts, crafts and stationers, and a decrease in the proportion of DIY, hardware and homewares.

The centre has a limited number of multiple retailers and most businesses are small independents, with Londis and Oxfam present. The centre has a successful street market.

Table A4.17 Herne Hill District Centre Breakdown of Comparison Units

Type of Unit	Herne Hill District Centre			UK Ave. [1]
	Herne Hill	2012 %	2008[2] %	%
Clothing and Footwear	4	11.8	11.1	26.3
Furniture, carpets and textiles	4	11.8	7.4	8.4
Booksellers, arts, crafts and stationers	8	23.6	3.7	10.7
Electrical, gas, music and photography	4	11.8	7.4	9.4
DIY, hardware & homewares	1	2.9	22.3	6.1
China, glass, gifts & fancy goods	2	5.9	7.4	3.9
Cars, motorcycles & motor access	1	2.9	3.7	2.9
Chemists, drug stores & opticians	3	8.8	7.4	9.3
Variety, department & catalogue	1	2.9	0.0	1.4
Florists, nurserymen & seedsmen	2	5.9	7.4	2.2
Toys, hobby, cycle & sport	3	8.8	7.4	5.4
Jewellers	0	0	3.7	4.9
Other comparison retailers	1	2.9	11.1	9.1
Total	34	100	100	100

Source: NLP Site Visit October 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Herne Hill centre has a reasonable range of services, though as shown in Table A4.18. The centre has no travel agents. The proportion of restaurants, café and takeaways; and hairdressers and beauty parlours is higher than the national average.

Other leisure uses close by include the Herne Hill Lido and the Herne Hill Velodrome.

Table A4.18 Herne Hill District Centre Analysis of Selected Service Uses

Type of Use	Herne Hill District Centre			UK Ave.[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	23	51.1	58.8	45.2
Banks/other financial services	3	6.7	0.0	13.4
Estate Agents and valuers	5	11.1	14.7	10.8
Travel agents	0	0.0	0.0	3.5
Hairdressers & beauty parlours	12	26.7	20.6	24.4
Laundries and dry cleaners	2	4.4	5.9	2.7
Total	45	100.0	100.0	100.0

Source: NLP Site Visit October 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Vacant Units

There were eight vacant retail units within Herne Hill district centre at the time of the survey making the vacancy rate (7.9%) just over half the national average of 13.9%. There has been a significant decrease in the number of vacant units compared to 2008 survey which demonstrates the centre is fairing well against the impacts of the economic recession.

Environment Quality

The quality of buildings within Herne Hill district centre is generally very good and part of the centre falls within Herne Hill Conservation Area. There are a number of historic buildings, including the Half Mood Pub which enhance the over all attractiveness of the centre. The quality of the shop fronts varies throughout the centre with some shop fronts presentable and well maintained and others appearing tired and in disrepair such as those fronting Dulwich Road and Norwood Road.

The recent Herne Hill junction improvement scheme has resulted in an improved public realm for the centre. The part-pedestrianisation of Railton Road has created a welcoming frontage to the centre, when arriving from the station and a pleasant public space which is used as a market on Sundays.

There is limited evidence of graffiti and vandalism within the centre and the shopping environment appeared safe. The close proximity of Brockwell Park to the centre is a major asset to the centre with the recent junction improvements helping to define the entrance to the park and direct pedestrians safely.

Summary of Herne Hill's Strengths and Weaknesses

Strengths

- A good range of convenience shopping, including bakers, butchers, grocers, a delicatessen, and newsagents. The centre also contains a Sainsbury's Local Supermarket useful for top-up shopping.
- The centre has a successful street market.
- The centre provides a good range of food and drink based uses including provision of restaurants, cafes and takeaways as well as several public houses and bars.
- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong. The vacancy rate has also fallen since the 2006 survey.
- A high quality public realm and the close proximity to Brockwell Park helps both the environmental quality and general attraction of the centre.

Weaknesses

- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.
- The layout of the centre around a series of junctions reduces pedestrian legibility, acts as a barrier to free pedestrian movement. The centre is effectively dissected in two by the railway line. However, this has been much improved by the recent public realm enhancements.
- There is a very limited national multiple retailer presence and the choice of comparison shopping retail units is well below the national average.
- The centre also does not have any banks.

Lavender Hill

Lavender Hill District Centre is located on the boundary of the London Boroughs of Lambeth and Wandsworth. The majority of the centre is located within the borough of Wandsworth, with the units situated around the junction of Queenstown Road and Wandsworth Road located in Lambeth Borough only. To confirm, this analysis relates to the whole centre. The retail units in the centre are predominantly situated at the ground floor of units of historic terraced buildings typical of a London High Street. The Centre is bounded by residential areas.

Lavender Hill's District Centre's key roles include:

- *convenience shopping:* including two bakers, a butcher, four off licenses, two newsagents and five convenience stores, including a Sainsbury's Local and Londis;
- *comparison shopping:* a number of specialist independent retail stores, mostly of a high quality, selling both low and high order comparison goods;
- *services:* including a good range of restaurants and cafes, hair and beauty salons, estate agents and dry cleaners;
- *entertainment:* comprising a number of pubs and bars and two social clubs; and
- *community facilities:* including veterinary surgeries, health centre, dental surgeries, crèche and place of worship.

Mix of Use and Occupier Representation

Lavender Hill District Centre has 155 retail/service units (excluding non-retail Class A uses). Table A4.19 sets out the mix of uses in Lavender Hill District Centre, compared with the Goad national average. The centre has a lower proportion of comparison retail, and A2 service units, compared to the national average. The proportion of A1 and A3-A5 service units, and vacant units, is higher than the national average. The proportion of convenience retail is in line with the national average.

Since 2008, the proportion of comparison, convenience and A1 service units has declined within the centre. The proportion of A2 services has increased slightly, and the proportion of A3-A5 services and vacant units has increased more so.

Table A4.19 Lavender Hill District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Lavender Hill (2012)	Lavender Hill (2008)[3]	National Average[1]
Comparison Retail	34	23.1	28.9	41.9
Convenience Retail	12	8.2	10.3	8.7
A1 Services[2]	28	19.0	21.7	10.9
A2 Services	6	4.1	3.1	8.6
A3 and A5	38	25.9	20.6	16
A4	8	N/A	N/A	N/A
Vacant	29	19.7	15.5	13.9
Total	155	100.0	100.0	100.0

Source: Experian Goad January 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

Lavender Hill District Centre has a relatively small proportion of comparison shops (34) reflecting the centre's primary role as a local convenience shopping and service destination. Table A4.20 provides a breakdown of comparison shop uses by goods categories.

There is a restricted range of comparison retailers, which is expected given the small number of comparison retail units within the centre. The centre does not include any units within four of the goods categories, including "china, glass, gifts and fancy goods; cars, motorcycles and motor access; variety, department and catalogue; and jewellers. The proportions of clothing and footwear; booksellers, arts, crafts and stationers; and other comparison retailers (including charity shops) are below the national average. The proportion of furniture, carpets and textiles; electrical, gas, music and photography; DIY, hardware and homewares; and toys, hobby, cycle and sport units are above the national average.

The centre has very few multiple retailers, although there is a Sainsbury's local store and Londis.

Table A4.20 Lavender Hill District Centre Breakdown of Comparison Units

Type of Unit	Lavender Hill District Centre			UK Ave. [1]
	Lavender Hill	2012 %	2008[2] %	%
Clothing and Footwear	5	14.7	17.9	26.3
Furniture, carpets and textiles	6	17.7	28.6	8.4
Booksellers, arts, crafts and stationers	3	8.8	3.6	10.7
Electrical, gas, music and photography	5	14.7	7.1	9.4
DIY, hardware & homewares	6	17.7	14.3	6.1
China, glass, gifts & fancy goods	0	0.0	3.6	3.9
Cars, motorcycles & motor access	0	0.0	0.0	2.9
Chemists, drug stores & opticians	3	8.8	7.1	9.3
Variety, department & catalogue	0	0.0	3.6	1.4
Florists, nurserymen & seedsmen	1	2.9	3.6	2.2
Toys, hobby, cycle & sport	4	11.8	10.7	5.4
Jewellers	0	0.0	0.0	4.9
Other comparison retailers	1	2.9	0.0	9.1
Total	34	100	100	100

Source: Experian Goad, January 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Lavender Hill has a good range of service uses, with all categories represented excluding travel agents, as shown in Table A4.21. The centre has a relatively high proportion of restaurants, cafes and takeaway; hairdressers and beauty parlours; and dry cleaners. The centre has a lower proportion of estate agents and valuers; and banks and other financial services, compared to the national average.

In addition to the service uses identified above, the centre has a number of other non retail services uses including doctor, dentist and veterinary surgeries, and a crèche.

Table A4.21 Lavender Hill District Centre Analysis of Selected Service Uses

Type of Use	Lavender Hill District Centre			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	38	52.9	50.0	45.2
Banks/other financial services	3	4.3	0.0	13.4
Estate Agents and valuers	3	4.3	0.0	10.8
Travel agents	0	0.0	0.0	3.5
Hairdressers & beauty parlours	22	30.1	37.5	24.4
Laundries and dry cleaners	6	8.4	12.5	2.7
Total	72	100.0	100.0	100.0

Source: Experian Goad, January 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Vacant Units

The centre has 29 vacant units equating to a vacancy rate of 19.7%, which is much higher than the national average (13.9%). The vacancy rate has increased from 15.5% in 2008, reflecting the general increase in vacant units nationally as a result of the recession. The vacant units are dispersed throughout the centre.

Retail Rents

Zone A retail rents range from £275 to £600 per sq m (£26 to £56 per sq ft) in Lavender Hill, which is fourth highest in the Borough. There is no retail yields information available in Lavender Hill.

Environmental Quality

The environmental quality within Lavender Hill District Centre is generally good. The quality of the buildings is mostly good – historic terrace buildings, with retail at ground floor, and modern infill development which is in large sympathetic to the historic environment. There are some unattractive buildings within the centre, but these are dispersed throughout and so do not generally detract from the overall environmental quality.

The shop front facades are relatively well maintained, and throughout the centre the paving is wide and even, assisting pedestrian access through the centre. Whilst the centre is in close proximity to Clapham Common, landscaping, open space and public seating through the centre itself is sparse.

Summary of Lavender Hill's Strengths and Weaknesses

Strengths

- The centre has a relatively good convenience provision, although is lacking a large food store.
- There is a good range of service uses, with a high proportion of restaurants, cafes and takeaways; hair and beauty salons; and dry cleaners and laundrettes.
- The quality of buildings is reasonably good, providing an attractive appearance.
- The centre has good public transport links.

Weaknesses

- The range of comparison shops within the centre is predominantly independent shops and there are a number of categories either under represented or not represented.
- There is a limited range of entertainment facilities. The centre's evening economy is based primarily on bars, pubs and restaurants.
- The vacancy rate is higher than the national average, which suggests a relatively weak demand for premises.

Norbury

Norbury district centre is a retail street located on the boundary of the London Boroughs of Lambeth and Croydon – the majority of the centre is located within the borough of Croydon with the units located at the southern end of Streatham High Road within Lambeth borough (i.e. the northern periphery of the centre). This analysis refers to the whole centre. Norbury is an identified district centre (Lambeth Core Strategy 2011 and the London Plan 2011), reflecting its role for local shopping provision.

Mix of Uses and Occupier Representation

Norbury District Centre's key roles include:

- *convenience shopping:* a good range of convenience retail outlets including butchers, delicatessens, grocers, newsagents, an off license, and convenience stores. Iceland and Co-operative Food are represented in the centre;
- *comparison shopping:* relatively small range of comparison retail shops, including a small number of multiple retailers complemented by independent retailers selling a range of high and lower order comparison goods;
- *services:* including a number of restaurant and cafes, hair and beauty salons, High Street banks, takeaways, estate agents and dry cleaners;
- *entertainment*: including several bars/ pubs, an amusement arcade and a nightclub; and
- *community facilities:* including a dentist and an education establishment.

Norbury District Centre has 154 retail/service units (excluding non-retail Class A uses). Table A4.22 sets out the mix of uses in Norbury, compared with the Goad national average. The centre has a far lower proportion of comparison retail units when compared against the national average, although this has increased slightly since 2008. The number of convenience retail units is nearly double the national average, and again, this has risen since 2008.

The proportion of retail service units (A1-A5) are higher than the national average, with those in A3 and A5 use in increasing since 2008 (the proportion of A1 and A2 service uses have remained broadly in line with the proportions in 2008). The centre has a low proportion of vacant units, which has positively decreased since 2008.

Table A4.22 Norbury District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Norbury (2012)	Norbury (2008)[3]	National Average[1]
Comparison Retail	29	19.3	17.4	41.9
Convenience Retail	23	15.4	14.0	8.7
A1 Services[2]	29	19.3	19.7	10.9
A2 Services	22	14.7	16.8	8.6
A3 and A5	36	24.0	19.7	16
A4	4	N/A	N/A	N/A
Vacant	11	7.3	12.4	13.9
Total	154	100.0	100.0	100.0

Source: Experian Goad March 2011

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

Norbury District Centre has a limited selection of comparison shops (29) reflecting the centre's primary role as a local convenience shopping and service destination. Table A4.23 provides a breakdown of comparison uses by goods categories.

Considering the limited amount of comparison retail units within the centre, there is a relatively good range across the different goods categories, with only three categories not represented. This includes variety, department and catalogue; toys, hobby, cycle and sport; and jewellery stores. There is a good proportion of furniture, carpets and textiles; electrical, gas, music and photography; DIY, hardware and homewares; and chemists, drug stores and opticians within the centre. Clothing and footwear is under-represented in the centre when compared to the national average. There is a very limited number of multiple comparison retailers present in the centre, with the only notable retailer present being Superdrug.

Table A4.23 Norbury District Centre Breakdown of Comparison Units

Type of Unit	Norbury District Centre			UK Ave. [1]
	Norbury	2012 %	2008[2] %	%
Clothing and Footwear	5	17.3	12.9	26.3
Furniture, carpets and textiles	3	10.4	16.1	8.4
Booksellers, arts, crafts and stationers	2	6.9	0.0	10.7
Electrical, gas, music and photography	6	20.7	12.9	9.4
DIY, hardware & homewares	4	13.8	16.1	6.1
China, glass, gifts & fancy goods	1	3.4	3.2	3.9
Cars, motorcycles & motor access	1	3.4	3.2	2.9
Chemists, drug stores & opticians	5	17.3	16.1	9.3
Variety, department & catalogue	0	0.0	0.0	1.4
Florists, nurserymen & seedsmen	1	3.4	3.2	2.2
Toys, hobby, cycle & sport	0	0.0	6.5	5.4
Jewellers	0	0.0	0.0	4.9
Other comparison retailers	1	3.4	9.8	9.1
Total	29	100	100	100

Source: Experian Goad, March 2011

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Norbury District Centre has a good range of service uses, with all categories represented, as shown in Table A4.24. The proportion of service uses are broadly in line with the national average, although the proportion of estate agents and valuers slightly above, and the proportion of travel agents below.

In addition to Class A service uses, Norbury District Centre has entertainment uses including an amusement arcade, and a nightclub, in additional to other non retail uses such as an education facility and a dentist.

Table A4.24 Norbury District Centre Analysis of Selected Service Uses

Type of Use	Norbury District Centre			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	39	44.9	43.2	45.2
Banks/other financial services	11	12.6	6.2	13.4
Estate Agents and valuers	12	13.8	18.5	10.8
Travel agents	1	1.1	1.2	3.5
Hairdressers & beauty parlours	20	23.0	27.2	24.4
Laundries and dry cleaners	4	4.6	3.7	2.7
Total	87	100.0	100.0	100.0

Source: Experian Goad, March 2011

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Vacant Units

The number of vacant units (11) equates to a vacancy rate of 7.3% which is much lower than the national average (13.9%), and has decreased since 2008 (12.4%) reversing the national trend. The vacant units are dispersed throughout the centre.

Retail Rents

Zone A retail rents range from £130 to £230 per sq m (£12 to £21 per sq ft) in Norbury, which is the lowest in the Borough. There is no retail yields information available in Norbury.

Environmental Quality

Generally the quality of the buildings within the centre is good. These are comprised of historic Victoria and Edwardian terrace buildings, typical of a London High Street, which enhance the overall appearance of the area. The quality of some shop fronts within the centre detract from the attractiveness of the buildings and centre as a whole, appearing tired and in disrepair, although there are some shop fronts which are well maintained.

Traffic through the centre is high, which can prohibit pedestrian movement again detracting from the overall appearance within the centre, although we note there is a good provision of pedestrian crossings.

The environmental quality of the centre could benefit from increased landscaping and planting throughout the centre.

Summary of Norbury's Strengths and Weaknesses

Strengths

- The centre has a good range of convenience provision, including an Iceland and Co-operative Food, complemented by smaller independent retail outlets.
- The centre provides a good range of evening uses, including provision of restaurants, cafes, takeaways as well as several public houses and a nightclub.
- Good public accessibility in terms of transport links within the centre.
- A low vacancy rate which suggests demand is strong for premises within the centre.
- Good range of services.

Weaknesses

- There is very limited national multiple retailer presence and the number of comparison shopping retail units is well below the national average.
- Moderate traffic flow through the centre detracts from the environment and prohibits pedestrian movement.

Stockwell

Stockwell is a relatively small district centre located towards the north of the Borough. The majority of retail provision fronts onto Clapham Road, and is comprised of small basic shops and services fulfilling a predominantly local shopping role. Stockwell district centre is bounded by residential areas. Stockwell District Centre's key roles include:

- *convenience shopping:* including four convenience stores (including Iceland), a bakers, newsagents and delicatessens and grocers;
- *comparison shopping:* a small range of independent comparison shops;
- *services:* a relatively good range of service units including restaurants and takeaways, hair and beauty salons, dry cleaners, betting offices, an estate agent and one high street bank;
- *entertainment:* including a public house and a bar; and
- *community facilities:* two dental surgeries and a veterinary surgery.

Mix of Uses and Occupier Representation

Stockwell district centre has 45 retail/service units (excluding non-retail Class A uses). Table A4.25 sets out the main mix of uses in Stockwell district centre compared with the Goad national average. The centre has a significantly higher proportion of convenience retail units when compared to the national average, and a significantly lower proportion of comparison retail units. The proportion of retail service units are broadly in line with the national average, although we note the proportion of A1, A3 and A5 service units are slightly above.

Table A4.25 Stockwell District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Stockwell (2012)	Stockwell (2008)[3]	National Average[1]
Comparison Retail	12	27.9	20.0	41.9
Convenience Retail	10	23.3	20.0	8.7
A1 Services[2]	7	16.3	22.9	10.9
A2 Services	4	9.3	17.1	8.6
A3 and A5	9	20.9	17.1	16
A4	2	N/A	N/A	N/A
Vacant	1	2.3	2.9	13.9
Total	**45**	**100.0**	**100.0**	**100.0**

Source: Experian Goad, April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

The proportion of units in each of the main mix of uses is broadly similar to the proportions in 2008, although there has been a slight increase in the proportion of comparison and convenience units, and a significant decrease in the proportion of Class A2 retail service uses.

Retailer Representation

Stockwell district centre has a small proportion of comparison retail shops (10). This reflects the centre's primary role as a local shopping and service destination. Table A4.26 provides a breakdown of comparison shop uses by goods categories.

Table A4.26 Stockwell District Centre Breakdown of Comparison Units

Type of Unit	Stockwell District Centre			UK Ave. [1]
	Stockwell	2012 %	2008[2] %	%
Clothing and Footwear	2	16.7	14.3	26.3
Furniture, carpets and textiles	0	0.0	0.0	8.4
Booksellers, arts, crafts and stationers	1	8.3	14.3	10.7
Electrical, gas, music and photography	1	8.3	14.3	9.4
DIY, hardware & homewares	0	0.0	0.0	6.1
China, glass, gifts & fancy goods	1	8.3	0.0	3.9
Cars, motorcycles & motor access	2	16.7	28.6	2.9
Chemists, drug stores & opticians	4	33.4	28.6	9.3
Variety, department & catalogue	0	0.0	0.0	1.4
Florists, nurserymen & seedsmen	1	8.3	0.0	2.2
Toys, hobby, cycle & sport	0	0.0	0.0	5.4
Jewellers	0	0.0	0.0	4.9
Other comparison retailers	0	0.0	0.0	9.1
Total	**12**	**100**	**100**	**100**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

The range of comparison shops within the centre is relatively poor, with seven of the 13 categories represented. There are two clothing and footwear shops, one arts and craft shop, one phone shop, one gift shop, two motorcycle and accessories shop, four chemists and a florist. There no national multiple comparison retailers present within the centre.

Service Uses

Stockwell district centre has a reasonable range of service uses, with all categories except travel agents represented within the centre, as shown in Table A4.27 below. The proportion of service uses are broadly in line with the national average, although the proportion of estate agents and valuers is below, and the proportion of laundries and dry cleaners is above.

Table A4.27 Stockwell District Centre Analysis of Selected Service Uses

Type of Use	Stockwell District Centre			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	9	45.0	40.0	45.2
Banks/other financial services	3	15.0	6.7	13.4
Estate Agents and valuers	1	5.0	6.7	10.8
Travel agents	0	0.0	6.7	3.5
Hairdressers & beauty parlours	5	25.0	26.6	24.4
Laundries and dry cleaners	2	10.0	13.3	2.7
Total	**20**	**100**	**100**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

In addition to Class A uses, Stockwell district centre has several other non retail uses including two dental surgeries and a veterinary practice.

Vacant Units

There is only one vacant unit within the centre (as in 2008) which equates to a very low vacancy rate of 2.3% when compared to the national average of 13.9%.

Retail Rents

Zone A retail rents range from £165 to £285 per sq m (£15 to £26 per sq ft) in Stockwell, which is the second lowest in the Borough. There is no retail yields information available in Stockwell.

Environmental Quality

The environmental quality within the centre is relatively good, providing a relatively pleasant shopping environment for its customers. Most of the centre is well maintained, including most of the shop fascias, although some fascias look tired which does detract from the overall quality of the centre.

Traffic throughout the centre is relatively heavy, which detracts from the overall attractiveness of the centre, although this is balanced by the provision of a number of pedestrian crossings through the centre. The streetscape within the centre is reasonably good, with wide pavements and areas of public seating, and the centre includes green spaces which enhance the centre's environmental quality.

Summary of Stockwell's Strengths and Weaknesses

Strengths

- Stockwell is a compact centre that serves the local community. It as a strong sense of place supported by its heritage assets.
- A reasonable selection of convenience stores for a centre of this size, including an Iceland Supermarket and Greggs the Baker.
- A very low vacancy rate, with only one vacant unit within the centre. This suggests demand is high for premises within the centre.
- The centre has a reasonable range of service uses.
- Good public transport links with both the underground station (Victoria and Northern Lines) and bus services.

Weaknesses

- In comparison with other designated district centre's Stockwell is relatively small with only 45 units.
- The centre has a poor range of comparison stores, with nearly half of the categories not represented.
- Heavy traffic through the centre detracts from the environment and acts as a barrier to pedestrian movement.

West Norwood

West Norwood is located in the south east of Lambeth Borough. It is a linear centre extending approximately one kilometre north to south, with the majority of retail units fronting onto Norwood Road. It is a defined district centre (Lambeth Core Strategy 2011 and the London Plan 2011), fulfilling a predominantly local shopping role. The centre is bounded by residential areas, in addition to the West Norwood Cemetery which is adjacent to the centre to the east. The centre can be divided into three main sections, as follow:

- Edge frontage to the south of West Norwood Train Station (along Knight's Hill);
- Core frontage in the middle section of Norwood Road; and
- Edge frontage to the north of Chatsworth Way up to the railway line.

The main retail focus in terms of larger shop units and national multiple retailers is the west side of the core retail area between Landsdowne Hill and York Hill, where B&Q, Greggs and Co-op supermarkets are located. The other parts of the centre are dominated by small independent shops and services

West Norwood District Centre's key roles include:

- *convenience shopping:* including a good range of convenience stores (including two Co-operative Food stores, Iceland and Tesco Express), bakers, delicatessen and a specialist health food store;
- *comparison shopping:* a relatively small proportion of mostly independent retailers selling a range of comparison goods;
- *services:* including a variety of restaurants, cafes, takeaways, hair and beauty salons, dry cleaners, laundrettes, travel agents, High Street banks, betting offices and estate agents.
- *entertainment:* including several pubs/ bars, a nightclub and two theatres; and
- *community facilities:* including a social club, places of worship, a library, community centres, dental surgeries and a medical centre.

Mix of Users and Occupier Representation

West Norwood district centre has 237 retail/ service units (excluding non-retail Class A uses). Table A4.28 sets out the mix of uses in West Norwood district centre, compared with the Goad national average. The centre has a far lower proportion of comparison retail units when compared to the national average, and a higher proportion of convenience retail and A1-A5 service units. The vacancy rate is broadly similar.

Since 2008, the main change in the composition of units in the centre relates to a slight increase in the proportion of comparison retail units. All other uses have decreased slightly, or remained similar to the 2008 proportion. The vacancy rate has increased from 10.8% to 13.9%, both in line with the national vacancy rate average at the time.

Table A4.28 West Norwood District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		West Norwood (2012)	West Norwood (2008)[3]	National Ave.[1]
Comparison Retail	64	27.8	23.2	41.9
Convenience Retail	28	12.2	15.8	8.7
A1 Services[2]	35	15.2	18.7	10.9
A2 Services	24	10.4	10.8	8.6
A3 and A5	48	20.9	20.7	16
A4	7	N/A	N/A	N/A
Vacant	31	13.5	10.8	13.9
Total	**237**	**100.0**	**100.0**	**100.0**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

West Norwood has a relatively small number of comparison retail shops (64), reflecting the centre's role as a local shopping destination. Table A4.29 shows the breakdown of comparison retail shop uses by goods categories.

The centre has a reasonable range of comparison retail shops, with all but three goods categories represented in the centre (excluding china, glass, gifts and fancy goods; variety, department & catalogue; and jewellers). There is a high proportion of DIY, hardware and homewares; cars, motorcycles and motor access, and chemists, drug stores and opticians. The centre is under represented in terms of clothing and footwear, furniture, carpets and textiles; and electrical, gas, music and photography.

There is a limited number of national multiple comparison retailers present in the centre, with the only notable retailers present being Superdrug and B&Q.

Table A4.29 West Norwood District Centre Breakdown of Comparison Units

Type of Unit	West Norwood			UK Ave. [1]
	West Norwood	2012 %	2008[2] %	%
Clothing and Footwear	9	14.1	14.9	26.3
Furniture, carpets and textiles	2	3.1	10.6	8.4
Booksellers, arts, crafts and stationers	12	18.8	6.4	10.7
Electrical, gas, music and photography	3	4.7	8.5	9.4
DIY, hardware & homewares	9	14.1	12.8	6.1
China, glass, gifts & fancy goods	0	0.0	4.3	3.9
Cars, motorcycles & motor access	10	15.6	10.6	2.9
Chemists, drug stores & opticians	9	14.1	12.8	9.3
Variety, department & catalogue	0	0.0	2.1	1.4
Florists, nurserymen & seedsmen	1	1.6	4.3	2.2
Toys, hobby, cycle & sport	2	3.1	0.0	5.4
Jewellers	0	0	2.1	4.9
Other comparison retailers	7	10.9	10.6	9.1
Total	**64**	**100**	**100**	**100**

Source: Experian Goad April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

There is a good range of service uses within West Norwood, with all categories represented, as shown at Table A4.30. Generally the centre includes broadly the same proportion of service uses as the national average, with the travel agents slightly under represented and laundries/dry cleaners over represented.

In addition to Class A service uses, West Norwood District Centre has a number of non retail entertainment uses including two theatres: South London Theatre and Nettlefold Hall. In addition, the centre includes several offices, car repair services and community services.

Table A4.30 West Norwood District Centre Analysis of Selected Service Uses

Type of Use	West Norwood			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	51	47.7	48.8	45.2
Banks/other financial services	13	12.2	3.5	13.4
Estate Agents and valuers	11	10.3	14.0	10.8
Travel agents	1	0.9	2.3	3.5
Hairdressers & beauty parlours	24	22.4	23.3	24.4
Laundries and dry cleaners	7	6.5	8.1	2.7
Total	**107**	**100**	**100**	**100.0**

Vacant Units

There are 31 vacant units which equates to a vacancy rate of 13.5%, inline with the national average (13.9%). There are no evident clusters of vacant units through the centre as these are dispersed through the centre.

Retail Rents

Zone A retail rents range from £225 to £300 per sq m (£18 to £29 per sq ft) in West Norwood, which is the third lowest in the Borough. There is no retail yields information available in West Norwood.

Shopper Views

Respondents to the household survey who visited West Norwood were asked about what they liked and disliked about the centre. Just under 30% like the centre because it was close to home. 16% like the range of shops, and 18% like the choice of shops. Around 9% thought West Norwood had a nice shopping environment.

With regard to what they disliked about the centre, Just under 50% said "nothing". Just over 10% thought the centre had a poor range of shops, and a further 8% thought the centre had a poor choice of shops. 6% disliked the centre due to its maintenance and cleanliness.

Environmental Quality

The quality of buildings within West Norwood District Centre is predominantly good. The mid 19th Century buildings in the southern part of the core area, around the Knights Hill/Norwood High Street triangle, are attractive and create a distinctive character. This area includes several landmark buildings including the South London Theatre, the Old Library and St. Luke's Church.

The architectural continuity of many of the buildings at upper floors along Norwood Road is also an attractive feature of the centre, however some of the more modern buildings on the opposite side of the road detract from this. In addition, some of the centre's shop fronts are worn looking and in need of repair.

Traffic flow through the centre is relatively high, which does prohibit pedestrian movement. However, there are a number of pedestrian crossings and throughout the centre the paving is wide and in reasonable condition.

Summary of West Norwood's Strengths and Weaknesses

Strengths

- The centre is located in a densely population area and the centre has a large potential catchment population. This catchment area has some relatively affluent households.
- West Norwood centre provides a range good range of lower order day to day shops and service uses, which cater for the needs of local residents in the area. The centre has a good selection of convenience shops, included two Co-operative food stores, an Iceland and a Tesco Express.
- Good range of service uses with all categories represented.
- The centre has a very good range of community and leisure uses, including two theatres, a community hall and several places.
- West Norwood has good public transport accessibility and there is good access for pedestrians and cyclists from adjacent residential areas.
- West Norwood has a relatively attractive shopping environment and is generally well maintained, with little evidence of graffiti and vandalism.

Weaknesses

- The centre's comparison shopping role is limited, and the centre only serves basic shopping and service needs. The current provision of shops and services is not sufficient to attract customers from a wide area. There are limited national multiple retail presence in the district centre, particularly comparison retailers.
- The centre is linear in form and the southern section is fragmented.
- Heavy traffic flow and limited crossing points restrict pedestrian movement within the centre.
- Car parking provision is limited.

Westow Hill/ Crystal Palace District Centre

Westow Hill/ Crystal Palace is a designated district centre located in the south east of the Borough. The centre is located within the London Boroughs of Lambeth, Croydon and Bromley. This analysis refers to the whole of the centre. The retail frontages located within Lambeth Borough include all of the units on the north side of Westow Hill and the retail units on Crystal Palace Parade.

The centre is located along a triangle of roads (Westow Hill, Westow Street and Church Road) and is predominantly bounded by residential areas. Crystal Palace Park is adjacent to the centre at the north eastern edge. Westow Hill/ Crystal Palace is identified as a District Centre in the Lambeth Core Strategy (2011) and the London Plan (2011).

Westow Hill/ Crystal Palace district centre's key roles include:

- *convenience shopping:* including a bakers, a newsagent and specialist health food store. The centre includes a Sainsbury's supermarket, Iceland and Costcutter, complemented by smaller independent convenience retailers;
- *comparison shopping:* independent retailers selling a mix of high and low order comparison goods;
- *services:* including cafes, restaurants, takeaways, hair and beauty salons, dry cleaners and estate agents;
- *entertainment:* including several pubs/bars and a bingo hall; and
- *community facilities:* including a dental surgery, a library, several places of worship, Phoenix Community Centre and Crystal Palace Park.

Mix of Uses and Occupier Representation

Westow Hill/ Crystal Palace district centre has 190 retail/ service units (excluding non-retail Class A uses). Table A4.31 sets out the mix of uses in the centre, compared with the Goad national average. The centre has a far lower proportion of comparison retail units when compared to the national average, and a slightly lower proportion of convenience retail. The provision of retail service units (A1-A5) is above the national average, as it the vacancy rates for the centre.

The mix of uses within the centre has remained broadly similar since 2008.

Table A4.31 Westow Hill Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Westow Hill (2012)	Westow Hill (2008)[3]	National Average[1]
Comparison Retail	49	27.4	24.3	41.9
Convenience Retail	14	7.8	8.3	8.7
A1 Services[2]	22	12.3	13.8	10.9
A2 Services	21	11.7	13.8	8.6
A3 and A5	42	23.5	22.1	16
A4	11	N/A	N/A	N/A
Vacant	31	17.3	17.7	13.9
Total	**190**	**100.0**	**100.0**	**100.0**

Source: Experian Goad July 2010

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

Westow Hill/ Crystal Palace district centre has a moderate amount of comparison shops (49) and convenience goods (14) reflecting the centre's role as a local shopping destination for both types of goods. Table A4.32 provides a breakdown of comparison shop uses by goods categories.

All but two of the comparison goods categories are represented in the centre, excluding cars, motorcyles and motor access; and variety, department and catalogue. The centre has a high proportion of booksellers, arts, crafts and stationers; DIY, hardware and homewares; florists, nurseryman and seedsman; and other comparison retailers. It has a lower proportion of clothing and footwear stores; chemist, drug stores and opticians; and jewellers. There are no multiple retailers within the centre.

Table A4.32 Westow Hill District Centre Breakdown of Comparison Units

Type of Unit	Westow Hill District Centre			UK Ave. [1]
	Westow HIll	2012 %	2008[2] %	%
Clothing and Footwear	9	18.4	22.8	26.3
Furniture, carpets and textiles	3	6.1	4.5	8.4
Booksellers, arts, crafts and stationers	8	16.3	6.8	10.7
Electrical, gas, music and photography	3	6.1	13.7	9.4
DIY, hardware & homewares	5	10.2	6.8	6.1
China, glass, gifts & fancy goods	2	4.1	6.8	3.9
Cars, motorcycles & motor access	0	0.0	0.0	2.9
Chemists, drug stores & opticians	3	6.1	9.1	9.3
Variety, department & catalogue	0	0.0	4.5	1.4
Florists, nurserymen & seedsmen	2	4.1	4.5	2.2
Toys, hobby, cycle & sport	2	4.1	2.3	5.4
Jewellers	1	2.1	4.5	4.9
Other comparison retailers	11	22.4	13.7	9.1
Total	**49**	**100**	**100**	**100**

Source: Experian Goad July 2010

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Westow Hill/ Crystal Palace has a good range of service uses, with call categories represented, as shown in Table A4.33 below. The centre has a higher proportion of restaurant, cafes and takeaways; estate agents and valuers; and laundries and dry cleaners. It has a low proportion of banks and professional services; and hair and beauty salons.

In addition, the centre includes a number of entertainment facilities such as pubs and bars, in addition to a bingo hall. Furthermore, there is a good provision of community facilities, including the Phoenix Community Centre and Crystal Palace Park.

Table A4.33 Westow Hill Town Centre Analysis of Selected Service Uses

Type of Use	Westow Hill Town Centre			UK Average[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	44	51.8	54.8	45.2
Banks/other financial services	6	7.1	4.1	13.4
Estate Agents and valuers	15	17.6	19.2	10.8
Travel agents	1	1.2	0.0	3.5
Hairdressers & beauty parlours	15	17.6	16.4	24.4
Laundries and dry cleaners	4	4.7	5.5	2.7
Total	**85**	**100**	**100**	**100.0**

Source: Experian Goad July 2010

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Vacant Units

The centre has 31 vacant units which equates to a vacancy rate of 17.3%, which is broadly similar to the vacancy rate in 2008 (17.7%). This is higher than the national average at 13.9%. The majority of vacant units are clustered on Church Road and Westow Hill.

Environmental Quality

The quality of the buildings within Westow Hill/ Crystal Palace District Centre is good. The buildings date back to the 19th Century which followed investment into the area following the relocation of The Crystal Palace from Hyde Park. The majority of the centre is a designated conservation area which is reflected in the quality of the buildings. There is some modern infill development which does detract slightly from the environmental quality, although this is quite well maintained.

The focus of the centre on a triangle creates a natural pedestrian circuit around the centre which aids pedestrian movement. In addition, the one way system around the centre enhanced the pedestrian friendly nature of the centre.

The public realm within the centre is good, enhanced considerably by the presence of Crystal Palace Park immediately to the north east of the centre. The centre includes street furniture, planters, trees and street lighting which are all of reasonable quality.

Summary of the Strengths and Weaknesses of Westow Hill/ Crystal Palace

Strengths

- The centre serves an important local shopping role with a number of convenience shops, including the large Sainsbury's supermarket, and a range of comparison and important local services.
- The layout of the centre as a triangle creates a natural pedestrian circuit which aids pedestrian movement.
- The environmental attractiveness of the centre is good, further enhanced by the adjacent Crystal Palace Park.
- Good public transport links, including Crystal Palace station (national rail and London Overground) and a number of bus routes.

Weaknesses

- There is very limited national multiple retail presence within the centre, and the number of comparison units within the centre is far below the national average.
- The vacancy rate is high which suggests demand is low for premises within the centre.

Vauxhall

Vauxhall is located to the north west of Lambeth Borough. Facilities on Wandsworth Road and Kennington Lane are currently designated as Local Centres. Vauxhall Cross is not a designated centre within the London Plan or the Lambeth Core Strategy (2011). However, the London Plan identifies that Vauxhall could be classified as a CAZ frontage, as part of its proposed changes to the retail network in London over the plan period.

Existing retail and services are located in as number of separate areas. There are a number of parades of shops spread along Wandsworth Road and a parade on Kennington Lane, designated as separate local centres. There are a number of converted railway arches along the Albert Embankment. There are also facilities around Vauxhall Station and at St Georges Wharf.

St George’s Wharf provides some retail and leisure, including a Tesco Express, Pret a Manger, restaurant, pub, coffee shop, gym, dry cleaners and hair salon. It functions as a local parade for the on-site residential and office uses. The development still has some vacant units.

The bus and rail station area station includes a limited number of shops with an active retail frontage. A new Little Waitrose and Travelodge are currently under construction. The bus station is a landmark but is located on a gyratory system.

The railway arches include a new Sainsbury’s Local, Majestic Wine, Topps Tiles, Bathstore, Ducati dealership and independent restaurants, a delicatessen and a coffee shop, and a number of bars and nightclubs to serve Vauxhall’s Lesbian, Gay, Bisexual and Transgender (LGBT) night time economy. The railway arches are poorly connected the underground station and to Bondway.

The Vauxhall District Centre report prepared by GVA concludes that at present the area, which falls within the proposed district centre boundary does not perform a significant retail function and does not encourage commuters and visitors using the transport interchange to spend any meaningful time in Vauxhall.

The wider area has and is continuing to undergo major regenerations that will increase the local catchment population. This development will provide opportunities to improve the provision of shops and services in the area.

The emerging Local plan seeks to create a new centre at Vauxhall Cross and mixed use development is proposed including retail, employment, housing, leisure and entertainment. There is also major mixed use development proposed at Vauxhall Nine Elms Battersea Opportunity Area within Wandsworth Borough. Vauxhall is located within an area of significant change. Vauxhall Cross is located a key public transport hub.

Vauxhall’s key current roles include:

- *convenience shopping:* including a number of express style supermarkets i.e. two Tesco Express stores, a Sainsbury's Local and a Little Waitrose (to open shortly, in addition to a number of independent convenience stores, butchers, bakers and off licenses. There is also a Sainsbury's superstore close by on Wandsworth Road;
- *comparison shopping:* a limited range of comparison retailers, mostly independent, selling a range of low and higher order goods;
- *services:* including a reasonable range of restaurants, cafes and takeaways, some hair and beauty salons, dry cleaners, a bank and an estate agents;
- *entertainment:* including several pubs and bars, nightclubs and a roller disco venue; and
- *community facilities:* including a community centre, gyms, doctors' surgery and several places of worship.

Mix of Uses and Occupier Representation

Vauxhall has 112 retail/service units. Table A4.34 sets out the mix of uses within Vauxhall, compared with the Goad national average. The proportion of comparison retail units is much lower than the national average, whilst the proportion of convenience retail is higher. In terms of the proportion of service unit, the proportions of A1, A3 and A5 uses is higher than the national average, whilst the proportion of A2 retail service uses is lower. The vacancy rate is in line with then national average.

Table A4.34 Vauxhall Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Vauxhall (2012)	Vauxhall (2008)[3]	National Average[1]
Comparison Retail	20	19.8	N/A	41.9
Convenience Retail	23	22.8	N/A	8.7
A1 Services[2]	15	14.8	N/A	10.9
A2 Services	5	4.9	N/A	8.6
A3 and A5	24	23.8	N/A	16
A4	11	N/A	N/A	N/A
Vacant	14	13.9	N/A	13.9
Total	**112**	**100**	**100**	**100.0**

Source: Experian Goad, April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods
(3) Lambeth Retail Study 2008

Retailer Representation

Vauxhall has a relatively poor range of comparison retailers (20), with four of the 13 goad categories not represented, as shown in Table A4.35. The categories not represented includes clothing and footwear; china, glass, gifts and fancy goods; variety, department and catalogue; and jewellers. There is a high proportion of furniture, carpet and textiles; DIY, hardware and homewares; car, motorcycles and motor access; and toys, hobby and sport stores within Vauxhall.

There is a very limited number of national multiple retailers within Vauxhall, with Bathstore.com and Cartridge World the only notable retailers.

Table A4.35 Vauxhall Breakdown of Comparison Units

Type of Unit	Vauxhall			UK Ave. [1]
	Vauxhall	2012 %	2008[2] %	%
Clothing and Footwear	0	0	N/A	26.3
Furniture, carpets and textiles	4	20.0		8.4
Booksellers, arts, crafts and stationers	3	15.0		10.7
Electrical, gas, music and photography	2	10.0		9.4
DIY, hardware & homewares	3	15.0		6.1
China, glass, gifts & fancy goods	0	0.0		3.9
Cars, motorcycles & motor access	2	10.0		2.9
Chemists, drug stores & opticians	2	10.0		9.3
Variety, department & catalogue	0	0.0		1.4
Florists, nurserymen & seedsmen	1	5.0		2.2
Toys, hobby, cycle & sport	2	10.0		5.4
Jewellers	0	0.0		4.9
Other comparison retailers	1	5.0		9.1
Total	**20**	**100**	**100**	**100**

Source: Experian Goad, April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Service Uses

Vauxhall has a reasonable range of service uses, with all categories represented excluding travel agents, as shown in Table A4.36. Vauxhall has a high proportion of restaurants, cafes and takeaways; and laundries and dry cleaners when compared to the national average. It has a low proportion of banks and financial services; hair and beauty salons; and estate agents. In addition to Class A service uses, Vauxhall has several other non-retail uses including places of worship, fitness centres, a number of office buildings and a doctors' surgery.

Table A4.36 Vauxhall Analysis of Selected Service Uses

Type of Use	Vauxhall			UK Ave.[1]
	Units	2012 %	2008[2] %	%
Restaurants, Café & takeaways	29	65.9	N/A	45.2
Banks/other financial services	4	9.1		13.4
Estate Agents and valuers	1	2.3		10.8
Travel agents	0	0.0		3.5
Hairdressers & beauty parlours	7	15.9		24.4
Laundries and dry cleaners	3	6.8		2.7
Total	**44**	**100.0**	**100.0**	**100.0**

Source: Experian Goad, April 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) Lambeth Retail Study 2008

Retail Rents

Zone A retail rents range from £125 to £360 per sq m (£12 to £33 per sq ft) in Vauxhall, which is mid-range for centres in the Borough. There is no retail yields information available in Vauxhall.

Environmental Quality

The environmental quality within Vauxhall is mixed. This is reflective of the different areas which currently form the wider Vauxhall "centre". The area is comprised of a mix of more historic buildings, which are generally in poor repair, and more modern buildings such as the new apartments fronting the River Thames, the iconic MI5 building and the hotels and offices along Albert Embankment.

The different parts of Vauxhall do not provide a legible pedestrian circuit, and traffic is high, especially around the rail station and bus station, which detracts from the overall environmental attractiveness of the centre.

The River Thames runs to the north of Vauxhall. Development has responded to this waterfront location, utilising this natural feature to enhance the attractiveness of the centre.

Summary of Vauxhall's Strengths and Weakness

Strengths

- Vauxhall is located on a key public transport hub. It is located in an area of significant change and housing and employment development will significantly enhance its catchment potential.
- Reasonable convenience retail provision in terms of small convenience stores. The Sainsbury's superstore attracts main food shopping trips to the area.
- The railway arches on the Albert embankment provide a interesting mix of shops, restaurants and services.
- A number of facilities are provided to support an evening economy, including restaurants, takeaways, bars, pubs, nightclubs and hotels.
- Excellent public transport links with a national rail station, bus station and underground station.
- The vacancy rate is in line with the national average.

Weaknesses

- Vauxhall does not operate as a single centre. There is no critical mass or focal point. Facilities are scatter along Wandsworth Road, which are poorly connected to Vauxhall Cross and uses on the Albert Embankment and Kennington Lane. Plans to create a new district centre at Vauxhall Cross should provide a more integrated centre.
- The provision of comparison retail units is poor, with certain categories not represented at all. This includes clothing and footwear; china, glass, gifts and fancy goods; variety, department and catalogue; and jewellers. There is also a very limited amount of national multiple retailers in Vauxhall.
- Vauxhall has a lower provision of Class A2 retail service uses.
- Traffic flow is heavy through the centre. This comprised with the different parts of Vauxhall impedes pedestrian legibility.

Clapham South

Clapham South is a small district centre located on the west boundary of the borough. The main concentration of the retail units are located on Balham Hill and are beyond the borough boundary in Wandsworth. The analysis below relates to the centre as a whole. Clapham South district centre is bounded by residential areas to the east and south with Clapham Common to the north and west. The key roles of Clapham South include:

- *Convenience shopping* – Tesco, Marks & Spencer and Sainsbury's Local stores and newsagents;
- *Comparison shopping* – a small number specialist independent retailers;
- *Services* – including several restaurants, takeaways, a dry cleaners and hairdressers;
- *Community facilities* – including a dentist surgery.

Mix of Use and Occupier Representation

Clapham South has a total of 49 retail/service uses. The diversity of uses present in terms of number of units is set out in Table A4.37 compared against the national average. Clapham South primarily serves day to day local shopping needs and non-retail services. It has a good provision of food stores, A1 services, restaurants and takeaways.

Table A4.37 Clapham South District Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Clapham S (2012)	Clapham S (2008)	National Average[1]
Comparison Retail	7	14.3	N/A	41.9
Convenience Retail	11	22.4	N/A	8.7
A1 Services[2]	8	16.3	N/A	10.9
A2 Services	5	10.2	N/A	8.6
A3 and A5	15	30.6	N/A	16
A4	0	0	N/A	N/A
Vacant	3	6.1	N/A	13.9
Total	49	100.0	N/A	100.0

Source: Wandsworth Local Centre Survey 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)
(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods

Retailer Representation

Clapham South has a very small selection of comparison shops (7) reflecting the centre's primary role as a local convenience and service shopping designation. All are small independent shops. Table A4.38 provides a breakdown of comparison shop units by category. Only six categories are represented.

Table A4.38 Clapham South District Centre Breakdown of Comparison Units

Type of Unit	Clapham South District Centre			UK Ave. [1]
	Clapham South	2012 %	2008 %	%
Clothing and Footwear	2	28.5	n/a	26.3
Furniture, carpets and textiles	0	0	n/a	8.4
Booksellers, arts, crafts and stationers	0	0	n/a	10.7
Electrical, gas, music and photography	0	0	n/a	9.4
DIY, hardware & homewares	1	14.3	n/a	6.1
China, glass, gifts & fancy goods	1	14.3	n/a	3.9
Cars, motorcycles & motor access	0	0	n/a	2.9
Chemists, drug stores & opticians	1	14.3	n/a	9.3
Variety, department & catalogue	0	0	n/a	1.4
Florists, nurserymen & seedsmen	1	14.3	n/a	2.2
Toys, hobby, cycle & sport	0	0	n/a	5.4
Jewellers	0	0	n/a	4.9
Other comparison retailers	1	14.3	n/a	9.1
Total	7	100	100	100

Source: Wandsworth Local Centre Survey 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

Service Uses

Clapham South has a reasonable range of services, though as shown in Table A4.39. The centre has no travel agents or banks/building societies. The proportion of restaurants, café and takeaways; and estate agents is higher than the national average.

Table A4.39 Clapham South District Centre Analysis of Selected Service Uses

Type of Use	Clapham South District Centre			UK Ave.[1]
	Units	2012 %	2008[2] %	%
Restaurants, café & takeaways	15	68.2	n/a	45.2
Banks/other financial services	0	0	n/a	13.4
Estate Agents and valuers	4	18.2	n/a	10.8
Travel agents	0	0.0	n/a	3.5
Hairdressers & beauty parlours	3	13.6	n/a	24.4
Laundries and dry cleaners	2	9.1	n/a	2.7
Total	22	100.0	100.0	100.0

Source: Wandsworth Local Centre Survey 2012

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

Vacant Units

There were only three vacant retail units within Clapham South district centre at the time of the survey making the vacancy rate (6.1%) under half the national average of 13.9%.

Environment Quality

The quality of the shop fronts in the centre is good and the centre is well maintained. There is limited evidence of graffiti and vandalism within the centre and the shopping environment appeared safe. The close proximity of Clapham Common to the centre is a major asset to the centre.

The centre suffers from high levels of traffic, including the A205.

Summary of Clapham South’s Strengths and Weaknesses

Strengths

- A good range of convenience shopping, including Tesco, Sainsbury’s and Marks and Spencer which are supported by smaller specialist shops.
- The centre provides a good range of restaurants, cafés and takeaways, and a strong evening economy.
- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.
- The centre has excellent public transport links.
- A good quality public realm and the close proximity to Clapham Common helps both the environmental quality and general attraction of the centre.

Weaknesses

- The centre has a poor range and choice of comparison shops and a very limited national multiple retailer presence.
- The centre suffers from high levels of traffic.
- The centre does not have any banks.

Appendix 5 Policy Overview

National Planning Policy Framework (NPPF)

The NPPF sets out the Government's planning policy for England superseding the majority of earlier National Planning Policy Guidance and Statements (including PPS4). The Practice Guidance relating to PPS4 has not been cancelled by publication of the NPPF and retains its role as guidance in so far as it does not conflict with the NPPF.

The NPPF seeks to provide a "*framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.*" (paragraph 1)

The NPPF emphasises (paragraph 6) that the purpose of the planning system is to contribute to the achievement of sustainable development. It notes (paragraph 7) that "*there are three dimensions to sustainable development: economic, social and environmental.*"

The NPPF emphasises (paragraph 12) that it does not change the statutory status of the development plan as the starting point for decision making and that "*it is highly desirable that local planning authorities should have an up-to-date plan in place.*"

Within this context (paragraph 14), the *"presumption in favour of sustainable development… should be seen as a golden thread running through both plan-making and decision-taking."*

For plan-making this means that:

- Local planning authorities should positively seek opportunities to meet the development needs of their area;
- Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:
    - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
    - Specific policies in this Framework indicate development should be restricted.

For decision-taking this means:

- Approving development proposals that accord with the development plan without delay; and
- Where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
    - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as whole; or
    - Specific policies in this Framework indicate development should be restricted.

NPPF Retail Planning Policy

Consistent with the now superseded PPS4, the NPPF emphasises that (paragraph 23) "Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period."

The NPPF continues that in drawing up Local plans, local planning authorities should:

- Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- Promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;
- Allocate appropriate edge of centre sites for main town centres uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;

At the subsequent decision-taking stage (paragraph 26) when assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan, local planning authorities should require an impact assessment *"if the development is over a proportionate locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sq m)."*

This assessment should:

- apply a sequential test; and
- require an assessment of:

- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

Furthermore (paragraph 27) "Where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused."

In setting out guidance on preparing Local Plans the NPPF states (paragraph 151) that "Local Plans must be prepared with the objective of contributing to the achievement of sustainable development."

Using a Proportionate Evidence Base

In preparing Local Plans, "each local planning authority should ensure that the Local Plan is based on adequate up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area" and "take full account of relevant market and economic signals." (para 158)

The Mary Portas Review

GLG's *High streets at the heart of our communities: The Government's response to the Mary Portas review* was published in March 2012. It announced a range of financial measures and funding for *Town Team* pilots. Croydon was named one of the first 12 towns to be Portas Pilots in May 2012.

The Portas Review (December 2011) made a number of key recommendations aimed at identifying what government, local authorities, businesses and communities could do together to promote the development of new models of prosperous and diverse high streets. Its starting point was that Britain's high streets have reached crisis point and urgent action is required. The Review recognised that the changes in the retail environment that have caused the decline of high street retailing are broader than out-of-town retailing, and that these changes are permanent. The Review is presented against a background of town centre vacancy rates doubling in the past two years and over half of consumer spending now taking place away from traditional high street shops. The key themes of the review are regeneration and modernisation, with a strong social and community emphasis and new benchmarks for judging high streets. Portas suggests that high streets "should become places where we go to engage with other people in our communities, where shopping is just one small part of a rich mix of activities".

Portas made 28 wide-ranging recommendations; many of which were planning-related. First, it is recommended that the Secretary of State has "exceptional sign-off ” for all new out-of-town developments - she says that, "...Where the case for an out-of-town development has been proved, the Secretary of State should more frequently use his existing powers to decide whether there has been enough consideration of the impact of out-of-town development on the town centre. This could be restricted to extensions over a defined size or scope, in order to not overly slow the planning system". So-called big new developments should also then only be signed off where they include some designated (affordable) space quota for smaller retail units for local entrepreneurs; s106 obligations could be used to secure this. As a consequence too of finding out that there has been no recent research "undertaken to understand the impact of out-of-town developments on town centres", Portas recommended that new research is undertaken, "with a clearly defined purpose to ensure the outcome provides information that is useful in making planning decisions".

Key to policy and decision-making, is the recommendation that the National Planning Policy Framework makes explicit in its wording a presumption in favour of sustainable town centre development (including offices as well as shops and businesses).

Portas’ other recommendations present opportunities for existing and future town centre developments to have a stronger role within the wider management objectives of ‘Town Teams’ and business improvement districts (BIDs), and developers, landowners and operators will need to take greater responsibility in this area. Building flexible spaces and a mix of uses which provide for a range of community activities will continue to be key to the long term regeneration, vitality and viability of centres.

Portas recognised a need for bespoke solutions which meet the needs and aspirations of local communities. In responding to calls for affordable shops within new big developments, it may be appropriate in some locations to explore more effective alternatives to low-rent permanent floorspace which will better meet social and community objectives, such as public space which can accommodate markets and temporary low-cost space.

In some areas it may be appropriate to manage the decline of the traditional high street retail offer and introduce other more sustainable uses which will generate activity and create attractive environments.

Portas’ observations also lend support to more flexible approaches to parking provision and pricing in town centre schemes, regardless of existing Local Authority pricing structures which have sometimes influenced the basis for provision against developer wishes in the past.

Landowners and developers will come under pressure to secure the active use of vacant units and sites, but this objective could also provide an opportunity to seek more effective temporary use rights to encourage meanwhile uses in vacant units or on sites awaiting redevelopment. Increased flexibility of changes of use may assist property owners. The Review could also encourage LPAs being more willing to exercise CPO powers to enable town centre development.

Development Plan Policy

The development plan for Lambeth comprises The London Plan (July 2011), the Core Strategy (2011) and 'saved' policies within the Unitary Development Plan (2007).

The London Plan

Policy 2.9 identifies the London Borough of Lambeth as an inner London borough. Boroughs in inner London, "…should work to realise the potential of inner London in ways that sustain and enhance its recent economic and demographic growth while also improving its distinct environment, neighbourhoods and public realm, supporting and sustaining existing and new communities, addressing its unique concentrations of deprivation, and improving quality of life and health for those living, working, studying or visiting there."

In terms of LDF preparation, boroughs with their area falling within inner London should develop more detailed policies and proposals taking into account the above principles.

Policy 2.15 relates to town centres and states that the Mayor, boroughs and other stakeholders should coordinate the development of London's network of town centres. Town centres should be developed to provide:

a The main foci beyond the CAZ for commercial development and intensification

b The structure for sustaining and improving a competitive choice of goods and services conveniently accessible to all Londoners, particularly by walking, cycling and public transport

c The foci for most Londoners' sense of place and local identity in the capital.

"Changes to the network, including designation of new centres or extension of existing ones where appropriate, should be coordinated strategically with relevant planning authorities…Identified deficiencies in the network of town centres can be addressed by promoting centres to function at a higher level in the hierarchy or by designating new centres where necessary…"

In preparing LDFs boroughs should:

d Identify town centre boundaries, primary and secondary shopping areas in LDF proposals maps and set policies for each type of area

e In coordination with neighbouring authorities, identify other, smaller centres

f Manage declining centres [proactively, considering the scope for consolidation and strengthening of centres

g Support and encourage town centre management to promote safety, security and environmental quality h Promote the provision of Shopmobility schemes to improve access to goods and services for older and disabled Londoners.

Annex 2 of the London Plan sets out town centre classifications within London's town centre network. Brixton and Streatham are classified as Major Centres. Clapham High Street, Stockwell and West Norwood/ Tulse Hill are designated District Centres. Lower Marsh/ The Cut is a designated CAZ frontage Centre (Table A2.1). In Table A2.2 Vauxhall is identified as a 'potential future change to the town centre network over the Plan period'. It is proposed that Vauxhall could be classified as a CAZ frontage subject to, *"…capacity analysis, impact assessment, land use and accessibility, planning approvals, town centre health checks and full implementation."*

Policy 2.16 states, *"The Mayor will, and boroughs and other stakeholders should, identify, develop and promote strategic development centres in outer London with one or more strategic economic functions."*

Policy 4.7 states *"the Mayor supports a strong, partnership approach to assessing need and bringing forward capacity for retail, commercial, culture and leisure development in town centres."*

"In preparing LDF's, boroughs should:

i *Identify future levels of retail and other commercial floorspace need in light of integrated strategic and local assessments*

j *Undertake regular town centre health checks to inform strategic and local policy and implementation*

k *Take a proactive partnership approach to identify capacity and bring forward development within or, where appropriate, on the edge of town centres*

l *Firmly resist inappropriate out of centre development*

m *Manage existing out of centre retail and leisure development in line with the sequential approach, seeking to reduce car dependency, improve public transport, cycling and walking access and promote more sustainable forms of development."*

Policy 4.8 states that the Mayor will support, "…a successful, competitive and diverse retail sector which promotes sustainable access to the goods and services that Londoners need…"

Local Planning Authorities are required to take a proactive approach to planning for retailing:

n Bring forward capacity for additional comparison goods retailing, particularly in Metropolitan and major centres

o Support convenience retail, particularly in District, Neighbourhood and local centres p Provide a policy framework for maintaining and enhancing local shopping facilities. Develop policies to prevent the loss of retail facilities that provide essential convenience and specialist shopping

q Identify areas under-served in local convenience shopping services and support additional facilities at an appropriate scale

r Support the range of London's markets to improve their management and enhance their offer to contribute to the vitality of town centres

s Support the development of e-tailing and more efficient delivery systems.

Policy 4.9 states that Boroughs should develop local policies where appropriate to support the provision of small shop units suitable for small/independent retailers and service outlets to strengthen the attractiveness and competitiveness of centres.

Lambeth Core Strategy (January 2011)

The Lambeth Core Strategy (CS) was adopted in January 2011.

Policy S3 "Economic Development" sets out, inter alia, that the Council will support local economic development through supporting the vitality and viability of Lambeth's hierarchy of major, district and local centres, including the Vauxhall and Waterloo London Plan Opportunity Areas, for retail, service, leisure, recreation and other appropriate uses. The predominant retail function of primary shopping areas in the Waterloo Opportunity Area (Lower Marsh) and in major and district centres will be maintained. Regeneration will be delivered within Lambeth's town centres, and existing retail facilities will be improved. Market areas will be protected, along with areas of specialist shopping, local shops and other local services to meet community need within neighbourhoods (Policy S3, [d]).

With regard to leisure facilities, Policy S3 (e) states that the Council will safeguard and improve leisure, recreation, arts and cultural facilities where they meet local and wider needs, especially in town centres, unless adequate replacement provision is made. The network of Lambeth's town centres is set out in Annex 4, and identified in the Table below.

Lambeth Borough Network of Centres

Major	District
Brixton Streatham	Camberwell Green* Clapham High Street Clapham South* Herne Hill* Lavender Hill/Queenstown Road* Norbury* Stockwell West Norwood/Tulse Hill Westow Hill/ Crystal Palace* (1)

Source: Lambeth LDF Core Strategy 2011 Annex 4
* indicates a district centre shared with an adjoining borough
(1) referred to as Upper Norwood/ Crystal Palace in the London Plan

Lambeth Unitary Development Plan (2007)

The Lambeth Unitary Development Plan was adopted in August 2007. Within the adopted plan Policy 4 relates to town centres and community regeneration. This policy states that:

d. Major and district town centres will be regenerated and sustained for a wide range of shopping, services, leisure, community, civic, arts, entertainment and other facilities, accessible and available to all sections of the community. In the core areas, active frontages should be A Class or D Class with 50% of original units to remain in Class A1 use and the loss of larger units of 250 sq. m or more, suitable for national multiple retailers, resisted unless it is demonstrated there is a lack of demand;

e. In local centres, edge of centre locations and isolated shops, units should be active frontages, A Class or D Class uses, unless it is demonstrated they are no longer viable through a lack of demand and would not result in any more than 2 in 5 consecutive units being of a non-active frontage use.

Policy 27 seeks to resist the loss of public houses where it would create a shortage of local public houses within a walking distance (400m). Policy 29 states evening economies, food and drink use and amusement centre uses, including, nightclubs, restaurants, takeaways, entertainment centres, bingo halls, live music venues and casinos will only be permitted where the proposal would not cause unacceptable noise or harm residential amenity and where there is not an over concentration of such uses. Policy 30 seeks to protect the provision of theatres, cinemas and arts and culture facilities within the Borough.

Policy 64 relates to ‘Food and Drink Uses in Clapham High Street and Old Town’. It states that the growth of large food and drink (A3) uses will be controlled and, in addition to Policy 29, these uses will not be permitted where in the core of the town centre they replace an A1 unit that could still be viable, or where they introduce a full drinks licence into edge of town areas.

Appendix 6 Household Survey Results

Household Survey Results

Survey Structure

NEMS Market Research carried out a telephone survey of 1800 households across the Lambeth study area in October 2012. The study area was split into seven zones, based on postcode sectors.

The number of interviews undertaken reflects the population in each zone in order to provide statistically reliable sub-samples. The main aims of the survey were to establish patterns for the following:

- Main food and top up grocery shopping;
- Non-food shopping, including:
  - clothing and footwear;
  - domestic electrical appliances;
  - other electrical goods (TV, Hi-Fi and computers);
  - furniture, soft furnishing or carpets;
  - DIY/hardware items and garden items;
  - chemist, health and beauty items; and
  - Other non-food items (e.g. books, CDs, DVDs, toys and gifts).

Main Food Shopping

Main food shopping trips within the study zone are spread across a large number of stores, but large food stores are generally the main destination for respondents' last main food shopping trip across the study area. Overall, the Sainsbury's store at Nine Elms, Vauxhall, was the most popular shopping destination (7.7%), followed by Sainsbury's Streatham (6.5%), Tesco in Brixton (5.1%), Tesco in Kennington (4.2%) and Asda at Clapham Junction (3.5%) for the study area as a whole, though different zones recorded different responses as the most popular destination for their main food shopping trip:

- **Balham/ Streatham Zone:** Waitrose, Balham (11.5%), followed by Tesco, Clapham South (6%) and Sainsbury's, Streatham (6%).
- **Queenstown/Nine Elms Zone:** Sainsbury's, Nine Elms (29.8%), followed by Sainsbury's, Clapham Common (15.5%) and Asda, Clapham Junction (11.3%).
- **Waterloo Zone:** Tesco, The Oval (27.6%), followed by Morrison's, Walworth Road (9.8%), Sainsbury's, Nine Elms (9.8%) and Asda, Old Kent Road (4.1%).
- **Brixton Zone:** Tesco, Brixton (17.7%), followed by Sainsbury's, Dog Kennel Hill (13.4%) and Sainsbury's Nine Elms (7.3%).

- **Streatham Zone:** Sainsbury's, Streatham (17%), followed by Sainsbury's Local, Streatham (15%), Tesco, Brixton (11%) and Sainsbury's, Balham (8%).
- **West Norwood/ Tulse Hill Zone:** Sainsbury's, Dog Kennel Hill (31%), followed by Sainsbury's Local, Streatham (7%), Sainsbury's, Streatham (7%) and Iceland, West Norwood (6%).
- **Upper Norwood Zone:** Sainsbury's, Streatham (23.1%), followed by Sainsbury's Local, Streatham (15.4%) and Sainsbury's, Upper Norwood (145.5%).

Overall, 7.3% of respondents chose to do their last main food shopping on the internet and have it delivered. This is higher than the average derived from similar NLP surveys across the country (1.5%).

Mode of Travel for Main Food Shopping

In the whole study area, 52.3% of respondents indicated that they travel to do their main food shopping by car (both driver and passenger) which is lower than the NLP average derived from similar surveys across the country (74.6%). A much higher proportion walk to their main food shopping destination (26%) compared to the NLP average of 11.7%, and again a higher proportion of households travel by bus (15.1%) compared to the NLP averages derived from other surveys of 8.6%. The number of all respondents (2.1%) using a bike to travel to their last main shopping location is also higher than the NLP average of 0.5%. These differences when compared with NLP's national average generally reflect lower levels of car use and good provision of public transport usage within inner London.

Top-Up Food Shopping

Top-up food shopping trips are normally made to supplement main food shopping trips and are undertaken on a more frequent basis for staples such as bread and milk. Around 82% of households across the catchment area indicated that they undertake small-scale or top-up shopping trips in addition to their main food shopping trips.

The overall results show that, while the main food stores remain dominant, top-up shopping trips are dispersed over a larger number of stores, with the most popular two stores overall with no food store attracting more than 3% of top up shopping across the survey area as a whole. "Local shops/markets" in the study area account for 17.9% of all responses.

Non-Food Shopping

Respondents were asked in which location they buy most of their household's non-food shopping. For the study area as a whole, London West End was the most popular destination with 15.9% of all respondents shopping there, followed by Croydon (11.2%), Brixton (9.7%) and Streatham (7.2%) This demonstrates that around 30% of non food shopping is carried out within the borough.

The following centres are the most popular centres for non food shopping in each zone:

- **Balham/ Streatham Zone:** Balham (15.8%)
- **Queenstown/Nine Elms Zone:** London West End (16.7%)
- **Waterloo Zone:** London West End (23.6%)
- **Brixton Zone:** Brixton (31.7%)
- **Streatham Zone:** Streatham (27%)
- **West Norwood/ Tulse Hill Zone:** Croydon (24%)
- **Upper Norwood Zone:** Croydon (45.3%).

Overall 7.9% of respondents buy their non-food shopping on the internet or have it delivered. The Balham/ Streatham zone has the highest proportion of respondents who buy most of their non-food shopping on the internet (11.5%) and the Upper Norwood zone has the highest proportion that do the majority of their non food shopping by mail order (0.9%)

Mode of Travel for Non-Food Shopping

The predominant mode of travel for non-food shopping was the car (both driver and passenger) with 30.2% of respondents indicating that they use this form of travel. The second most popular mode of transport for travelling to non-food shopping destinations was by bus/coach (23.2%), followed by walking (17.8%).

Non-Food Shopping Destinations

The household survey asked specific questions to probe which destinations respondents last visited to undertake particular types of non-food shopping.

Clothing/footwear: the most popular destination was London West End (26.4%), followed by Croydon (12.4%) and Clapham Junction (6.8%). 8.7% prefer to do their clothes shopping on the internet.

Electrical goods: the most popular destinations where respondents last purchased domestic electrical appliances such as fridges or kitchen items were on the internet (18.3%) followed by London West End (15.1%), Brixton (14.6%) and Croydon (8%).

The internet was also the most popular response as the location respondents last bought other kinds of electrical goods, such as TVs, Hi-Fis and computers, with 19.2% of all respondents, followed by London West End (18%), Brixton (12.1%) and Croydon (9.2%).

Furniture/furnishings/floor coverings: Croydon was the most popular destination for furniture, furnishings and floor coverings (20.1% of all respondents), followed by London West End (13.3%). Between 3 -4% of respondents bought these types of goods at Brixton, Kings Road and Streatham. 8.5% of respondents last bought furniture, soft furnishings or floor coverings on the internet/mail order.

DIY/hardware/garden items: the most popular destination in the study area respondents last shopped at for DIY/hardware and garden items was Wandsworth Town (18.2% of all respondents), followed by Streatham (12.1%) and West Norwood/ Tulse Hill (8.9%). Only 1.9% of respondents last bought DIY/hardware and garden items on the internet/mail order.

Pharmaceutical/health/beauty items: Streatham was the most popular destination (13.9%), followed by Brixton (11.4%) and Balham (7.5%). 2.1% of respondents last bought pharmaceutical, health and beauty items on the internet/mail order.

Books, CDs, toys and gifts: 39.2% of all respondents last bought “other” items such as books, CDs, toys and gifts on the internet. The next most popular destination was London West End (7.5%), Streatham (5.3%) and Croydon (4.3%).

Table A5.1 shows the shopping destination with the highest proportion of respondents for each comparison goods category in each zone. This indicates broadly where people prefer to shop for each type of goods and allows comparison between each zone.

Table A5.1: Destinations with Highest Proportion of Response

Zone	Balham/ Streatham	Queenstown/ Nine Elms	Waterloo	Brixton	Streatham	West Norwood/ Tulse Hill	Upper Norwood
Clothing/Footwear	London West End	London West End	London West End	London West End	London West End	London West End	Croydon
Domestic Appliances	Internet	London West End	London West End	Brixton	Croydon	Brixton	Croydon
Electrical Goods	Internet	London West End	London West End	Brixton	Internet	Brixton	Croydon
Furniture/Carpets	Croydon	London West End	London West End	London West End	Croydon	Croydon	Croydon
DIY/Hardware	Wandsworth Town	Wandsworth Town	Southwark	Brixton	Streatham	West Norwood/ Tulse Hill	Streatham
Chemist/Beauty	Balham	Clapham High Street	Kennington	Brixton	Streatham	West Norwood/ Tulse Hill	Streatham
Books/CDs/Toys/Gifts	Internet	Internet	Internet	Internet	Internet	Internet	Internet

Source: NEMS Household Survey, October 2012

Q01 Which store or shop did you do your household's last main food and grocery shopping?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Asda, Lavender Hill, Clapham Junction	3.5%	33	3.3%	6	11.3%	19	0.8%	1	1.2%	2	3.0%	3	2.0%	2	0.0%	0
Asda, Marlow Way, Wallington	0.8%	8	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.3%	5
Asda, Old Kent Road, Ossory Road, Southwark	0.8%	8	0.0%	0	1.2%	2	4.1%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St James Estate, Mitcham	0.8%	8	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	2	3.4%	4
Co-op, Fairview Rd, Norbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-op, Mitcham Road, Tooting	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northcote Road, Battersea	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwood Road, West Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Co-op, Streatham Hill, Streatham	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Streatham Vale, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Brixton Road, Lambeth	0.6%	6	0.0%	0	0.6%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Clapham Road, Stockwell	0.5%	5	0.0%	0	2.4%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Norwood Road, West Norwood	1.2%	11	0.0%	0	0.6%	1	0.0%	0	1.2%	2	2.0%	2	6.0%	6	0.0%	0
Iceland, Streatham High Road, Streatham	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, The Pavement, Clapham High St/Old Town	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Walworth Road, Southwark	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Acre Lane, Brixton	1.6%	15	0.0%	0	1.8%	3	0.0%	0	5.5%	9	1.0%	1	2.0%	2	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.3%	3	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Sreatham High Road	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1
Lidl, Tooting High Street, Streatham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.7%	2
Marks & Spencer Simply Food, Balham Hill , Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brixton Road, Lambeth	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	1.0%	1	0.0%	0
Morrisons, High Road, Streatham	1.5%	14	3.3%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	1.7%	2
Morrisons, Rye Lane, Peckham	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	1.0%	1	0.9%	1
Morrison's, St Marks Place, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrison's, The Broadway, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, 9-11 White Hart Lane, Barnes	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bellevue Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brixton Road Lambeth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clapham High Street, Clapham High St/Common	1.7%	16	0.5%	1	5.4%	9	0.8%	1	1.8%	3	2.0%	2	0.0%	0	0.0%	0

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old Town, Clapham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old York Road, Wandsworth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	4.4%	42	1.1%	2	0.0%	0	0.0%	0	0.0%	0	15.0%	15	7.0%	7	15.4%	18
Sainsbury's Local, Streatham Hill, Streatham Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1
Sainsbury's Local, Wandersworth Road, Lambeth	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wandsworth Road, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 80 Dog Kennel Hill, East Dulwich	5.9%	56	0.0%	0	0.0%	0	0.0%	0	13.4%	22	2.0%	2	31.0%	31	0.9%	1
Sainsbury's, Balham High Road, Balham	5.8%	55	24.6%	45	0.0%	0	0.0%	0	1.2%	2	8.0%	8	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Clapham Common	5.0%	48	6.6%	12	15.5%	26	0.0%	0	3.0%	5	5.0%	5	0.0%	0	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth	0.5%	5	0.0%	0	1.2%	2	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	0.9%	9	3.8%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's, Streatham High Road, Streatham Common	6.5%	62	6.0%	11	0.0%	0	0.0%	0	0.0%	0	17.0%	17	7.0%	7	23.1%	27
Sainsbury's, Tooting High Street, Tooting	0.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	7.7%	74	0.0%	0	29.8%	50	9.8%	12	7.3%	12	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Waterloo Road, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Norwood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.9%	1
Sainsbury's, Westow Street, Upper Norwood	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	14.5%	17
Sainsbury's, Whitehorse Lane, South Norwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.9%	1
Sainsbury's, Wilton Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Worple Road, Wimbledon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Tesco Express, 5 A-9 East Dulwich Road Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Balham High Road, Tooting	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Road, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High St, Clapham High St/Common	0.4%	4	1.1%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colliers Wood	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kennington Road, The Oval	0.6%	6	0.0%	0	0.0%	0	3.3%	4	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Thornton Heath	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Tesco Express, St George Wharf, Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Streatham High Road, Streatham	0.4%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Tesco Express, Tulse Hill, Lambeth	0.4%	4	0.0%	0	0.0%	0	0.8%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wandsworth High Street, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Battersea	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco Metro, Elephant & Castle	0.9%	9	0.0%	0	0.0%	0	5.7%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, Brixton	5.1%	49	0.0%	0	3.0%	5	0.0%	0	17.7%	29	11.0%	11	4.0%	4	0.0%	0
Tesco, Dunton Road Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Kennington Lane, The Oval	4.2%	40	0.0%	0	0.6%	1	27.6%	34	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Kent Road/ Dunton Road, Southwark	0.8%	8	0.0%	0	0.0%	0	3.3%	4	1.8%	3	0.0%	0	1.0%	1	0.0%	0
Tesco, South London Hospital, Clapham South	1.5%	14	6.0%	11	0.6%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Waitrose, Balham High Road, Balham	2.8%	27	11.5%	21	1.8%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Waitrose, Brunswick Centre, London	0.4%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kings Road, Chelsea	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southend Road, Beckenham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	3	2.6%	3
Waitrose, Southside Shopping Centre, Wandsworth High St, Wandsworth	0.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St John's Road, Clapham	0.5%	5	2.2%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rushey Green, Catford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Bugsby Way, Charlton	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Budgens, Mitcham Road, Wandsworth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Camberwell New Road, Camberwell	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwood Road, Tulse Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Costcutter, Sternhold Avenue, Streatham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brixton Road, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Elephant and Castle Shopping Centre, Southwark	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Norbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Iceland, Lower Marsh, Waterloo	0.4%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Penge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, London Road, Thornton Heath	0.3%	3	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Old Kent Road, Bermondsey	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Rowan Road, Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Local Market, Brixton	0.8%	8	0.0%	0	1.2%	2	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0
Local Market, Kennington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, Pimlico	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Westminster	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Brixton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Local Shops, Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Holborn	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lambeth	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Streatham	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local Shops, Vauxhall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Edgware Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, North End, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Waterside House, North Wharf Road, Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Butterfly Walk, Camberwell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Morrisons, High Street, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, The Broadway, Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Walworth Road, Southwark	1.4%	13	0.0%	0	0.6%	1	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Brixton Hill Road, Brixton Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Brixton Hill, Brixton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Herne Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Local, High Street, Camden	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lordship Lane, East Dulwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, South Lambeth Place, Vauxhall Station, Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brixton Hill, Brixton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Forest Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Trafalgar Way, Croydon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Tesco Express, Brixton Road, Stockwell	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Croxted Road, Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Kennington Road, Kennington	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Norwood Road, West Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Beverley Way, New Malden	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Oldfields Road, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco, Brigstock Road, Thornton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Croydon Road, Beckenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Tesco, Purley Way, Purley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Canary Wharf, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Kensington	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	7.3%	70	10.4%	19	7.7%	13	7.3%	9	9.1%	15	5.0%	5	7.0%	7	1.7%	2
(Don't know / can't remember)	0.6%	6	0.0%	0	0.0%	0	1.6%	2	0.6%	1	0.0%	0	0.0%	0	2.6%	3
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q02 Is there any other store or shop you do your main food and grocery shopping?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Asda, Lavender Hill, Clapham Junction	3.2%	31	4.4%	8	9.5%	16	0.0%	0	1.8%	3	2.0%	2	0.0%	0	1.7%	2
Asda, Marlow Way, Wallington	0.7%	7	0.5%	1	0.6%	1	0.0%	0	0.6%	1	2.0%	2	0.0%	0	1.7%	2
Asda, Old Kent Road, Ossory Road, Southwark	0.6%	6	0.0%	0	0.0%	0	3.3%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Asda, Roehampton Vale, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, St James Estate, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Fairview Rd, Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Northcote Road, Battersea	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwood Road, West Norwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Co-op, Streatham Hill, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Streatham Vale, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Brixton Road, Lambeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Iceland, Clapham Road, Stockwell	0.6%	6	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Norwood Road, West Norwood	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.9%	1
Iceland, Streatham High Road, Streatham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.0%	3	2.0%	2	0.0%	0
Iceland, The Pavement, Clapham High St/Old Town	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Walworth Road, Southwark	0.6%	6	0.0%	0	0.0%	0	4.1%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Acre Lane, Brixton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.3%	3	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Tooting	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Sreatham High Road	0.6%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.7%	2
Lidl, Tooting High Street, Streatham	1.2%	11	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	4.3%	5
Marks & Spencer Simply Food, Balham Hill , Clapham South	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.6%	6	1.1%	2	1.8%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brixton Road, Lambeth	1.6%	15	0.0%	0	1.2%	2	0.0%	0	5.5%	9	2.0%	2	2.0%	2	0.0%	0
Marks & Spencer, Walworth Road, Walworth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Streatham	1.9%	18	2.2%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2	5.1%	6
Morrisons, Rye Lane, Peckham	0.7%	7	0.5%	1	0.0%	0	0.8%	1	2.4%	4	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Local, 9-11 White Hart Lane, Barnes	0.2%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bellevue Road, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brixton Road Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clapham High Street, Clapham High St/Common	1.4%	13	0.5%	1	4.8%	8	0.0%	0	1.2%	2	1.0%	1	0.0%	0	0.9%	1
Sainsbury's Local, Streatham High Road, Streatham	1.7%	16	2.7%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	4.3%	5
Sainsbury's Local, Streatham Hill, Streatham Hill	0.3%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Wandersworth Road,	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Lambeth																
Sainsbury's, 80 Dog Kennel Hill, East Dulwich	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	4	1.0%	1	2.0%	2	0.9%	1
Sainsbury's, Balham High Road, Balham	2.2%	21	8.7%	16	0.0%	0	0.8%	1	0.0%	0	2.0%	2	1.0%	1	0.9%	1
Sainsbury's, Clapham High Street, Clapham Common	2.0%	19	1.6%	3	5.4%	9	0.8%	1	1.8%	3	3.0%	3	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth	0.4%	4	0.5%	1	1.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, London Road, Morden	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.6%	3
Sainsbury's, Southend Lan, Sydenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Streatham High Road, Streatham Common	1.6%	15	2.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	2	4.3%	5
Sainsbury's, Tooting High Street, Tooting	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	2.2%	21	0.0%	0	4.8%	8	8.1%	10	0.6%	1	1.0%	1	1.0%	1	0.0%	0
Sainsbury's, Waterloo Road, Waterloo	0.4%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westow Street, Upper Norwood	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.1%	6
Sainsbury's, Whitehorse Lane, South Norwood	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.7%	2
Sainsbury's, Wilton Road	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 5 A-9 East Dulwich Road Dulwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Balham High Road, Tooting	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Road, Wandsworth	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High St, Clapham High St/Common	0.6%	6	1.1%	2	1.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kennington Road, The Oval	0.5%	5	0.0%	0	0.0%	0	3.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Thornton Heath	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.6%	3
Tesco Express, St George Wharf, Vauxhall	0.4%	4	0.0%	0	0.6%	1	1.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Streatham High Road, Streatham	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Express, Wandsworth High Street, Wandsworth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Elephant & Castle	0.8%	8	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, Brixton	4.5%	43	0.5%	1	3.6%	6	0.0%	0	14.0%	23	3.0%	3	10.0%	10	0.0%	0
Tesco, Dunton Road Southwark	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kennington Lane, The Oval	2.2%	21	0.0%	0	3.6%	6	8.9%	11	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Kent Road/ Dunton Road, Southwark	0.4%	4	0.0%	0	1.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, South London Hospital, Clapham South	0.6%	6	2.7%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandra, Wimbledon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Balham High Road, Balham	4.2%	40	15.8%	29	1.2%	2	0.8%	1	0.6%	1	5.0%	5	0.0%	0	1.7%	2
Waitrose, Brunswick Centre, London	0.2%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kings Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Chelsea																
Waitrose, Southend Road, Beckenham	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	2.0%	2	0.9%	1
Waitrose, Southside Shopping Centre, Wandsworth High St, Wandsworth	0.2%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St John's Road, Clapham	1.4%	13	2.7%	5	4.2%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Aldi, Old Kent Road, Southwark	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Moyser Road, Streatham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Birley Street, Oakham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lordship Lane, East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Strand, Trafalgar Square	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Imperial Way, Croydon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Clapham Road, Stockwell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brixton Road, Brixton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Iceland, Elephant and Castle Shopping Centre, Southwark	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Lordship Lane, Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, Lower Marsh, Waterloo	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Westlow Hill, Upper Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
John Lewis Foodhall, Oxford Street, London	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, London Road, Thornton Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Lidl, Randlesdown Road, Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Rowan Road, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Market, Battersea	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Brixton	1.2%	11	0.0%	0	0.6%	1	0.0%	0	4.3%	7	1.0%	1	2.0%	2	0.0%	0
Local Market, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, Herne Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Market, Kennington	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Walworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Brixton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Brixton Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Camberwell	0.3%	3	0.0%	0	0.6%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clapham Common	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Dulwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Local Shops, East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Herne Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Norwood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.7%	2
Local Shops, Penge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Tooting	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, West Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Londis, Herne Hill, Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Cardinal Place, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Marks & Spencer, Finsbury Pavement, Moorgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, High Street, Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Merton High Street, Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Mitcham Road, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer, Walworth Road, Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Waterloo Station, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Aylesham Centre, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Butterfly Walk, Camberwell	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Nisa, Brixton Hill Road, Brixton Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brixton Hill, Brixton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Herne Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Local, Kingsway, Holborn	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queenstown Road, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Borough High Street, London	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brixton Hill, Brixton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Church Road, Upper Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Lewisham Centre, Lewisham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Trafalgar Way, Croydon	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Sainsbury's, Wilton Road, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brixton Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Croxted Road, Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Kennington Road, Kennington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Norwood Road, West Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Tooting Road, Tooting	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wandsworth Road, Vauxhall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brigstock Road, Thornton Heath	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	2
Tesco, Croydon Road, Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Marylebone High Street, Marylebone	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tottenham Court Road, London	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Westfield Shopping Centre, Arial Way, Sheperds Bush	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Weston House, High Holborn	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	2.0%	19	2.2%	4	2.4%	4	1.6%	2	0.6%	1	2.0%	2	3.0%	3	2.6%	3
(Don't know / can't remember)	1.6%	15	1.1%	2	0.6%	1	1.6%	2	1.2%	2	3.0%	3	3.0%	3	1.7%	2

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
(Don't do / Nowhere else)	31.2%	298	33.3%	61	36.3%	61	27.6%	34	28.7%	47	25.0%	25	30.0%	30	34.2%	40
Base:		955		183		168		123		164		100		100		117

Q03 How do you normally travel to do your main food shopping?
Those who shop at a physical location at Q01

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Car-driver	46.4%	411	51.2%	84	35.5%	55	33.3%	38	36.9%	55	51.6%	49	65.6%	61	60.0%	69
Car-passenger	5.9%	52	4.3%	7	7.1%	11	4.4%	5	4.7%	7	7.4%	7	6.5%	6	7.8%	9
Bus / coach	15.1%	134	7.9%	13	20.0%	31	22.8%	26	18.8%	28	15.8%	15	14.0%	13	7.0%	8
Train	0.7%	6	0.0%	0	0.0%	0	0.9%	1	1.3%	2	0.0%	0	1.1%	1	1.7%	2
Tube	0.7%	6	1.8%	3	0.0%	0	0.9%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	5	0.0%	0	0.0%	0	1.8%	2	1.3%	2	0.0%	0	1.1%	1	0.0%	0
Walk	26.0%	230	31.1%	51	29.0%	45	28.1%	32	31.5%	47	23.2%	22	9.7%	9	20.9%	24
Bicycle	2.1%	19	2.4%	4	2.6%	4	4.4%	5	2.7%	4	1.1%	1	1.1%	1	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	20	1.2%	2	4.5%	7	3.5%	4	1.3%	2	1.1%	1	1.1%	1	2.6%	3
Base:		885		164		155		114		149		95		93		115

Q04 In addition to your main food shopping at which store or shop did you last visit for small scale / top-up shopping for things like bread, milk or newspapers?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Asda, Lavender Hill, Clapham Junction	1.8%	17	2.2%	4	6.5%	11	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Old Kent Road, Ossory Road, Southwark	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op Streatham Road, Mitcham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 474-488 Wandsworth Road, SW8	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fairview Rd, Norbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Co-op, Northcote Road, Battersea	0.7%	7	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwood Road, West Norwood	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	8.0%	8	0.0%	0
Co-op, Streatham Hill, Streatham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1
Co-op, Streatham Vale, Streatham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	8
Iceland, Brixton Road, Lambeth	0.8%	8	0.5%	1	0.6%	1	0.0%	0	1.8%	3	2.0%	2	1.0%	1	0.0%	0
Iceland, Clapham Road, Stockwell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Norwood Road, West Norwood	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	5.0%	5	0.0%	0
Iceland, Streatham High Road, Streatham	0.5%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Iceland, The Pavement, Clapham High St/Old Town	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Walworth Road, Southwark	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Lidl, Sreatham High Road	0.4%	4	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Lidl, Tooting High Street, Streatham	0.6%	6	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.6%	3
Marks & Spencer Simply Food, Balham Hill , Clapham South	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.5%	5	1.6%	3	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Brixton Road, Lambeth	0.9%	9	0.0%	0	1.2%	2	0.0%	0	3.7%	6	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Walworth Road, Walworth	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Road, Streatham	0.9%	9	2.2%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.9%	1
Morrisons, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrison's, The Broadway, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.6%	6	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Bellevue Road, Wandsworth	0.3%	3	0.5%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brixton Road Lambeth	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Clapham High Street, Clapham High St/Common	1.8%	17	0.0%	0	7.7%	13	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mitcham Road, Tooting	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old	0.4%	4	0.5%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Town, Clapham																
Sainsbury's Local, Streatham High Road, Streatham	2.7%	26	1.6%	3	0.0%	0	0.0%	0	0.0%	0	14.0%	14	2.0%	2	6.0%	7
Sainsbury's Local, Streatham Hill, Streatham Hill	1.0%	10	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	1.7%	2
Sainsbury's Local, Tooting Bec Road, Tooting Bec	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wandersworth Road, Lambeth	0.4%	4	0.5%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wandsworth Road, Battersea	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 80 Dog Kennel Hill, East Dulwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	3	0.0%	0
Sainsbury's, Balham High Road, Balham	2.3%	22	10.4%	19	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.9%	1
Sainsbury's, Clapham High Street, Clapham Common	2.2%	21	1.6%	3	8.9%	15	0.0%	0	1.2%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Streatham High Road, Streatham Common	1.6%	15	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	8.5%	10
Sainsbury's, Tooting High Street, Tooting	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	1.7%	16	0.0%	0	5.4%	9	4.1%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Waterloo Road, Waterloo	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's, Westow Street, Upper Norwood	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.8%	15
Tesco Express, 5 A-9 East Dulwich Road Dulwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, Balham High Road, Tooting	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.3%	3	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Road, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High St, Clapham High St/Common	0.4%	4	0.0%	0	1.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kennington Road, The Oval	1.8%	17	0.0%	0	1.2%	2	10.6%	13	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Thornton Heath	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	3
Tesco Express, St George Wharf, Vauxhall	0.4%	4	0.0%	0	1.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Streatham High Road, Streatham	0.6%	6	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Tesco Express, Tulse Hill, Lambeth	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.0%	3	0.0%	0	0.9%	1
Tesco Express, Wandsworth High Street, Wandsworth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Battersea	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Elephant & Castle	0.7%	7	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, Brixton	2.4%	23	0.0%	0	1.8%	3	0.0%	0	9.8%	16	2.0%	2	2.0%	2	0.0%	0
Tesco, Kennington Lane, The Oval	1.3%	12	0.0%	0	0.6%	1	8.1%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Kent Road/ Dunton Road, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, South London Hospital, Clapham South	0.7%	7	2.7%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Waitrose, Balham High Road, Balham	1.0%	10	4.9%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kings Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Waitrose, Southside Shopping Centre, Wandsworth High St, Wandsworth	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St John's Road, Clapham	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Bugsby Way, Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, St Nicolas Way, Sutton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Moyser Road, Streatham	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, Fulham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Camberwell New Road, Camberwell	0.4%	4	0.0%	0	0.0%	0	0.8%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Golden Cross House, The Strand, London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lordship Lane, East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwood Road, Tulse Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Costcutter, Battersea Bridge Road, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Denmark Hill, Camberwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Costcutter, Hareleeshill Road, Larkhall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Clapham	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Kennignton Road, Lambeth	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Harrods, Bromton Road, Knightsbridge	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Norbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Iceland, Lower Marsh, Waterloo	0.4%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Westlow Hill, Upper Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, London Road, Thornton Heath	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Lidl, Rowan Road, Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Local Market, Balham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Brixton	1.4%	13	0.0%	0	2.4%	4	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0
Local Market, Fen Street	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Kennington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, London West End	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Southwark	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Walworth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, West Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Balham	1.0%	10	5.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Battersea	0.5%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Brixton	0.8%	8	0.0%	0	0.6%	1	0.0%	0	3.0%	5	2.0%	2	0.0%	0	0.0%	0
Local Shops, Brixton Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Local Shops, Camberwell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Camden	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Chatham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clapham	1.2%	11	2.7%	5	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clapham Common	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clapham Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Shops, Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Dulwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.0%	3	0.0%	0
Local Shops, East Dulwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	1	0.0%	0
Local Shops, Elephant and Castle	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Gypsy Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Herne Hill	1.5%	14	0.0%	0	0.0%	0	0.0%	0	6.1%	10	0.0%	0	4.0%	4	0.0%	0
Local Shops, Holborn	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Islington	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kennington	0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Local Shops, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lambeth	1.0%	10	0.5%	1	2.4%	4	2.4%	3	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Local Shops, Lower Marsh	0.8%	8	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Nine Elms	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Norwood	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.7%	2
Local Shops, Southwark	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Local Shops, Stockwell	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Streatham	2.4%	23	3.8%	7	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	4.3%	5
Local Shops, The Oval	0.3%	3	0.0%	0	0.0%	0	1.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Thornton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local Shops, Vauxhall	0.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wandsworth	0.5%	5	0.5%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Waterloo	0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, West Norwood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	3
Londis, Condell Road, Vauxhall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Half Moon Lane, Herne Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.0%	3	0.0%	0
Londis, Herne Hill, Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Prague Place, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Liverpool Street Station, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Southwark Street, Bankside	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Tottenham Court Road, Tottenham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, BP Connect, New Kent Road, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Brompton Road, Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cardinal Place, Victoria	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, High Street, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Victoria Main Line Rail Station, London	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Waterloo Station, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whitgift Centre, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Butterfly Walk, Camberwell	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Walworth Road, Southwark	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Brixton Hill Road, Brixton Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.0%	2	0.0%	0	0.0%	0
One Stop Express, Stockwell Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Post Office, Cavendish Road, Balham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Ferndale Road, Lambeth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Leigham Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Abbeville Road, Clapham	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brixton Hill, Brixton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Local, Herne Hill	1.3%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	6.0%	6	0.0%	0
Sainsbury's Local,	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Kingsway, Holborn																
Sainsbury's Local, Lordship Lane, East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Local, Queenstown Road, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, South Lambeth Place, Vauxhall Station, Vauxhall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Cut, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, West Norwood Road, West Norwood	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Sainsbury's, Borough High Street, London	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brixton Hill, Brixton	0.5%	5	0.0%	0	0.6%	1	0.0%	0	1.2%	2	2.0%	2	0.0%	0	0.0%	0
Sainsbury's, Camden Road, Camden	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lewisham Centre, Lewisham	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Leigham Court Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spar, New Cross Road, New Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Nightingale Lane, Balham	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Reach, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bernard Street, Russell Square	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brixton Road, Stockwell	0.6%	6	0.0%	0	0.6%	1	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Camberwell New Road, Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crown Lane, Upper Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Tesco Express, Croxted Road, Dulwich	0.6%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.9%	1
Tesco Express, Melcombe Street, Marylebone	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Monck Street, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Norwood Road, West Norwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Express, Streatham Place, Streatham	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Wandsworth Road, Vauxhall	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Express, Coldharbour Lane, Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Norwood Road, West Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waitrose, Cherry Tree Walk Centre, Whitecross Street, Barbican	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.6%	6	1.1%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	2	0.9%	1
(Don't know / can't remember)	2.7%	26	2.2%	4	1.2%	2	6.5%	8	0.6%	1	2.0%	2	7.0%	7	1.7%	2
(Don't do / Nowhere else)	17.9%	171	12.0%	22	21.4%	36	17.1%	21	22.6%	37	14.0%	14	18.0%	18	19.7%	23
Base:		955		183		168		123		164		100		100		117

Wandsworth and Lambeth Telephone Household Survey
for Nathaniel Lichfield and Partners

Q05 Where do you buy most of your household's non-food shopping?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	3.7%	35	15.8%	29	0.6%	1	0.8%	1	1.2%	2	1.0%	1	1.0%	1	0.0%	0
Brixton	9.7%	93	1.6%	3	7.1%	12	1.6%	2	31.7%	52	14.0%	14	8.0%	8	1.7%	2
Camberwell Green	0.7%	7	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	2.0%	2	0.0%	0
Clapham High Street	3.9%	37	4.4%	8	14.3%	24	0.0%	0	0.6%	1	4.0%	4	0.0%	0	0.0%	0
Clapham Junction	4.9%	47	7.7%	14	14.9%	25	2.4%	3	0.6%	1	4.0%	4	0.0%	0	0.0%	0
Colliers Wood	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	11.2%	107	4.9%	9	1.8%	3	0.0%	0	1.8%	3	15.0%	15	24.0%	24	45.3%	53
Herne Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	1	0.0%	0
Kensington	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	2.6%	25	7.1%	13	3.0%	5	3.3%	4	0.6%	1	1.0%	1	1.0%	1	0.0%	0
Kingston	0.5%	5	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Lavender Hill	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	15.9%	152	10.9%	20	16.7%	28	23.6%	29	26.2%	43	11.0%	11	16.0%	16	4.3%	5
Mitcham	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Morden	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Putney	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.5%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	7.2%	69	9.3%	17	1.2%	2	0.0%	0	0.6%	1	27.0%	27	4.0%	4	15.4%	18
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tooting	1.2%	11	3.3%	6	1.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1
Wandsworth Town	2.6%	25	6.0%	11	5.4%	9	0.8%	1	1.2%	2	1.0%	1	0.0%	0	0.9%	1
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood / Tulse Hill	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	12	1.7%	2
Westow Hill / Crystal Palace	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.4%	4
Wimbledon	1.2%	11	3.8%	7	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Acton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.9%	9	3.3%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Belgravia	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bromley	1.5%	14	0.0%	0	0.0%	0	0.0%	0	4.3%	7	0.0%	0	5.0%	5	1.7%	2
Camberwell	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
East Dulwich	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	4.0%	4	0.0%	0
Elephant and Castle	0.6%	6	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmers End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kennington	2.0%	19	0.0%	0	0.0%	0	13.0%	16	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lower Marsh	0.4%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1
Merton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nine Elms	0.9%	9	0.0%	0	3.0%	5	1.6%	2	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Peckham	0.5%	5	0.0%	0	1.2%	2	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Penge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Rotherhithe	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.4%	4	1.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Southwark	1.6%	15	0.0%	0	0.6%	1	10.6%	13	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spittlefield	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV Shopping	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Upper Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Vauxhall	1.0%	10	0.0%	0	3.0%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Walworth	0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Internet	7.6%	73	11.5%	21	6.0%	10	4.9%	6	10.4%	17	7.0%	7	4.0%	4	6.8%	8
(Don't know / varies)	7.3%	70	4.4%	8	9.5%	16	13.0%	16	6.7%	11	5.0%	5	7.0%	7	6.0%	7
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q06 How do you normally travel to do your non-food shopping?
Those who shop at a physical location at Q05

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Car-driver	26.1%	249	33.3%	61	20.2%	34	19.5%	24	12.2%	20	31.0%	31	36.0%	36	36.8%	43
Car-passenger	4.1%	39	2.7%	5	5.4%	9	3.3%	4	3.0%	5	2.0%	2	5.0%	5	7.7%	9
Bus / coach	23.2%	222	10.9%	20	28.6%	48	26.8%	33	25.6%	42	28.0%	28	24.0%	24	23.1%	27
Train	5.4%	52	4.9%	9	1.8%	3	1.6%	2	7.9%	13	5.0%	5	8.0%	8	10.3%	12
Tube	6.9%	66	10.4%	19	7.1%	12	6.5%	8	11.0%	18	5.0%	5	4.0%	4	0.0%	0
Taxi	0.5%	5	0.5%	1	0.0%	0	1.6%	2	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Walk	17.8%	170	20.2%	37	20.2%	34	22.0%	27	20.7%	34	15.0%	15	11.0%	11	10.3%	12
Bicycle	2.7%	26	2.2%	4	4.8%	8	4.9%	6	3.0%	5	3.0%	3	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Motorbike	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.0%	48	3.3%	6	4.8%	8	8.9%	11	4.9%	8	4.0%	4	7.0%	7	3.4%	4
No response	7.6%	73	11.5%	21	6.0%	10	4.9%	6	10.4%	17	7.0%	7	4.0%	4	6.8%	8
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q07 At which location did your household last buy clothes and shoes?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	6.3%	60	1.1%	2	4.2%	7	4.1%	5	14.6%	24	11.0%	11	10.0%	10	0.9%	1
Camberwell Green	0.7%	7	0.0%	0	0.0%	0	2.4%	3	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.5%	5	0.5%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	6.8%	65	13.7%	25	15.5%	26	1.6%	2	2.4%	4	5.0%	5	3.0%	3	0.0%	0
Colliers Wood	0.7%	7	2.7%	5	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Croydon	12.4%	118	7.7%	14	4.2%	7	0.0%	0	2.4%	4	17.0%	17	18.0%	18	49.6%	58
Fulham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Kensington	0.5%	5	0.5%	1	1.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	4.4%	42	9.3%	17	6.0%	10	1.6%	2	1.2%	2	5.0%	5	5.0%	5	0.9%	1
Kingston	1.0%	10	2.2%	4	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.7%	2
Knightsbridge	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Lavender Hill	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	26.4%	252	19.1%	35	26.8%	45	45.5%	56	37.2%	61	20.0%	20	27.0%	27	6.8%	8
Mitcham	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Norbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Putney	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	1.6%	15	1.6%	3	0.0%	0	0.8%	1	0.6%	1	6.0%	6	2.0%	2	1.7%	2
Sutton	0.8%	8	1.1%	2	0.0%	0	0.8%	1	0.6%	1	1.0%	1	0.0%	0	2.6%	3
Tooting	2.4%	23	7.1%	13	3.0%	5	0.0%	0	0.6%	1	1.0%	1	0.0%	0	2.6%	3
Wandsworth Town	2.4%	23	6.0%	11	4.8%	8	0.0%	0	0.6%	1	2.0%	2	0.0%	0	0.9%	1
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Norwood / Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Westow Hill / Crystal Palace	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Wimbledon	1.0%	10	2.7%	5	0.0%	0	0.0%	0	0.6%	1	3.0%	3	0.0%	0	0.9%	1
Abroad	1.2%	11	0.0%	0	1.2%	2	2.4%	3	0.6%	1	1.0%	1	1.0%	1	2.6%	3
Battersea	0.6%	6	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Belgravia	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	2
Bridgestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bromley	2.8%	27	0.0%	0	0.6%	1	1.6%	2	3.7%	6	2.0%	2	11.0%	11	4.3%	5
Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.6%	6	1.1%	2	1.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
East Dulwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0
East Grinstead	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.6%	6	0.0%	0	0.6%	1	3.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Elmbridge	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godalming	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hackney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Leyton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.7%	7	0.0%	0	0.0%	0	2.4%	3	1.2%	2	0.0%	0	1.0%	1	0.9%	1
Lower Marsh	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	1.7%	16	0.5%	1	3.0%	5	0.8%	1	0.6%	1	3.0%	3	2.0%	2	2.6%	3
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Moorgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
New Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Norwich	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.7%	7	0.0%	0	1.8%	3	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherhithe	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.4%	4	0.5%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Southwark	0.6%	6	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Street	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV Shopping	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Victoria	0.6%	6	0.0%	0	0.6%	1	0.0%	0	1.2%	2	1.0%	1	0.0%	0	1.7%	2
Walworth	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
West Thurrock	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Internet	8.7%	83	13.1%	24	8.3%	14	5.7%	7	9.8%	16	8.0%	8	6.0%	6	6.8%	8
(Don't know / varies)	3.2%	31	1.1%	2	3.0%	5	7.3%	9	1.8%	3	6.0%	6	3.0%	3	2.6%	3
(Don't buy these goods / nowhere else)	2.5%	24	0.5%	1	4.2%	7	4.1%	5	2.4%	4	1.0%	1	3.0%	3	2.6%	3
Base:		955		183		168		123		164		100		100		117

Q08 At which other locations do you shop for clothes and shoes? [MR]
Those who buy clothes and shoes at Q07

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.5%	5	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brixton	3.8%	35	1.6%	3	4.3%	7	0.8%	1	7.5%	12	6.1%	6	3.1%	3	2.6%	3
Camberwell Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0
Clapham High Street	0.8%	7	1.6%	3	0.6%	1	0.0%	0	1.3%	2	1.0%	1	0.0%	0	0.0%	0
Clapham Junction	3.1%	29	6.0%	11	5.6%	9	0.8%	1	1.3%	2	4.0%	4	0.0%	0	1.8%	2
Colliers Wood	1.1%	10	3.8%	7	0.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Croydon	8.9%	83	8.2%	15	1.9%	3	0.8%	1	3.8%	6	12.1%	12	15.5%	15	27.2%	31
Fulham	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	1.1%	10	1.6%	3	1.9%	3	0.0%	0	1.3%	2	0.0%	0	2.1%	2	0.0%	0
Kings Road, Chelsea	3.5%	33	8.2%	15	3.7%	6	2.5%	3	2.5%	4	1.0%	1	2.1%	2	1.8%	2
Kingston	1.9%	18	6.6%	12	0.0%	0	0.8%	1	0.0%	0	3.0%	3	0.0%	0	1.8%	2
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London - West End	20.1%	187	20.3%	37	20.5%	33	19.5%	23	20.6%	33	22.2%	22	23.7%	23	14.0%	16
Putney	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Streatham	1.4%	13	2.2%	4	0.0%	0	0.0%	0	0.6%	1	4.0%	4	0.0%	0	3.5%	4
Sutton	0.8%	7	1.1%	2	1.2%	2	0.0%	0	0.6%	1	0.0%	0	2.1%	2	0.0%	0
Tooting	1.4%	13	1.1%	2	0.0%	0	0.0%	0	1.3%	2	7.1%	7	0.0%	0	1.8%	2
Wandsworth Town	2.4%	22	4.4%	8	5.0%	8	0.8%	1	1.9%	3	2.0%	2	0.0%	0	0.0%	0
West Norwood / Tulse Hill	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Westow Hill / Crystal Palace	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Wimbledon	1.8%	17	4.4%	8	0.6%	1	0.0%	0	0.0%	0	6.1%	6	1.0%	1	0.9%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Battersea	0.5%	5	2.2%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bichester	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bluewater Shopping Centre, Greenhithe	0.6%	6	0.0%	0	0.6%	1	0.8%	1	0.6%	1	0.0%	0	3.1%	3	0.0%	0
Brighton	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bromley	2.8%	26	0.5%	1	0.0%	0	0.8%	1	1.9%	3	2.0%	2	12.4%	12	6.1%	7
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Clapham Common	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0
East Dulwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.0%	1	1.0%	1	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.3%	3	0.5%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.5%	5	0.0%	0	0.0%	0	1.7%	2	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	1.4%	13	0.0%	0	1.9%	3	2.5%	3	0.6%	1	2.0%	2	2.1%	2	1.8%	2
Marylebone	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorgate	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.6%	6	0.0%	0	0.6%	1	0.0%	0	2.5%	4	0.0%	0	1.0%	1	0.0%	0
Penge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Piccadilly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Redhill	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shepherds Bush	1.2%	11	3.3%	6	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Shoreditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Southbank	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.8%	7	0.0%	0	0.6%	1	2.5%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Victoria	0.5%	5	0.0%	0	0.6%	1	0.8%	1	0.6%	1	1.0%	1	0.0%	0	0.9%	1
Walworth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Westminster	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.4%	50	6.6%	12	4.3%	7	9.3%	11	6.3%	10	5.1%	5	2.1%	2	2.6%	3
(Don't know / varies)	4.5%	42	5.5%	10	4.3%	7	8.5%	10	3.8%	6	2.0%	2	4.1%	4	2.6%	3
(Don't buy these goods / nowhere else)	36.1%	336	24.2%	44	42.2%	68	43.2%	51	38.8%	62	33.3%	33	30.9%	30	42.1%	48
Base:		931		182		161		118		160		99		97		114

Column %ges.

Q09 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items)?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	1.2%	11	5.5%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	14.6%	139	3.8%	7	13.7%	23	4.1%	5	28.7%	47	14.0%	14	36.0%	36	6.0%	7
Camberwell Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	1.0%	10	0.0%	0	5.4%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.2%	11	4.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Croydon	8.0%	76	3.8%	7	1.8%	3	0.0%	0	0.6%	1	21.0%	21	9.0%	9	29.9%	35
Fulham	0.4%	4	1.6%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Kings Road, Chelsea	5.3%	51	11.5%	21	6.5%	11	5.7%	7	2.4%	4	2.0%	2	5.0%	5	0.9%	1
Kingston	0.6%	6	1.1%	2	0.6%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	15.1%	144	10.4%	19	17.3%	29	24.4%	30	15.9%	26	16.0%	16	13.0%	13	9.4%	11
Mitcham	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	2.3%	22	3.3%	6	0.0%	0	0.0%	0	0.0%	0	9.0%	9	1.0%	1	5.1%	6
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Wandsworth Town	2.7%	26	6.6%	12	7.1%	12	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood / Tulse Hill	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	4.0%	4	0.0%	0
Wimbledon	0.9%	9	2.2%	4	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.9%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Battersea	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bridgestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Buckingham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Chelsea	0.6%	6	0.5%	1	2.4%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hythe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kennington	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.2%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1
Mail Order / Catalougue	0.6%	6	0.5%	1	1.2%	2	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Minehead	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Purley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	2.2%	21	0.5%	1	1.2%	2	11.4%	14	1.8%	3	0.0%	0	1.0%	1	0.0%	0
Surrey Quays	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydenham	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tottenham Court Road	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.2%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.3%	3	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Walworth	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	18.3%	175	24.0%	44	16.1%	27	21.1%	26	23.8%	39	12.0%	12	12.0%	12	12.8%	15
(Don't know / varies)	4.5%	43	3.3%	6	1.2%	2	8.9%	11	5.5%	9	5.0%	5	3.0%	3	6.0%	7
(Don't buy these goods / nowhere else)	13.8%	132	12.6%	23	16.7%	28	9.8%	12	11.6%	19	11.0%	11	12.0%	12	23.1%	27
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q10 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ? [MR]
Those who buy domestic electric appliances (e.g. fridges and kitchen items) at Q09

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.6%	5	1.9%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Brixton	5.0%	41	1.9%	3	2.9%	4	1.8%	2	6.9%	10	14.6%	13	8.0%	7	2.2%	2
Camberwell Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.6%	5	0.6%	1	2.1%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.7%	6	2.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Croydon	5.1%	42	3.1%	5	0.0%	0	0.0%	0	1.4%	2	5.6%	5	11.4%	10	22.2%	20
Fulham	0.5%	4	1.9%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	2.7%	22	5.6%	9	5.0%	7	0.9%	1	0.7%	1	2.2%	2	2.3%	2	0.0%	0
Kingston	0.7%	6	2.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
London - West End	6.8%	56	6.3%	10	9.3%	13	7.2%	8	9.0%	13	3.4%	3	6.8%	6	3.3%	3
Mitcham	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	1.9%	16	5.0%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	5.6%	5
Tooting	0.2%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	1.9%	16	5.0%	8	2.9%	4	0.0%	0	0.7%	1	2.2%	2	1.1%	1	0.0%	0
West Norwood / Tulse Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Acton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.2%	2	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Bermondsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0
Euston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kennington	0.2%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Peckham	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Southwark	1.2%	10	0.0%	0	0.0%	0	5.4%	6	2.1%	3	0.0%	0	1.1%	1	0.0%	0
Suddock	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0
Walworth	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westminster	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	8.1%	67	8.1%	13	7.1%	10	6.3%	7	8.3%	12	5.6%	5	14.8%	13	7.8%	7
(Don't know / varies)	5.2%	43	6.3%	10	1.4%	2	9.9%	11	6.2%	9	3.4%	3	1.1%	1	7.8%	7
(Don't buy these goods / nowhere else)	58.0%	477	52.5%	84	64.3%	90	63.1%	70	62.1%	90	56.2%	50	51.1%	45	53.3%	48
Base:		823		160		140		111		145		89		88		90

Q11 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.8%	8	3.3%	6	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Brixton	12.1%	116	2.2%	4	12.5%	21	4.1%	5	25.0%	41	15.0%	15	27.0%	27	2.6%	3
Camberwell Green	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.0%	1	0.0%	0
Clapham High Street	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	1.0%	10	0.5%	1	3.0%	5	1.6%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.8%	8	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Croydon	9.2%	88	4.9%	9	1.2%	2	0.8%	1	0.6%	1	17.0%	17	11.0%	11	40.2%	47
Fulham	0.9%	9	2.7%	5	1.8%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Herne Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kensington	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	4.3%	41	9.8%	18	4.2%	7	3.3%	4	3.0%	5	2.0%	2	4.0%	4	0.9%	1
Kingston	0.5%	5	1.1%	2	0.0%	0	0.8%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
London - West End	18.0%	172	15.8%	29	20.8%	35	26.8%	33	20.1%	33	16.0%	16	15.0%	15	9.4%	11
Mitcham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	1.7%	16	2.7%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	5.1%	6
Sutton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tooting	0.3%	3	0.5%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	3.1%	30	10.9%	20	5.4%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood / Tulse Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Wimbledon	0.8%	8	2.7%	5	0.6%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Acton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Belgravia	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bidston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bloomsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Braehead Retail Park, Kings Inch Drive, Glasgow	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Chelsea	0.5%	5	0.5%	1	1.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Lewisham	0.4%	4	0.0%	0	0.0%	0	0.8%	1	1.2%	2	0.0%	0	0.0%	0	0.9%	1
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.3%	3	0.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nine Elms	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southfields	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	2.1%	20	0.0%	0	1.2%	2	11.4%	14	1.8%	3	0.0%	0	1.0%	1	0.0%	0
Surrey Quays	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Walworth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	19.2%	183	21.3%	39	19.6%	33	20.3%	25	22.0%	36	18.0%	18	16.0%	16	13.7%	16
(Don't know / varies)	4.2%	40	4.9%	9	1.8%	3	5.7%	7	3.7%	6	8.0%	8	4.0%	4	2.6%	3
(Don't buy these goods / nowhere else)	13.9%	133	8.7%	16	19.6%	33	14.6%	18	11.6%	19	11.0%	11	15.0%	15	17.9%	21
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q12 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ? [MR]
Those who buy other kinds of electric goods such as TV / Hi-Fi and computers at Q11

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	1.0%	8	2.4%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Brixton	4.1%	34	2.4%	4	3.0%	4	0.0%	0	6.9%	10	4.5%	4	12.9%	11	1.0%	1
Clapham High Street	0.4%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Clapham Junction	0.9%	7	1.8%	3	1.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.6%	5	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Croydon	4.0%	33	3.0%	5	2.2%	3	0.0%	0	1.4%	2	6.7%	6	4.7%	4	13.5%	13
Fulham	0.4%	3	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	2.4%	20	5.4%	9	1.5%	2	2.9%	3	0.0%	0	3.4%	3	3.5%	3	0.0%	0
Kingston	0.6%	5	1.8%	3	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
London - West End	7.8%	64	4.8%	8	8.1%	11	8.6%	9	9.7%	14	5.6%	5	12.9%	11	6.3%	6
Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Streatham	0.9%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	3	1.2%	1	1.0%	1
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tooting	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	2.2%	18	5.4%	9	3.0%	4	1.0%	1	0.7%	1	2.2%	2	1.2%	1	0.0%	0
West Norwood / Tulse Hill	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Wimbledon	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bromley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	1.0%	1
Chelsea	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.5%	4	0.6%	1	0.7%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	1.2%	10	0.0%	0	0.0%	0	6.7%	7	1.4%	2	0.0%	0	1.2%	1	0.0%	0
Strand	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Vauxhall	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Minster	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet	8.4%	69	10.2%	17	5.9%	8	4.8%	5	11.7%	17	2.2%	2	12.9%	11	9.4%	9
(Don't know / varies)	4.9%	40	5.4%	9	0.7%	1	6.7%	7	5.5%	8	7.9%	7	4.7%	4	4.2%	4
(Don't buy these goods / nowhere else)	60.0%	493	52.7%	88	70.4%	95	67.6%	71	57.2%	83	62.9%	56	44.7%	38	64.6%	62
Base:		822		167		135		105		145		89		85		96

Q13 At which location did your household last buy furniture, soft furnishings and floor-coverings?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.9%	9	3.3%	6	1.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Brixton	3.9%	37	0.0%	0	3.6%	6	2.4%	3	12.8%	21	4.0%	4	2.0%	2	0.9%	1
Camberwell Green	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	1.5%	14	3.8%	7	2.4%	4	0.0%	0	0.6%	1	2.0%	2	0.0%	0	0.0%	0
Colliers Wood	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	20.1%	192	14.8%	27	15.5%	26	11.4%	14	12.8%	21	33.0%	33	30.0%	30	35.0%	41
Fulham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.2%	2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	3.5%	33	7.7%	14	4.8%	8	2.4%	3	2.4%	4	1.0%	1	3.0%	3	0.0%	0
Kingston	0.6%	6	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Knightsbridge	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	13.3%	127	11.5%	21	17.3%	29	18.7%	23	19.5%	32	8.0%	8	11.0%	11	2.6%	3
Mitcham	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Streatham	3.4%	32	6.0%	11	0.0%	0	0.0%	0	1.8%	3	9.0%	9	1.0%	1	6.8%	8
Sutton	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.5%	5	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Wandsworth Town	1.4%	13	3.8%	7	1.8%	3	0.8%	1	0.6%	1	0.0%	0	1.0%	1	0.0%	0
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood / Tulse Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.9%	1
Westow Hill / Crystal Palace	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Wimbledon	0.6%	6	1.1%	2	1.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Abroad	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	1.2%	11	3.8%	7	0.6%	1	1.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Bristol	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bromley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	2	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Dartford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
East Dulwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	1	0.9%	1
Elephant and Castle	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.6%	6	0.5%	1	1.8%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Silver Wing Industrial Estate, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Southwark	1.6%	15	0.0%	0	1.8%	3	7.3%	9	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Tottenham	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Victoria	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
West Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Internet	8.5%	81	8.2%	15	7.1%	12	10.6%	13	11.0%	18	8.0%	8	7.0%	7	6.8%	8
(Don't know / varies)	7.3%	70	6.6%	12	7.1%	12	8.9%	11	6.1%	10	10.0%	10	6.0%	6	7.7%	9
(Don't buy these goods / nowhere else)	25.1%	240	20.2%	37	31.5%	53	26.8%	33	20.7%	34	17.0%	17	31.0%	31	29.9%	35
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q14 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ? [MR]
Those who buy furniture, soft furnishings and floor-coverings at Q13

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.4%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	1.1%	8	0.7%	1	0.0%	0	1.1%	1	3.1%	4	0.0%	0	2.9%	2	0.0%	0
Clapham High Street	0.3%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	2.0%	14	5.5%	8	1.7%	2	0.0%	0	0.8%	1	1.2%	1	1.4%	1	1.2%	1
Colliers Wood	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	5.9%	42	2.7%	4	5.2%	6	2.2%	2	6.2%	8	3.6%	3	4.3%	3	19.5%	16
Fulham	0.3%	2	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kensington	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kings Road, Chelsea	3.1%	22	8.2%	12	3.5%	4	3.3%	3	0.0%	0	1.2%	1	1.4%	1	1.2%	1
Kingston	1.3%	9	2.7%	4	0.0%	0	1.1%	1	0.8%	1	0.0%	0	1.4%	1	2.4%	2
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	9.4%	67	8.2%	12	7.8%	9	10.0%	9	10.8%	14	12.0%	10	10.1%	7	7.3%	6
Morden	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Putney	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	1.5%	11	3.4%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.4%	1	3.7%	3
Tooting	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	0.6%	4	1.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
West Norwood / Tulse Hill	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Westow Hill / Crystal Palace	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wimbledon	0.6%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.2%	1
Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.4%	3	1.4%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Belgravia	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Bromley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1
Burley	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.4%	3	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
East Dulwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.2%	1	0.0%	0	0.0%	0
Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hornsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Penge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Purley	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.7%	5	0.0%	0	0.0%	0	3.3%	3	0.8%	1	0.0%	0	1.4%	1	0.0%	0
Street	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tottenham	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	4.1%	29	6.2%	9	4.3%	5	3.3%	3	2.3%	3	3.6%	3	2.9%	2	4.9%	4
(Don't know / varies)	6.4%	46	4.8%	7	5.2%	6	12.2%	11	4.6%	6	9.6%	8	5.8%	4	4.9%	4
(Don't buy these goods / nowhere else)	59.6%	426	50.0%	73	66.1%	76	58.9%	53	66.2%	86	57.8%	48	65.2%	45	54.9%	45
Base:		715		146		115		90		130		83		69		82

Q15 At which location did your household last buy DIY / hardware and garden items?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	1.4%	13	6.6%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brixton	3.6%	34	0.0%	0	2.4%	4	0.0%	0	15.2%	25	4.0%	4	1.0%	1	0.0%	0
Camberwell Green	0.5%	5	0.0%	0	0.0%	0	0.8%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.9%	9	1.1%	2	3.6%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	5	0.5%	1	1.8%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Croydon	5.1%	49	1.6%	3	3.6%	6	0.0%	0	1.8%	3	9.0%	9	8.0%	8	17.1%	20
Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Herne Hill	1.3%	12	0.0%	0	0.0%	0	0.0%	0	7.3%	12	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.5%	5	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Kingston	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London - West End	1.4%	13	0.0%	0	3.0%	5	1.6%	2	3.0%	5	0.0%	0	1.0%	1	0.0%	0
Morden	0.3%	3	0.5%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Norbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	3	1.0%	1	1.0%	1	2.6%	3
Stockwell	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Streatham	12.1%	116	19.1%	35	1.8%	3	0.0%	0	2.4%	4	30.0%	30	2.0%	2	35.9%	42
Sutton	0.4%	4	1.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tooting	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	18.2%	174	43.7%	80	33.9%	57	8.1%	10	8.5%	14	12.0%	12	0.0%	0	0.9%	1
West Norwood / Tulse Hill	8.9%	85	1.1%	2	1.2%	2	0.0%	0	9.8%	16	16.0%	16	42.0%	42	6.0%	7
Westow Hill / Crystal Palace	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.0%	2	2.6%	3
Wimbledon	0.5%	5	1.6%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Banstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	3.0%	29	3.8%	7	7.7%	13	4.9%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bermondsey	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Palace	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Dulwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.0%	3	0.0%	0
East Dulwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.0%	4	0.0%	0
Elephant and Castle	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kennington	1.2%	11	0.0%	0	1.2%	2	5.7%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.6%	6	0.5%	1	0.6%	1	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.4%	4	0.0%	0	0.0%	0	1.6%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Peckham	0.6%	6	0.0%	0	0.0%	0	1.6%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Penge	2.2%	21	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	8.0%	8	6.8%	8
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sevenoaks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Silver Wing Industrial Estate, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Smugglers Way, Delta Business Park, Wandsworth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	4.6%	44	0.0%	0	0.6%	1	28.5%	35	4.9%	8	0.0%	0	0.0%	0	0.0%	0
Sydenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Thornton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Vauxhall	0.4%	4	0.0%	0	1.2%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Victoria	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallington	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet	1.9%	18	1.1%	2	3.6%	6	1.6%	2	1.8%	3	2.0%	2	0.0%	0	2.6%	3
(Don't know / varies)	3.4%	32	2.7%	5	1.8%	3	7.3%	9	3.7%	6	3.0%	3	4.0%	4	1.7%	2
(Don't buy these goods / nowhere else)	19.2%	183	9.8%	18	27.4%	46	28.5%	35	17.7%	29	19.0%	19	17.0%	17	16.2%	19
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q16 Which other locations do you visit to buy DIY / hardware and garden items ? [MR]
Those who buy DIY / hardware and garden items at Q15

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	0.8%	6	3.0%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Brixton	1.0%	8	0.0%	0	1.6%	2	0.0%	0	3.7%	5	0.0%	0	1.2%	1	0.0%	0
Camberwell Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.8%	6	0.6%	1	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	3	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Colliers Wood	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	3.6%	28	1.8%	3	0.8%	1	0.0%	0	1.5%	2	2.5%	2	4.8%	4	16.3%	16
Herne Hill	0.9%	7	0.0%	0	0.8%	1	0.0%	0	3.7%	5	0.0%	0	1.2%	1	0.0%	0
London - West End	0.5%	4	0.6%	1	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Mitcham	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Putney	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Streatham	3.1%	24	3.6%	6	0.0%	0	0.0%	0	1.5%	2	4.9%	4	6.0%	5	7.1%	7
Sutton	0.3%	2	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	4.9%	38	7.9%	13	11.5%	14	3.4%	3	3.7%	5	2.5%	2	0.0%	0	1.0%	1
West Norwood / Tulse Hill	3.9%	30	0.0%	0	0.0%	0	0.0%	0	4.4%	6	8.6%	7	13.3%	11	6.1%	6
Westow Hill / Crystal Palace	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Wimbledon	0.8%	6	1.8%	3	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	1.0%	1
Battersea	0.5%	4	1.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1
Catford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clapham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clapham Common	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.6%	3	0.0%	0
East Dulwich	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.2%	1	1.2%	1	0.0%	0
Elephant and Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Heathfield	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington	0.8%	6	0.0%	0	1.6%	2	3.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lower Marsh	0.5%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.3%	2	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Nine Elms	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1
Penge	1.6%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	6.0%	5	5.1%	5
Purley	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silver Wing Industrial Estate, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Southwark	1.3%	10	0.0%	0	0.8%	1	6.8%	6	1.5%	2	0.0%	0	1.2%	1	0.0%	0
Teddingtomn	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.3%	2	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Walworth	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Dulwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Woodcutt	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	2.2%	17	3.0%	5	2.5%	3	2.3%	2	3.0%	4	2.5%	2	0.0%	0	1.0%	1
(Don't know / varies)	4.1%	32	3.6%	6	2.5%	3	6.8%	6	3.0%	4	6.2%	5	4.8%	4	4.1%	4
(Don't buy these goods / nowhere else)	62.7%	484	66.7%	110	65.6%	80	67.0%	59	65.2%	88	64.2%	52	54.2%	45	51.0%	50
Base:		772		165		122		88		135		81		83		98

Q17 At which location did your household last buy chemist, health and beauty items?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	7.5%	72	35.0%	64	0.0%	0	0.0%	0	1.2%	2	4.0%	4	1.0%	1	0.9%	1
Brixton	11.4%	109	0.0%	0	8.3%	14	4.1%	5	40.9%	67	13.0%	13	8.0%	8	1.7%	2
Camberwell Green	1.7%	16	0.0%	0	0.0%	0	0.8%	1	7.9%	13	0.0%	0	2.0%	2	0.0%	0
Clapham High Street	6.9%	66	6.0%	11	30.4%	51	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	5.9%	56	15.3%	28	11.9%	20	0.8%	1	1.8%	3	2.0%	2	1.0%	1	0.9%	1
Colliers Wood	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	3.8%	36	1.6%	3	0.6%	1	0.0%	0	0.6%	1	2.0%	2	7.0%	7	18.8%	22
Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Herne Hill	1.7%	16	0.0%	0	0.0%	0	0.0%	0	6.1%	10	0.0%	0	6.0%	6	0.0%	0
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.6%	6	0.5%	1	1.2%	2	0.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Kingston	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	5.9%	56	1.6%	3	7.7%	13	10.6%	13	7.9%	13	2.0%	2	12.0%	12	0.0%	0
Mitcham	0.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	2.1%	20	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	19
Stockwell	1.4%	13	0.5%	1	7.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	13.9%	133	17.5%	32	0.0%	0	0.0%	0	0.6%	1	60.0%	60	5.0%	5	29.9%	35
Sutton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.8%	8	3.3%	6	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	2.5%	24	4.4%	8	8.3%	14	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo	1.0%	10	0.0%	0	0.0%	0	5.7%	7	1.2%	2	1.0%	1	0.0%	0	0.0%	0
West Norwood / Tulse Hill	4.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	27.0%	27	5.1%	6
Westow Hill / Crystal Palace	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.1%	6
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Battersea	1.6%	15	3.8%	7	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bromley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	3	1.0%	1	1.0%	1	0.9%	1
Camden	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Chelsea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Dulwich	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	8.0%	8	0.9%	1
East Dulwich	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	3	1.0%	1	5.0%	5	0.0%	0
Elephant and Castle	1.4%	13	0.0%	0	0.6%	1	8.9%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Elmers End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ferndowns	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kennington	2.2%	21	0.0%	0	0.0%	0	15.4%	19	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Lambeth	1.3%	12	0.0%	0	1.8%	3	5.7%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.2%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	1.6%	15	0.0%	0	0.0%	0	12.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.4%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Nine Elms	0.5%	5	0.0%	0	1.8%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Paxton Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Peckham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Penge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Southwark	2.1%	20	0.0%	0	1.8%	3	10.6%	13	1.8%	3	0.0%	0	1.0%	1	0.0%	0
Stone Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Suffolk Quays, Lowestoft	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV Shopping	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Upper Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Vauxhall	1.2%	11	0.0%	0	4.2%	7	2.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Victoria	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Walworth	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Wickham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Internet	2.1%	20	1.6%	3	1.8%	3	3.3%	4	4.3%	7	2.0%	2	1.0%	1	0.0%	0
(Don't know / varies)	2.3%	22	0.5%	1	1.2%	2	7.3%	9	2.4%	4	1.0%	1	4.0%	4	0.9%	1
(Don't buy these goods / nowhere else)	4.1%	39	2.2%	4	3.0%	5	2.4%	3	6.7%	11	3.0%	3	2.0%	2	9.4%	11
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q18 Which other locations do you visit to buy health, beauty and chemist items? [MR]
Those who buy chemist, health and beauty items at Q17

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	1.5%	14	6.7%	12	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brixton	2.7%	25	1.1%	2	2.5%	4	0.8%	1	5.9%	9	5.2%	5	4.1%	4	0.0%	0
Camberwell Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0
Clapham High Street	2.4%	22	2.8%	5	6.1%	10	1.7%	2	1.3%	2	3.1%	3	0.0%	0	0.0%	0
Clapham Junction	3.6%	33	3.9%	7	11.0%	18	0.8%	1	2.0%	3	2.1%	2	0.0%	0	1.9%	2
Colliers Wood	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	2.9%	27	0.6%	1	1.2%	2	0.0%	0	0.7%	1	6.2%	6	1.0%	1	15.1%	16
Herne Hill	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.3%	5	1.0%	1	1.0%	1	0.0%	0
Kensington	0.4%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kings Road, Chelsea	1.3%	12	3.4%	6	1.2%	2	0.8%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London - West End	5.8%	53	4.5%	8	5.5%	9	7.5%	9	7.8%	12	3.1%	3	9.2%	9	2.8%	3
Norbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Putney	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	3.5%	32	2.8%	5	0.6%	1	0.0%	0	0.7%	1	5.2%	5	6.1%	6	13.2%	14
Tooting	0.7%	6	2.8%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	0.7%	6	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waterloo	0.4%	4	0.0%	0	0.6%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood / Tulse Hill	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.1%	2	16.3%	16	0.0%	0
Westow Hill / Crystal Palace	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Wimbledon	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.9%	1
Abroad	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Battersea	0.3%	3	0.6%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bromley	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.1%	4	1.9%	2
Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charlton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clerkenwell	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denmark Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Elephant and Castle	0.3%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington	0.4%	4	0.0%	0	0.6%	1	1.7%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.4%	4	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lewisham	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Nine Elms	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Peckham	0.7%	6	0.0%	0	1.2%	2	0.0%	0	0.7%	1	1.0%	1	2.0%	2	0.0%	0
Piccadilly	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Clapham	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thounton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Vauxhall	1.1%	10	0.0%	0	1.2%	2	3.3%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0
Victoria	0.4%	4	0.0%	0	0.6%	1	0.8%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Westminster	0.3%	3	0.6%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	1.7%	16	1.7%	3	1.2%	2	1.7%	2	3.3%	5	2.1%	2	1.0%	1	0.9%	1
(Don't know / varies)	4.5%	41	3.9%	7	3.1%	5	8.3%	10	5.9%	9	3.1%	3	3.1%	3	3.8%	4
(Don't buy these goods / nowhere else)	58.5%	536	57.5%	103	61.4%	100	62.5%	75	58.8%	90	67.0%	65	45.9%	45	54.7%	58
Base:		916		179		163		120		153		97		98		106

Column %ges.

Q19 At which location did your household last buy other non-food items such as books, CDs, toys and gifts?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	1.7%	16	8.2%	15	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Brixton	3.4%	32	0.0%	0	4.8%	8	0.0%	0	9.8%	16	6.0%	6	1.0%	1	0.9%	1
Camberwell Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Clapham High Street	2.1%	20	2.7%	5	6.5%	11	0.0%	0	1.8%	3	1.0%	1	0.0%	0	0.0%	0
Clapham Junction	3.2%	31	4.9%	9	9.5%	16	0.8%	1	1.8%	3	2.0%	2	0.0%	0	0.0%	0
Colliers Wood	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	4.3%	41	2.7%	5	0.0%	0	0.0%	0	1.2%	2	5.0%	5	7.0%	7	18.8%	22
Fulham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Hill	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	4.0%	4	0.0%	0
Kensington	0.3%	3	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Kings Road, Chelsea	1.0%	10	1.1%	2	3.0%	5	0.8%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Kingston	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	7.5%	72	4.4%	8	10.7%	18	8.1%	10	10.4%	17	7.0%	7	8.0%	8	3.4%	4
Putney	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	5.3%	51	5.5%	10	0.0%	0	0.0%	0	0.0%	0	20.0%	20	4.0%	4	14.5%	17
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tooting	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	1.7%	16	3.8%	7	5.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood / Tulse Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Westow Hill / Crystal Palace	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Wimbledon	0.6%	6	1.6%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Battersea	0.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bromley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.0%	1	1.7%	2
Charlton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clerkenwell	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	1.8%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.0%	1	14.0%	14	0.0%	0
East Dulwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	1	0.0%	0
Elephant and Castle	0.5%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kennington	1.3%	12	0.0%	0	0.6%	1	7.3%	9	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.3%	3	0.0%	0	0.6%	1	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.7%	7	0.0%	0	1.2%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	2.6%	3
Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Norwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Oxford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paxton Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Piccadilly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Southbank	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.6%	6	0.0%	0	0.6%	1	3.3%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Surrey Quays	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TV Shopping	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.3%	3	0.0%	0	1.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Dulwich	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.7%	2
Internet	39.2%	374	51.4%	94	31.0%	52	38.2%	47	46.3%	76	33.0%	33	35.0%	35	31.6%	37
(Don't know / varies)	2.9%	28	2.2%	4	2.4%	4	3.3%	4	4.9%	8	5.0%	5	2.0%	2	0.9%	1
(Don't buy these goods / nowhere else)	14.1%	135	4.4%	8	19.0%	32	24.4%	30	11.0%	18	15.0%	15	13.0%	13	16.2%	19
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q20 Which other locations do you visit to buy other non-food items such as books, CDs, toys and gifts ? [MR]
Those who buy other non-food items such as books, CDs, toys and gifts at Q19

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	1.1%	9	3.4%	6	1.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Brixton	1.6%	13	0.6%	1	0.7%	1	0.0%	0	4.8%	7	1.2%	1	3.4%	3	0.0%	0
Camberwell Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	2.1%	17	1.1%	2	8.8%	12	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Clapham Junction	4.0%	33	10.9%	19	3.7%	5	1.1%	1	2.7%	4	2.4%	2	0.0%	0	2.0%	2
Colliers Wood	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	3.8%	31	2.9%	5	0.0%	0	0.0%	0	1.4%	2	5.9%	5	4.6%	4	15.3%	15
Fulham	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Hill	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Kensington	0.6%	5	0.6%	1	0.7%	1	0.0%	0	0.7%	1	1.2%	1	0.0%	0	1.0%	1
Kings Road, Chelsea	2.0%	16	2.9%	5	2.9%	4	4.3%	4	0.7%	1	0.0%	0	2.3%	2	0.0%	0
Kingston	0.7%	6	1.7%	3	0.7%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
London - West End	10.1%	83	12.0%	21	11.0%	15	22.6%	21	6.2%	9	4.7%	4	11.5%	10	3.1%	3
Putney	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	3.4%	28	4.0%	7	0.0%	0	0.0%	0	0.0%	0	15.3%	13	1.1%	1	7.1%	7
Sutton	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.6%	5	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wandsworth Town	1.2%	10	2.9%	5	0.7%	1	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0
West Norwood / Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Westow Hill / Crystal Palace	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wimbledon	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Battersea	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Bromley	1.6%	13	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	4.6%	4	7.1%	7
Camden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charing Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Crystal Palace	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dulwich	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	2.3%	2	0.0%	0
East Dulwich	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euston	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington	0.5%	4	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalougue	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Muswell Hill	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Penge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Piccadilly	0.5%	4	0.0%	0	0.0%	0	1.1%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1
Southbank	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.2%	2	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sydenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tottenham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Upper Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Victoria	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0
West Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet	8.7%	71	10.3%	18	5.9%	8	8.6%	8	11.0%	16	5.9%	5	8.0%	7	9.2%	9
(Don't know / varies)	4.1%	34	4.0%	7	2.9%	4	7.5%	7	4.1%	6	3.5%	3	3.4%	3	4.1%	4
(Don't buy these goods / nowhere else)	51.2%	420	41.7%	73	58.8%	80	49.5%	46	54.1%	79	50.6%	43	54.0%	47	53.1%	52
Base:		820		175		136		93		146		85		87		98

Q21 Which of these centres have you visited to use the shops and services in the last year? [MR/PR]

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	31.6%	302	69.9%	128	27.4%	46	6.5%	8	17.1%	28	47.0%	47	15.0%	15	25.6%	30
Brixton Town Centre	51.5%	492	27.9%	51	49.4%	83	37.4%	46	84.8%	139	64.0%	64	72.0%	72	31.6%	37
Clapham High Street	36.4%	348	40.4%	74	69.6%	117	16.3%	20	40.9%	67	37.0%	37	18.0%	18	12.8%	15
Clapham Junction	45.8%	437	71.6%	131	70.8%	119	22.8%	28	39.0%	64	42.0%	42	20.0%	20	28.2%	33
Lower Marsh The Cut	14.2%	136	4.9%	9	6.5%	11	56.1%	69	13.4%	22	8.0%	8	9.0%	9	6.8%	8
Putney	8.6%	82	14.8%	27	9.5%	16	5.7%	7	5.5%	9	9.0%	9	7.0%	7	6.0%	7
Streatham	37.3%	356	41.0%	75	9.5%	16	8.9%	11	23.8%	39	94.0%	94	46.0%	46	64.1%	75
Tooting	27.4%	262	47.5%	87	27.4%	46	6.5%	8	17.1%	28	41.0%	41	14.0%	14	32.5%	38
Wandsworth Town Centre	21.8%	208	43.7%	80	34.5%	58	8.1%	10	11.6%	19	18.0%	18	10.0%	10	11.1%	13
West Norwood	21.9%	209	4.9%	9	6.0%	10	2.4%	3	18.9%	31	41.0%	41	78.0%	78	31.6%	37
(None mentioned)	8.7%	83	1.1%	2	9.5%	16	22.8%	28	6.7%	11	1.0%	1	8.0%	8	14.5%	17
Base:		955		183		168		123		164		100		100		117

Q22 What do you like about Wandsworth Town Centre? [MR]

Those who visit Wandsworth Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	17.8%	37	20.0%	16	6.9%	4	30.0%	3	26.3%	5	22.2%	4	30.0%	3	15.4%	2
Bus services	3.4%	7	3.8%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Car parking	12.5%	26	18.8%	15	5.2%	3	10.0%	1	5.3%	1	22.2%	4	10.0%	1	7.7%	1
Good choice of clothing shops	4.8%	10	2.5%	2	8.6%	5	0.0%	0	5.3%	1	0.0%	0	0.0%	0	15.4%	2
Good choice of shops in general	15.9%	33	13.8%	11	25.9%	15	10.0%	1	10.5%	2	5.6%	1	10.0%	1	15.4%	2
Good quality shops	7.2%	15	6.3%	5	8.6%	5	10.0%	1	10.5%	2	11.1%	2	0.0%	0	0.0%	0
Good range of shops	24.5%	51	11.3%	9	32.8%	19	20.0%	2	31.6%	6	50.0%	9	20.0%	2	30.8%	4
Good value / cheap	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maintenance / cleanliness	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	17.3%	36	13.8%	11	27.6%	16	20.0%	2	5.3%	1	11.1%	2	40.0%	4	0.0%	0
Supermarkets	4.3%	9	2.5%	2	3.4%	2	0.0%	0	5.3%	1	11.1%	2	0.0%	0	15.4%	2
Close to friends / family	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	7.7%	1
Close to home	7.2%	15	10.0%	8	10.3%	6	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	2.4%	5	2.5%	2	1.7%	1	0.0%	0	5.3%	1	5.6%	1	0.0%	0	0.0%	0
Convenient	3.8%	8	6.3%	5	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to other services / activities / amenities	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessability	2.4%	5	2.5%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Good choice of bars/cafés/restaurants	1.4%	3	0.0%	0	1.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Good choice of lesuire facilities	5.3%	11	10.0%	8	3.4%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Good markets	1.0%	2	0.0%	0	1.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Indoor shopping area	3.4%	7	2.5%	2	5.2%	3	10.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
It's not overly busy or large	1.4%	3	1.3%	1	1.7%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Shops are close together	2.9%	6	2.5%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2
(Don’t know)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Base:		208		80		58		10		19		18		10		13

Q23 What do you dislike about Wandsworth Town Centre? [MR]
Those who visit Wandsworth Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	56.7%	118	40.0%	32	74.1%	43	80.0%	8	42.1%	8	55.6%	10	80.0%	8	69.2%	9
Bus services	2.9%	6	1.3%	1	1.7%	1	0.0%	0	10.5%	2	11.1%	2	0.0%	0	0.0%	0
Car parking	6.7%	14	8.8%	7	3.4%	2	10.0%	1	5.3%	1	5.6%	1	10.0%	1	7.7%	1
Maintenance / cleanliness	3.4%	7	5.0%	4	3.4%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor choice of clothing shops	1.4%	3	2.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	1.4%	3	1.3%	1	1.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	1.9%	4	3.8%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	3.8%	8	7.5%	6	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	2.9%	6	5.0%	4	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	14.9%	31	22.5%	18	6.9%	4	10.0%	1	21.1%	4	11.1%	2	0.0%	0	15.4%	2
Traffic free areas / pedestrianisation	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	7.7%	1
Antisocial behaviour issues	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't like the people	1.0%	2	0.0%	0	1.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.4%	3	2.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access	1.9%	4	1.3%	1	3.4%	2	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Poor design / layout	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links / provision	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away / difficult to get to	1.9%	4	1.3%	1	0.0%	0	0.0%	0	5.3%	1	5.6%	1	0.0%	0	7.7%	1
Too many empty shops / shops closing down	1.4%	3	1.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Base:		208		80		58		10		19		18		10		13

Q24 What do you like about Clapham Junction Town Centre? [MR]
Those who visit Clapham Junction Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	14.9%	65	13.7%	18	14.3%	17	25.0%	7	15.6%	10	9.5%	4	15.0%	3	18.2%	6
Bus services	3.9%	17	1.5%	2	5.0%	6	0.0%	0	7.8%	5	2.4%	1	15.0%	3	0.0%	0
Car parking	4.6%	20	4.6%	6	5.0%	6	0.0%	0	4.7%	3	9.5%	4	0.0%	0	3.0%	1
Good choice of clothing shops	3.2%	14	3.1%	4	5.0%	6	0.0%	0	1.6%	1	4.8%	2	0.0%	0	3.0%	1
Good choice of shops in general	17.4%	76	13.7%	18	22.7%	27	10.7%	3	17.2%	11	19.0%	8	15.0%	3	18.2%	6
Good quality shops	6.4%	28	3.8%	5	10.1%	12	10.7%	3	1.6%	1	9.5%	4	0.0%	0	9.1%	3
Good range of shops	30.4%	133	27.5%	36	37.0%	44	28.6%	8	29.7%	19	28.6%	12	35.0%	7	21.2%	7
Good value / cheap	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Maintenance / cleanliness	0.7%	3	0.8%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	7.3%	32	4.6%	6	10.1%	12	14.3%	4	4.7%	3	4.8%	2	5.0%	1	12.1%	4
Supermarkets	6.2%	27	2.3%	3	8.4%	10	0.0%	0	6.3%	4	14.3%	6	0.0%	0	12.1%	4
Traffic free areas / pedestrianisation	0.9%	4	2.3%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.0%	1
Close to home	13.7%	60	22.1%	29	18.5%	22	7.1%	2	4.7%	3	2.4%	1	5.0%	1	6.1%	2
Close to work	1.8%	8	0.8%	1	0.8%	1	0.0%	0	1.6%	1	4.8%	2	5.0%	1	6.1%	2
Convenient	6.2%	27	10.7%	14	5.9%	7	0.0%	0	6.3%	4	0.0%	0	10.0%	2	0.0%	0
Convenient to other services / activities / amenities	1.6%	7	0.8%	1	0.0%	0	0.0%	0	4.7%	3	2.4%	1	5.0%	1	3.0%	1
Familiar / habit	1.8%	8	0.8%	1	3.4%	4	0.0%	0	1.6%	1	0.0%	0	10.0%	2	0.0%	0
Good accessability	9.4%	41	13.7%	18	8.4%	10	3.6%	1	3.1%	2	11.9%	5	5.0%	1	12.1%	4
Good choice of bars/cafés/restaurants	4.1%	18	3.1%	4	3.4%	4	0.0%	0	6.3%	4	4.8%	2	10.0%	2	6.1%	2
Good choice of lesuire facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Good markets	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality market	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor shopping area	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's not overly busy or large	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plenty to do there / lots going on	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Shops are close together	0.7%	3	0.0%	0	0.8%	1	3.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
(Don't know)	0.9%	4	0.8%	1	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Base:		437		131		119		28		64		42		20		33

Column %ges.

Q25 What do you dislike about Clapham Junction Town Centre? [MR]
Those who visit Clapham Junction Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	56.1%	245	48.9%	64	52.1%	62	64.3%	18	67.2%	43	64.3%	27	65.0%	13	54.5%	18
Bus services	1.1%	5	0.0%	0	1.7%	2	0.0%	0	1.6%	1	2.4%	1	5.0%	1	0.0%	0
Car parking	7.8%	34	5.3%	7	8.4%	10	14.3%	4	4.7%	3	9.5%	4	15.0%	3	9.1%	3
Maintenance / cleanliness	3.2%	14	4.6%	6	4.2%	5	0.0%	0	1.6%	1	2.4%	1	0.0%	0	3.0%	1
Poor choice of clothing shops	0.9%	4	0.8%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	3.2%	14	3.1%	4	5.0%	6	0.0%	0	0.0%	0	4.8%	2	5.0%	1	3.0%	1
Poor quality shops	3.0%	13	5.3%	7	2.5%	3	0.0%	0	1.6%	1	2.4%	1	5.0%	1	0.0%	0
Poor range of shops	4.8%	21	5.3%	7	5.9%	7	0.0%	0	4.7%	3	2.4%	1	5.0%	1	6.1%	2
Shopping environment	2.7%	12	3.1%	4	5.0%	6	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.9%	4	0.8%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Traffic / congestion	6.4%	28	7.6%	10	6.7%	8	7.1%	2	4.7%	3	4.8%	2	10.0%	2	3.0%	1
Traffic free areas / pedestrianisation	1.1%	5	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour issues	1.6%	7	3.1%	4	0.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.0%	1
Don't like the people	1.1%	5	1.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
It's a boring / dull place	0.5%	2	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.1%	5	0.8%	1	2.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lack of leisure facilities	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access	0.5%	2	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	1.8%	8	2.3%	3	3.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor public transport links / provision	1.1%	5	1.5%	2	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.0%	1
Too busy / crowded	6.4%	28	10.7%	14	3.4%	4	7.1%	2	3.1%	2	7.1%	3	10.0%	2	3.0%	1
Too far away / difficult to get to	0.7%	3	0.0%	0	0.8%	1	3.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Too many empty shops / shops closing down	0.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
(Don't know)	1.1%	5	0.8%	1	0.0%	0	3.6%	1	1.6%	1	0.0%	0	0.0%	0	6.1%	2
Base:		437		131		119		28		64		42		20		33

Q26 What do you like about Putney Town Centre? [MR]
Those who visit Putney Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	18.3%	15	22.2%	6	12.5%	2	28.6%	2	33.3%	3	0.0%	0	0.0%	0	28.6%	2
Bus services	2.4%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Car parking	6.1%	5	11.1%	3	6.3%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Good choice of clothing shops	6.1%	5	3.7%	1	18.8%	3	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Good choice of shops in general	23.2%	19	18.5%	5	31.3%	5	28.6%	2	11.1%	1	33.3%	3	28.6%	2	14.3%	1
Good quality shops	8.5%	7	7.4%	2	18.8%	3	0.0%	0	0.0%	0	11.1%	1	14.3%	1	0.0%	0
Good range of shops	26.8%	22	33.3%	9	25.0%	4	0.0%	0	11.1%	1	44.4%	4	14.3%	1	42.9%	3
Maintenance / cleanliness	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	14.3%	1
Shopping environment	17.1%	14	7.4%	2	37.5%	6	42.9%	3	11.1%	1	0.0%	0	28.6%	2	0.0%	0
Supermarkets	3.7%	3	3.7%	1	6.3%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Close to friends / family	7.3%	6	3.7%	1	0.0%	0	0.0%	0	22.2%	2	0.0%	0	28.6%	2	14.3%	1
Close to work	2.4%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Convenient	2.4%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	14.3%	1
Good accessability	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of bars/cafés/restaurants	3.7%	3	0.0%	0	6.3%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	14.3%	1
It's not overly busy or large	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		82		27		16		7		9		9		7		7

Q27 What do you dislike about Putney Town Centre? [MR]
Those who visit Putney Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	59.8%	49	44.4%	12	50.0%	8	85.7%	6	88.9%	8	44.4%	4	71.4%	5	85.7%	6
Car parking	13.4%	11	14.8%	4	18.8%	3	0.0%	0	0.0%	0	22.2%	2	14.3%	1	14.3%	1
Poor choice of clothing shops	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	1.2%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	2.4%	2	3.7%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	14.6%	12	14.8%	4	25.0%	4	14.3%	1	0.0%	0	33.3%	3	0.0%	0	0.0%	0
I dislike everything about it	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Too busy / crowded	2.4%	2	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		82		27		16		7		9		9		7		7

Q28 What do you like about Balham Town Centre? [MR]
Those who visit Balham Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	10.9%	33	10.2%	13	8.7%	4	37.5%	3	14.3%	4	8.5%	4	6.7%	1	13.3%	4
Bus services	2.0%	6	0.8%	1	4.3%	2	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Car parking	6.6%	20	7.8%	10	4.3%	2	12.5%	1	3.6%	1	6.4%	3	20.0%	3	0.0%	0
Good choice of clothing shops	1.3%	4	2.3%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	14.9%	45	15.6%	20	17.4%	8	12.5%	1	14.3%	4	12.8%	6	6.7%	1	16.7%	5
Good quality shops	5.3%	16	2.3%	3	15.2%	7	12.5%	1	3.6%	1	8.5%	4	0.0%	0	0.0%	0
Good range of shops	20.2%	61	14.1%	18	23.9%	11	37.5%	3	25.0%	7	25.5%	12	33.3%	5	16.7%	5
Good value / cheap	2.0%	6	0.8%	1	6.5%	3	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.3%	1
Shopping environment	8.6%	26	7.8%	10	15.2%	7	25.0%	2	3.6%	1	6.4%	3	13.3%	2	3.3%	1
Supermarkets	12.3%	37	7.0%	9	17.4%	8	0.0%	0	3.6%	1	21.3%	10	33.3%	5	13.3%	4
Close to friends / family	1.7%	5	0.8%	1	0.0%	0	0.0%	0	7.1%	2	2.1%	1	0.0%	0	3.3%	1
Close to home	20.9%	63	36.7%	47	4.3%	2	0.0%	0	3.6%	1	23.4%	11	0.0%	0	6.7%	2
Close to work	1.7%	5	1.6%	2	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0	0.0%	0
Convenient	7.9%	24	10.9%	14	4.3%	2	12.5%	1	7.1%	2	6.4%	3	6.7%	1	3.3%	1
Convenient to other services / activities / amenities	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.3%	1
Familiar / habit	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Good accessability	4.3%	13	3.9%	5	8.7%	4	0.0%	0	3.6%	1	0.0%	0	6.7%	1	6.7%	2
Good choice of bars/cafés/restaurants	4.3%	13	2.3%	3	0.0%	0	0.0%	0	0.0%	0	12.8%	6	0.0%	0	13.3%	4
Good choice of lesuire facilities	1.0%	3	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Good independent / specialist shops	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good markets	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality market	1.3%	4	1.6%	2	0.0%	0	0.0%	0	3.6%	1	2.1%	1	0.0%	0	0.0%	0
It's not overly busy or large	0.7%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Shops are close together	0.7%	2	0.8%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.0%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	3.3%	1
Base:		302		128		46		8		28		47		15		30

Q29 What do you dislike about Balham Town Centre? [MR]
Those who visit Balham Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	60.6%	183	47.7%	61	65.2%	30	62.5%	5	71.4%	20	74.5%	35	80.0%	12	66.7%	20
Car parking	7.3%	22	4.7%	6	10.9%	5	12.5%	1	7.1%	2	8.5%	4	6.7%	1	10.0%	3
Maintenance / cleanliness	1.7%	5	3.1%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of clothing shops	4.3%	13	9.4%	12	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	3.0%	9	4.7%	6	0.0%	0	0.0%	0	3.6%	1	2.1%	1	0.0%	0	3.3%	1
Poor quality shops	2.3%	7	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Poor range of shops	9.6%	29	15.6%	20	13.0%	6	12.5%	1	3.6%	1	2.1%	1	0.0%	0	0.0%	0
Shopping environment	1.7%	5	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	1.0%	3	0.8%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Traffic / congestion	4.0%	12	3.1%	4	2.2%	1	0.0%	0	7.1%	2	6.4%	3	0.0%	0	6.7%	2
Traffic free areas / pedestrianisation	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Don't like the people	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's a boring / dull place	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.0%	3	1.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market needs improving	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.0%	3	0.0%	0	2.2%	1	0.0%	0	3.6%	1	2.1%	1	0.0%	0	0.0%	0
Too far away / difficult to get to	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Too many bars / cafés / restaurants	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Too many empty shops / shops closing down	0.7%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.7%	5	0.0%	0	4.3%	2	12.5%	1	0.0%	0	0.0%	0	6.7%	1	3.3%	1
Base:		302		128		46		8		28		47		15		30

Q30 What do you like about Tooting Town Centre? [MR]
Those who visit Tooting Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	22.1%	58	23.0%	20	15.2%	7	12.5%	1	28.6%	8	24.4%	10	14.3%	2	26.3%	10
Bus services	1.9%	5	3.4%	3	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking	1.9%	5	1.1%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Good choice of clothing shops	4.2%	11	4.6%	4	4.3%	2	0.0%	0	0.0%	0	2.4%	1	7.1%	1	7.9%	3
Good choice of shops in general	15.6%	41	13.8%	12	19.6%	9	25.0%	2	14.3%	4	22.0%	9	0.0%	0	13.2%	5
Good quality shops	8.4%	22	5.7%	5	19.6%	9	0.0%	0	3.6%	1	4.9%	2	14.3%	2	7.9%	3
Good range of shops	28.2%	74	24.1%	21	39.1%	18	37.5%	3	25.0%	7	29.3%	12	35.7%	5	21.1%	8
Good value / cheap	3.4%	9	3.4%	3	4.3%	2	0.0%	0	10.7%	3	0.0%	0	7.1%	1	0.0%	0
Maintenance / cleanliness	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	6.1%	16	9.2%	8	2.2%	1	12.5%	1	0.0%	0	9.8%	4	7.1%	1	2.6%	1
Supermarkets	3.4%	9	1.1%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	18.4%	7
Close to friends / family	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	6.1%	16	14.9%	13	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Close to work	1.9%	5	0.0%	0	4.3%	2	0.0%	0	3.6%	1	2.4%	1	0.0%	0	2.6%	1
Convenient	3.1%	8	3.4%	3	4.3%	2	0.0%	0	3.6%	1	4.9%	2	0.0%	0	0.0%	0
Familiar / habit	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	2.4%	1	0.0%	0	2.6%	1
Good accessability	2.7%	7	2.3%	2	4.3%	2	12.5%	1	3.6%	1	0.0%	0	7.1%	1	0.0%	0
Good choice of bars/cafés/restaurants	2.3%	6	3.4%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0
Good choice of lesuire facilities	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good independent / specialist shops	3.4%	9	2.3%	2	4.3%	2	12.5%	1	7.1%	2	4.9%	2	0.0%	0	0.0%	0
Good markets	2.7%	7	0.0%	0	2.2%	1	0.0%	0	3.6%	1	4.9%	2	14.3%	2	2.6%	1
Good quality market	3.8%	10	3.4%	3	2.2%	1	12.5%	1	0.0%	0	4.9%	2	0.0%	0	7.9%	3
It's not overly busy or large	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Plenty to do there / lots going on	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.1%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	2.6%	1
Base:		262		87		46		8		28		41		14		38

Q31 What do you dislike about Tooting Town Centre? [MR]
Those who visit Tooting Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	50.0%	131	34.5%	30	58.7%	27	75.0%	6	75.0%	21	51.2%	21	42.9%	6	52.6%	20
Car parking	9.2%	24	5.7%	5	10.9%	5	0.0%	0	3.6%	1	14.6%	6	14.3%	2	13.2%	5
Maintenance / cleanliness	6.9%	18	12.6%	11	4.3%	2	0.0%	0	3.6%	1	2.4%	1	7.1%	1	5.3%	2
Poor choice of clothing shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1
Poor choice of shops in general	4.2%	11	4.6%	4	2.2%	1	0.0%	0	3.6%	1	4.9%	2	7.1%	1	5.3%	2
Poor quality shops	1.9%	5	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	7.1%	1	0.0%	0
Poor range of shops	7.3%	19	14.9%	13	2.2%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	7.9%	3
Shopping environment	3.8%	10	5.7%	5	6.5%	3	0.0%	0	3.6%	1	2.4%	1	0.0%	0	0.0%	0
Too expensive	0.8%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Traffic / congestion	8.4%	22	8.0%	7	10.9%	5	12.5%	1	3.6%	1	7.3%	3	21.4%	3	5.3%	2
Traffic free areas / pedestrianisation	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Antisocial behaviour issues	0.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Don't like the people	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1
It's rundown / poorly maintained / needs improving	0.8%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of leisure facilities	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Market needs improving	1.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.6%	1
Poor choice of independent shops	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	9.2%	24	16.1%	14	10.9%	5	0.0%	0	3.6%	1	4.9%	2	0.0%	0	5.3%	2
Too far away / difficult to get to	1.1%	3	0.0%	0	2.2%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Too much building / works disruption	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.1%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	2.6%	1
Base:		262		87		46		8		28		41		14		38

Q32 What do you like about Brixton Town Centre? [MR]
Those who visit Brixton Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	14.0%	69	19.6%	10	16.9%	14	23.9%	11	7.2%	10	10.9%	7	12.5%	9	21.6%	8
Bus services	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.8%	5	8.3%	6	8.1%	3
Car parking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0
Good choice of clothing shops	1.6%	8	0.0%	0	0.0%	0	4.3%	2	0.0%	0	4.7%	3	2.8%	2	2.7%	1
Good choice of shops in general	13.4%	66	13.7%	7	18.1%	15	13.0%	6	10.8%	15	12.5%	8	13.9%	10	13.5%	5
Good quality shops	4.5%	22	2.0%	1	3.6%	3	0.0%	0	5.8%	8	9.4%	6	4.2%	3	2.7%	1
Good range of shops	24.8%	122	11.8%	6	30.1%	25	23.9%	11	19.4%	27	31.3%	20	33.3%	24	24.3%	9
Good value / cheap	2.2%	11	2.0%	1	2.4%	2	2.2%	1	2.9%	4	1.6%	1	2.8%	2	0.0%	0
Maintenance / cleanliness	1.2%	6	2.0%	1	1.2%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Shopping environment	13.8%	68	9.8%	5	14.5%	12	13.0%	6	15.1%	21	18.8%	12	13.9%	10	5.4%	2
Supermarkets	1.8%	9	0.0%	0	2.4%	2	0.0%	0	1.4%	2	3.1%	2	2.8%	2	2.7%	1
Traffic free areas / pedestrianisation	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.4%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	19.5%	96	13.7%	7	14.5%	12	17.4%	8	36.0%	50	10.9%	7	12.5%	9	8.1%	3
Close to work	1.0%	5	0.0%	0	0.0%	0	2.2%	1	0.7%	1	1.6%	1	1.4%	1	2.7%	1
Convenient	3.5%	17	5.9%	3	4.8%	4	0.0%	0	5.0%	7	3.1%	2	1.4%	1	0.0%	0
Convenient to other services / activities / amenities	0.6%	3	2.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Familiar / habit	3.3%	16	2.0%	1	2.4%	2	0.0%	0	7.2%	10	1.6%	1	2.8%	2	0.0%	0
Good accessability	2.6%	13	3.9%	2	2.4%	2	0.0%	0	2.2%	3	3.1%	2	4.2%	3	2.7%	1
Good choice of bars/cafés/restaurants	4.1%	20	7.8%	4	3.6%	3	0.0%	0	1.4%	2	9.4%	6	4.2%	3	5.4%	2
Good choice of lesuire facilities	1.2%	6	2.0%	1	1.2%	1	0.0%	0	0.7%	1	3.1%	2	0.0%	0	2.7%	1
Good independent / specialist shops	0.6%	3	0.0%	0	1.2%	1	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0
Good markets	6.5%	32	9.8%	5	8.4%	7	8.7%	4	3.6%	5	3.1%	2	11.1%	8	2.7%	1
Good quality market	9.4%	46	7.8%	4	6.0%	5	13.0%	6	6.5%	9	15.6%	10	8.3%	6	16.2%	6
Indoor shopping area	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Interesting place	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0
It's not overly busy or large	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Plenty to do there / lots going on	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops are close together	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Base:		492		51		83		46		139		64		72		37

Column %ges.

Q33 What do you dislike about Brixton Town Centre? [MR]
Those who visit Brixton Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	49.6%	244	41.2%	21	49.4%	41	56.5%	26	48.2%	67	59.4%	38	47.2%	34	45.9%	17
Bus services	1.4%	7	3.9%	2	1.2%	1	2.2%	1	0.7%	1	0.0%	0	2.8%	2	0.0%	0
Car parking	7.5%	37	5.9%	3	7.2%	6	2.2%	1	2.9%	4	7.8%	5	18.1%	13	13.5%	5
Maintenance / cleanliness	3.3%	16	2.0%	1	6.0%	5	0.0%	0	3.6%	5	1.6%	1	4.2%	3	2.7%	1
Poor choice of clothing shops	1.0%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	2.4%	12	2.0%	1	1.2%	1	4.3%	2	4.3%	6	0.0%	0	2.8%	2	0.0%	0
Poor quality shops	1.2%	6	3.9%	2	1.2%	1	0.0%	0	1.4%	2	1.6%	1	0.0%	0	0.0%	0
Poor range of shops	2.6%	13	3.9%	2	0.0%	0	0.0%	0	5.0%	7	3.1%	2	0.0%	0	5.4%	2
Shopping environment	1.6%	8	2.0%	1	3.6%	3	0.0%	0	0.7%	1	1.6%	1	2.8%	2	0.0%	0
Supermarkets	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.8%	4	0.0%	0	3.6%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	8.7%	43	17.6%	9	8.4%	7	13.0%	6	6.5%	9	6.3%	4	6.9%	5	8.1%	3
Traffic free areas / pedestrianisation	0.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Antisocial behaviour issues	4.9%	24	5.9%	3	8.4%	7	2.2%	1	3.6%	5	6.3%	4	2.8%	2	5.4%	2
Don't like the people	1.0%	5	0.0%	0	1.2%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	2.7%	1
I dislike everything about it	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
It's a boring / dull place	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.4%	7	0.0%	0	2.4%	2	2.2%	1	1.4%	2	3.1%	2	0.0%	0	0.0%	0
Market needs improving	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.1%	2	0.0%	0	2.7%	1
Poor access	0.4%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	0.4%	2	2.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of places to eat	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links / provision	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.7%	1
Too busy / crowded	14.2%	70	11.8%	6	13.3%	11	17.4%	8	15.1%	21	10.9%	7	16.7%	12	13.5%	5
Too far away / difficult to get to	0.4%	2	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Too many bars / cafés / restaurants	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
(Don't know)	0.8%	4	0.0%	0	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Base:		492		51		83		46		139		64		72		37

Q34 What do you like about Streatham Town Centre? [MR]
Those who visit Streatham Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	29.2%	104	29.3%	22	12.5%	2	54.5%	6	38.5%	15	27.7%	26	17.4%	8	33.3%	25
Bus services	3.1%	11	2.7%	2	0.0%	0	0.0%	0	7.7%	3	2.1%	2	4.3%	2	2.7%	2
Car parking	2.2%	8	2.7%	2	6.3%	1	0.0%	0	0.0%	0	1.1%	1	4.3%	2	2.7%	2
Good choice of clothing shops	1.7%	6	0.0%	0	6.3%	1	0.0%	0	5.1%	2	1.1%	1	2.2%	1	1.3%	1
Good choice of shops in general	9.0%	32	10.7%	8	18.8%	3	9.1%	1	5.1%	2	7.4%	7	15.2%	7	5.3%	4
Good quality shops	2.5%	9	1.3%	1	0.0%	0	0.0%	0	5.1%	2	4.3%	4	2.2%	1	1.3%	1
Good range of shops	13.5%	48	13.3%	10	25.0%	4	18.2%	2	17.9%	7	6.4%	6	28.3%	13	8.0%	6
Good value / cheap	0.8%	3	1.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.2%	1	0.0%	0
Shopping environment	4.5%	16	5.3%	4	6.3%	1	0.0%	0	7.7%	3	4.3%	4	2.2%	1	4.0%	3
Supermarkets	2.5%	9	1.3%	1	6.3%	1	0.0%	0	2.6%	1	3.2%	3	2.2%	1	2.7%	2
Close to friends / family	0.8%	3	0.0%	0	18.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	25.3%	90	25.3%	19	0.0%	0	0.0%	0	10.3%	4	40.4%	38	13.0%	6	30.7%	23
Close to work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Convenient	10.1%	36	16.0%	12	0.0%	0	9.1%	1	5.1%	2	11.7%	11	10.9%	5	6.7%	5
Convenient to other services / activities / amenities	1.1%	4	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	1.3%	1
Familiar / habit	1.4%	5	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.7%	2
Good accessability	1.4%	5	2.7%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.3%	1
Good choice of bars/cafés/restaurants	2.0%	7	1.3%	1	0.0%	0	9.1%	1	2.6%	1	3.2%	3	0.0%	0	1.3%	1
Good choice of lesuire facilities	1.7%	6	0.0%	0	12.5%	2	9.1%	1	5.1%	2	0.0%	0	0.0%	0	1.3%	1
Interesting place	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
It's not overly busy or large	0.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Plenty to do there / lots going on	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shops are close together	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.0%	3
Base:		356		75		16		11		39		94		46		75

Q35 What do you dislike about Streatham Town Centre? [MR]
Those who visit Streatham Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	34.3%	122	24.0%	18	62.5%	10	45.5%	5	43.6%	17	27.7%	26	34.8%	16	40.0%	30
Bus services	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.1%	1	2.2%	1	0.0%	0
Car parking	6.5%	23	5.3%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	7	17.4%	8	5.3%	4
Maintenance / cleanliness	6.5%	23	5.3%	4	0.0%	0	0.0%	0	7.7%	3	4.3%	4	13.0%	6	8.0%	6
Poor choice of clothing shops	2.2%	8	2.7%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0
Poor choice of shops in general	11.5%	41	10.7%	8	0.0%	0	0.0%	0	2.6%	1	17.0%	16	10.9%	5	14.7%	11
Poor quality shops	12.4%	44	16.0%	12	6.3%	1	0.0%	0	0.0%	0	23.4%	22	2.2%	1	10.7%	8
Poor range of shops	13.5%	48	17.3%	13	12.5%	2	18.2%	2	2.6%	1	18.1%	17	2.2%	1	16.0%	12
Shopping environment	5.1%	18	2.7%	2	18.8%	3	9.1%	1	2.6%	1	10.6%	10	2.2%	1	0.0%	0
Supermarkets	1.1%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.3%	1
Traffic / congestion	12.4%	44	21.3%	16	6.3%	1	0.0%	0	12.8%	5	12.8%	12	8.7%	4	8.0%	6
Traffic free areas / pedestrianisation	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Antisocial behaviour issues	1.7%	6	2.7%	2	0.0%	0	0.0%	0	5.1%	2	1.1%	1	2.2%	1	0.0%	0
I dislike everything about it	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
It's a boring / dull place	1.1%	4	1.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
It's rundown / poorly maintained / needs improving	2.5%	9	1.3%	1	0.0%	0	0.0%	0	7.7%	3	1.1%	1	4.3%	2	2.7%	2
Poor access	0.8%	3	1.3%	1	0.0%	0	0.0%	0	2.6%	1	1.1%	1	0.0%	0	0.0%	0
Poor choice of independent shops	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	5.9%	21	8.0%	6	6.3%	1	27.3%	3	10.3%	4	0.0%	0	8.7%	4	4.0%	3
Too busy / crowded	2.5%	9	4.0%	3	0.0%	0	0.0%	0	5.1%	2	2.1%	2	2.2%	1	1.3%	1
Too many bars / cafés / restaurants	0.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.3%	1
Too many empty shops / shops closing down	2.8%	10	1.3%	1	0.0%	0	0.0%	0	2.6%	1	4.3%	4	0.0%	0	5.3%	4
(Don’t know)	1.1%	4	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Base:		356		75		16		11		39		94		46		75

Column %ges.

Q36 What do you like about Clapham High Street? [MR]
Those who visit Clapham High Street at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	17.5%	61	17.6%	13	10.3%	12	25.0%	5	22.4%	15	18.9%	7	22.2%	4	33.3%	5
Bus services	1.1%	4	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Car parking	2.0%	7	4.1%	3	0.9%	1	0.0%	0	1.5%	1	2.7%	1	5.6%	1	0.0%	0
Good choice of clothing shops	1.4%	5	1.4%	1	0.9%	1	5.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	14.4%	50	10.8%	8	14.5%	17	10.0%	2	19.4%	13	16.2%	6	16.7%	3	6.7%	1
Good quality shops	6.3%	22	6.8%	5	7.7%	9	0.0%	0	1.5%	1	13.5%	5	11.1%	2	0.0%	0
Good range of shops	18.1%	63	17.6%	13	17.1%	20	20.0%	4	16.4%	11	16.2%	6	33.3%	6	20.0%	3
Good value / cheap	0.6%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maintenance / cleanliness	2.6%	9	0.0%	0	4.3%	5	0.0%	0	4.5%	3	0.0%	0	5.6%	1	0.0%	0
Shopping environment	11.5%	40	6.8%	5	18.8%	22	5.0%	1	3.0%	2	16.2%	6	16.7%	3	6.7%	1
Supermarkets	5.7%	20	2.7%	2	6.8%	8	5.0%	1	4.5%	3	16.2%	6	0.0%	0	0.0%	0
Traffic free areas / pedestrianisation	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.6%	2	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	17.5%	61	14.9%	11	33.3%	39	10.0%	2	10.4%	7	0.0%	0	11.1%	2	0.0%	0
Close to work	0.9%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Convenient	9.8%	34	21.6%	16	10.3%	12	0.0%	0	4.5%	3	5.4%	2	0.0%	0	6.7%	1
Convenient to other services / activities / amenities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Familiar / habit	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.7%	1	0.0%	0	0.0%	0
Good accessability	2.3%	8	2.7%	2	1.7%	2	0.0%	0	3.0%	2	2.7%	1	0.0%	0	6.7%	1
Good choice of bars/cafés/restaurants	9.5%	33	12.2%	9	6.8%	8	10.0%	2	10.4%	7	13.5%	5	5.6%	1	6.7%	1
Good choice of lesuire facilities	1.7%	6	1.4%	1	1.7%	2	0.0%	0	3.0%	2	0.0%	0	5.6%	1	0.0%	0
Good markets	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor shopping area	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interesting place	0.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plenty to do there / lots going on	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	2.0%	7	2.7%	2	0.9%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Base:		348		74		117		20		67		37		18		15

Q37 What do you dislike about Clapham High Street? [MR]
Those who visit Clapham High Street at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	57.8%	201	55.4%	41	47.0%	55	80.0%	16	68.7%	46	56.8%	21	61.1%	11	73.3%	11
Car parking	4.9%	17	5.4%	4	2.6%	3	5.0%	1	4.5%	3	8.1%	3	11.1%	2	6.7%	1
Maintenance / cleanliness	1.1%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of clothing shops	2.0%	7	1.4%	1	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	5.5%	19	6.8%	5	9.4%	11	0.0%	0	3.0%	2	0.0%	0	0.0%	0	6.7%	1
Poor quality shops	4.0%	14	2.7%	2	9.4%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	7.8%	27	8.1%	6	12.8%	15	0.0%	0	6.0%	4	2.7%	1	5.6%	1	0.0%	0
Shopping environment	1.1%	4	1.4%	1	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Too expensive	1.7%	6	0.0%	0	0.9%	1	0.0%	0	4.5%	3	2.7%	1	5.6%	1	0.0%	0
Traffic / congestion	6.0%	21	5.4%	4	6.8%	8	5.0%	1	1.5%	1	10.8%	4	16.7%	3	0.0%	0
Traffic free areas / pedestrianisation	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour issues	1.1%	4	1.4%	1	1.7%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Don't like the people	0.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
It's a boring / dull place	0.9%	3	2.7%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	0.9%	3	1.4%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Lack of leisure facilities	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	0.9%	3	1.4%	1	0.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	0.6%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.9%	10	5.4%	4	1.7%	2	0.0%	0	0.0%	0	10.8%	4	0.0%	0	0.0%	0
Too far away / difficult to get to	1.4%	5	2.7%	2	0.0%	0	10.0%	2	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Too many bars / cafés / restaurants	6.0%	21	2.7%	2	12.8%	15	0.0%	0	4.5%	3	2.7%	1	0.0%	0	0.0%	0
Too many empty shops / shops closing down	0.6%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	4	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Base:		348		74		117		20		67		37		18		15

Q38 What do you like about West Norwood Town Centre? [MR]
Those who visit West Norwood Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	25.8%	54	22.2%	2	10.0%	1	66.7%	2	38.7%	12	29.3%	12	15.4%	12	35.1%	13
Bus services	2.9%	6	0.0%	0	10.0%	1	0.0%	0	3.2%	1	2.4%	1	2.6%	2	2.7%	1
Car parking	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	17.7%	37	55.6%	5	40.0%	4	33.3%	1	9.7%	3	14.6%	6	14.1%	11	18.9%	7
Good quality shops	4.8%	10	0.0%	0	20.0%	2	0.0%	0	3.2%	1	9.8%	4	3.8%	3	0.0%	0
Good range of shops	15.8%	33	22.2%	2	20.0%	2	0.0%	0	19.4%	6	22.0%	9	12.8%	10	10.8%	4
Good value / cheap	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Maintenance / cleanliness	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shopping environment	9.1%	19	11.1%	1	30.0%	3	0.0%	0	9.7%	3	7.3%	3	9.0%	7	5.4%	2
Supermarkets	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	6.4%	5	2.7%	1
Close to friends / family	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.4%	1	0.0%	0	2.7%	1
Close to home	28.2%	59	0.0%	0	10.0%	1	0.0%	0	9.7%	3	14.6%	6	51.3%	40	24.3%	9
Close to work	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Convenient	5.3%	11	22.2%	2	0.0%	0	0.0%	0	3.2%	1	4.9%	2	5.1%	4	5.4%	2
Convenient to other services / activities / amenities	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0
Good accessability	2.4%	5	11.1%	1	0.0%	0	0.0%	0	6.5%	2	0.0%	0	1.3%	1	2.7%	1
Good markets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Good quality market	1.0%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
It's not overly busy or large	1.9%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.9%	2	0.0%	0	0.0%	0
Shops are close together	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
(Don't know)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Base:		209		9		10		3		31		41		78		37

Q39 What do you dislike about West Norwood Town Centre? [MR]
Those who visit West Norwood Town Centre at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	49.3%	103	55.6%	5	70.0%	7	66.7%	2	54.8%	17	46.3%	19	42.3%	33	54.1%	20
Bus services	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0
Car parking	5.7%	12	11.1%	1	0.0%	0	0.0%	0	9.7%	3	7.3%	3	5.1%	4	2.7%	1
Maintenance / cleanliness	6.2%	13	11.1%	1	0.0%	0	0.0%	0	6.5%	2	7.3%	3	5.1%	4	8.1%	3
Poor choice of clothing shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	8.1%	17	0.0%	0	10.0%	1	0.0%	0	3.2%	1	2.4%	1	16.7%	13	2.7%	1
Poor quality shops	4.8%	10	11.1%	1	0.0%	0	33.3%	1	3.2%	1	4.9%	2	6.4%	5	0.0%	0
Poor range of shops	10.5%	22	22.2%	2	10.0%	1	33.3%	1	6.5%	2	4.9%	2	14.1%	11	8.1%	3
Shopping environment	2.9%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	1	7.3%	3	1.3%	1	2.7%	1
Supermarkets	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Too expensive	0.5%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	5.3%	11	0.0%	0	0.0%	0	0.0%	0	9.7%	3	4.9%	2	5.1%	4	5.4%	2
Traffic free areas / pedestrianisation	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Antisocial behaviour issues	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	1.3%	1	5.4%	2
Don't like the people	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
It's a boring / dull place	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	2	2.7%	1
Poor access	0.5%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of places to eat	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0
Poor design / layout	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	2	5.4%	2
Too busy / crowded	1.4%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.6%	2	0.0%	0
Too far away / difficult to get to	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.4%	2
Too many bars / cafés / restaurants	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Too many empty shops / shops closing down	1.9%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.4%	1	1.3%	1	2.7%	1
(Don't know)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Base:		209		9		10		3		31		41		78		37

Q40 What do you like about Lower Marsh The Cut? [MR]
Those who visit Lower Marsh The Cut at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	16.2%	22	33.3%	3	18.2%	2	14.5%	10	18.2%	4	0.0%	0	0.0%	0	37.5%	3
Bus services	1.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Car parking	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of clothing shops	2.2%	3	11.1%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of shops in general	16.2%	22	11.1%	1	9.1%	1	13.0%	9	27.3%	6	37.5%	3	11.1%	1	12.5%	1
Good quality shops	11.0%	15	22.2%	2	18.2%	2	8.7%	6	13.6%	3	12.5%	1	11.1%	1	0.0%	0
Good range of shops	22.8%	31	0.0%	0	45.5%	5	21.7%	15	40.9%	9	12.5%	1	0.0%	0	12.5%	1
Good value / cheap	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maintenance / cleanliness	1.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	11.8%	16	0.0%	0	27.3%	3	8.7%	6	9.1%	2	12.5%	1	44.4%	4	0.0%	0
Traffic free areas / pedestrianisation	2.9%	4	11.1%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Close to home	23.5%	32	0.0%	0	0.0%	0	44.9%	31	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Close to work	2.2%	3	11.1%	1	9.1%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Convenient	2.9%	4	0.0%	0	0.0%	0	1.4%	1	4.5%	1	25.0%	2	0.0%	0	0.0%	0
Convenient to other services / activities / amenities	0.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessability	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good choice of bars/cafés/restaurants	4.4%	6	11.1%	1	0.0%	0	1.4%	1	0.0%	0	12.5%	1	22.2%	2	12.5%	1
Good independent / specialist shops	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good markets	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Good quality market	5.9%	8	11.1%	1	9.1%	1	4.3%	3	4.5%	1	0.0%	0	11.1%	1	12.5%	1
It's not overly busy or large	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Base:		136		9		11		69		22		8		9		8

Q41 What do you dislike about Lower Marsh The Cut? [MR]

Those who visit Lower Marsh The Cut at Q21

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	66.9%	91	55.6%	5	63.6%	7	60.9%	42	72.7%	16	100.0%	8	77.8%	7	75.0%	6
Bus services	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Car parking	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Maintenance / cleanliness	2.9%	4	0.0%	0	9.1%	1	1.4%	1	9.1%	2	0.0%	0	0.0%	0	0.0%	0
Poor choice of clothing shops	1.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	5.1%	7	0.0%	0	0.0%	0	8.7%	6	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	2.2%	3	0.0%	0	9.1%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	8.8%	12	11.1%	1	18.2%	2	10.1%	7	4.5%	1	0.0%	0	11.1%	1	0.0%	0
Shopping environment	1.5%	2	0.0%	0	9.1%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	1.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic free areas / pedestrianisation	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antisocial behaviour issues	1.5%	2	0.0%	0	0.0%	0	1.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0
It's a boring / dull place	0.7%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.5%	2	0.0%	0	9.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market needs improving	4.4%	6	11.1%	1	9.1%	1	4.3%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Too many bars / cafés / restaurants	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops / shops closing down	0.7%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too much building / works disruption	1.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Base:		136		9		11		69		22		8		9		8

Q42 What items, if any, do you regularly buy on the internet? [MR]

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	34.1%	326	19.1%	35	39.9%	67	40.7%	50	28.0%	46	41.0%	41	30.0%	30	48.7%	57
Books, CDs, toys etc.	52.0%	497	67.8%	124	42.9%	72	49.6%	61	57.9%	95	45.0%	45	52.0%	52	41.0%	48
Clothes and shoes	21.4%	204	32.8%	60	22.6%	38	14.6%	18	20.7%	34	15.0%	15	23.0%	23	13.7%	16
DIY, hardware and homewares	4.7%	45	3.8%	7	7.7%	13	2.4%	3	2.4%	4	6.0%	6	5.0%	5	6.0%	7
Domestic electrical appliances	10.9%	104	12.6%	23	13.7%	23	12.2%	15	11.0%	18	7.0%	7	6.0%	6	10.3%	12
Electrical TV, Hi-Fi and computers	14.5%	138	15.3%	28	14.9%	25	17.9%	22	14.0%	23	13.0%	13	12.0%	12	12.8%	15
Furniture, soft furnishings and floor coverings	3.5%	33	4.4%	8	3.6%	6	4.1%	5	4.3%	7	2.0%	2	0.0%	0	4.3%	5
Groceries	8.6%	82	11.5%	21	7.1%	12	11.4%	14	9.1%	15	7.0%	7	8.0%	8	4.3%	5
Health, beauty and chemist items	2.8%	27	2.2%	4	3.6%	6	4.9%	6	1.8%	3	2.0%	2	5.0%	5	0.9%	1
Baby items	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Holidays / travel tickets	1.4%	13	1.6%	3	1.8%	3	0.8%	1	1.8%	3	1.0%	1	1.0%	1	0.9%	1
Pet supplies	0.7%	7	1.6%	3	0.0%	0	0.0%	0	0.6%	1	1.0%	1	2.0%	2	0.0%	0
Sports equipment	0.6%	6	0.0%	0	1.2%	2	0.8%	1	1.2%	2	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		955		183		168		123		164		100		100		117

Q43 Do you or your family do any of the following leisure activities? [MR/PR]

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Cinema	64.5%	616	79.2%	145	59.5%	100	50.4%	62	68.9%	113	66.0%	66	65.0%	65	55.6%	65
Theatre	60.4%	577	71.0%	130	54.8%	92	61.0%	75	68.3%	112	55.0%	55	63.0%	63	42.7%	50
Pub / bar	51.6%	493	66.7%	122	44.6%	75	44.7%	55	62.2%	102	48.0%	48	47.0%	47	37.6%	44
Restaurant	77.7%	742	87.4%	160	74.4%	125	73.2%	90	78.7%	129	76.0%	76	78.0%	78	71.8%	84
Nightclub	9.7%	93	9.8%	18	10.1%	17	7.3%	9	11.0%	18	10.0%	10	9.0%	9	10.3%	12
Bingo	2.1%	20	2.2%	4	1.8%	3	3.3%	4	2.4%	4	3.0%	3	2.0%	2	0.0%	0
Health & fitness club	35.3%	337	45.9%	84	27.4%	46	26.8%	33	38.4%	63	40.0%	40	38.0%	38	28.2%	33
Tenpin bowling	9.5%	91	15.3%	28	8.3%	14	5.7%	7	9.8%	16	10.0%	10	4.0%	4	10.3%	12
None of these	10.4%	99	3.3%	6	13.1%	22	13.8%	17	9.1%	15	11.0%	11	8.0%	8	17.1%	20
(Don't know / can't remember)	2.0%	19	2.7%	5	1.8%	3	1.6%	2	0.6%	1	1.0%	1	3.0%	3	3.4%	4
Base:		955		183		168		123		164		100		100		117

Column %ges.

Q44 Where did you or your family last visit the cinema?
Those who visit the cinema at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
BFI Southban, Belveder Road, South Bank	1.0%	6	1.4%	2	1.0%	1	1.6%	1	0.9%	1	1.5%	1	0.0%	0	0.0%	0
Cineworld, Fulham Road, Fulham	1.0%	6	1.4%	2	3.0%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Kings Road, Chelsea	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.5%	1	3.1%	2	0.0%	0
Cineworld, Southside Shopping Centre, Wandsworth	8.6%	53	20.7%	30	13.0%	13	3.2%	2	0.9%	1	6.1%	4	1.5%	1	3.1%	2
Clapham Picturehouse, Venn Street, Clapham High Street	19.8%	122	34.5%	50	48.0%	48	6.5%	4	8.9%	10	6.1%	4	6.2%	4	3.1%	2
Odeon Cinema, Streatham High Road, Streatham	14.9%	92	22.8%	33	3.0%	3	1.6%	1	5.3%	6	42.4%	28	18.5%	12	13.8%	9
Premier Cinema, Rye Lane, London	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ritzy Cinema, Brixton Oval	4.7%	29	0.7%	1	3.0%	3	3.2%	2	13.3%	15	6.1%	4	1.5%	1	4.6%	3
Ritzy Cinema, Coldharbour Lane, Brixton	17.5%	108	2.1%	3	9.0%	9	9.7%	6	42.5%	48	16.7%	11	40.0%	26	7.7%	5
Vue, Fulham Broadway Centre, Fulham	0.5%	3	1.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	10.2%	63	2.8%	4	6.0%	6	38.7%	24	11.5%	13	9.1%	6	6.2%	4	9.2%	6
Wimbledon	2.6%	16	6.9%	10	2.0%	2	1.6%	1	0.0%	0	3.0%	2	0.0%	0	1.5%	1
Abroad	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bermondsey Square	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloomsbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Brunswick Square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cine Lumiere, Queensbury Palace, South Kingston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Air Park Way, Feltham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Wood Green Shopping Centre, Noal Park Road, Wood Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Croydon	1.8%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	10
Curzon Cinemas, Kings Road, Chelsea	0.3%	2	0.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curzon Cinemas, Shaftsbury Avenue, Soho	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Ham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ferry Quays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Imax, The Broadway, Wimbledon	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Kingston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marylebone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
National Film Theatre, Belvedere Road, Southbank	0.3%	2	0.0%	0	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Edgwere Road, Marble Arch	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, High Street, New Beckenham	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.6%	3	4.6%	3
Odeon, Shaftsbury Avenue, Covent Garden	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Surrey Quays Lesuire Park, Redriff Road, Surrey Quays	0.6%	4	0.0%	0	0.0%	0	4.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, The Rotunda, Clarence Street, Kingston-upon-Thames	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham Mulitplex, Rye Lane, Peckham	1.0%	6	0.0%	0	1.0%	1	1.6%	1	1.8%	2	0.0%	0	3.1%	2	0.0%	0
Penge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Shaftsbury Avenue	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawditch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
South London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Southwark	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey Quays	0.5%	3	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cinema Museum, Renfew Road, Kennington	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Empire, St Nicolas Way,	0.3%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Sutton																
Vue, Castle Meadow, Norwich	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Grafton Centre, East Road, Cambridge	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Hasterman Way, Croydon	3.2%	20	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.1%	2	26.2%	17
Vue, Shopping and Lesuire Centre, Sheperds Bush Green	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Valley Park Leisure Complex, Hesterman Way, Croydon	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.5%	1
Vue, Westfield Shopping Centre, White City	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.5%	1
Waterloo	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
(Don't know / can't remember)	3.1%	19	1.4%	2	1.0%	1	6.5%	4	4.4%	5	4.5%	3	3.1%	2	3.1%	2
Base:		616		145		100		62		113		66		65		65

Column %ges.

Q45 Where did you or your family last visit the Theatre?
Those who visit the Theatre at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Battersea Arts Centre, Lavender Hill, Battersea	0.5%	3	1.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London/West End	64.8%	374	64.6%	84	62.0%	57	57.3%	43	67.9%	76	72.7%	40	65.1%	41	66.0%	33
New Vic	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Vic	5.0%	29	3.1%	4	4.3%	4	12.0%	9	6.3%	7	1.8%	1	1.6%	1	6.0%	3
Oval House	0.5%	3	0.8%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polka Theatre, The Broadway, Wimbledon	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Theatre, The Green, Richmond	0.5%	3	1.5%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
South Bank Centre	5.0%	29	10.0%	13	7.6%	7	1.3%	1	0.9%	1	1.8%	1	6.3%	4	4.0%	2
South London Theatre, Norwood High St, Norwood	0.7%	4	0.8%	1	1.1%	1	0.0%	0	0.9%	1	0.0%	0	1.6%	1	0.0%	0
The New Wimbledon Theatre, The Broadway, Wimbledon	1.7%	10	3.1%	4	1.1%	1	0.0%	0	0.9%	1	1.8%	1	3.2%	2	2.0%	1
Theatre 503 (formerly The Grace Theatre @ the Latchmere), Battersea Park Road	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White Bear Theatre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Young Vic	2.1%	12	0.8%	1	0.0%	0	10.7%	8	2.7%	3	0.0%	0	0.0%	0	0.0%	0
ADC Theatre, Park Street, Cambridge	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldwich	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Catford Broadway, Lewisham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Charing Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Chocolate Factory, Adams Street, Dorchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Churchill, High Street, Bromley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1
Clapham Picture House, Venn Street, Clapham High Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Croydon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Edinburgh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0
Fairfields Hall, Park Lane, Croydon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1
Fulham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glyndebourne, Lewes, Sussex	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hammersmith Apollo, Queen Caroline Street, Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hammersmith Lyric, Lyric Square, Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hampstead Theatre, Eton Avenue, Swiss Cottage	0.7%	4	2.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Haymarket	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Highgate	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Kingston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Lambeth	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Theatre, Southbank, Waterloo	3.5%	20	4.6%	6	2.2%	2	0.0%	0	4.5%	5	1.8%	1	7.9%	5	2.0%	1
Odeon, High Street, New Beckenham, Beckenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Oxford Playhouse, Beaumount Street, Oxford	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Court Theatre, Sloane Square, Chelsea	1.0%	6	0.8%	1	2.2%	2	0.0%	0	1.8%	2	0.0%	0	1.6%	1	0.0%	0
Sadlers Wells, Rosebery Avenue, Clerkenwell	0.5%	3	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	1	0.0%	0
Shaftesbury Avenue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1	0.0%	0
Southwark Playhouse, Shipwright Yard, Southwark	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Stratford	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Streatham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Student Union, University of Sussex, Falmer	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tricycle Theatre, Kilburn High Road, Kilburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.2%	36	2.3%	3	10.9%	10	9.3%	7	6.3%	7	7.3%	4	4.8%	3	4.0%	2
Base:		577		130		92		75		112		55		63		50

Column %ges.

Q46 Where did you or your family last visit a pub / bar?

Those who visit a pub / bar at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	5.7%	28	20.5%	25	0.0%	0	0.0%	0	1.0%	1	2.1%	1	2.1%	1	0.0%	0
Brixton	9.1%	45	1.6%	2	5.3%	4	1.8%	1	28.4%	29	14.6%	7	4.3%	2	0.0%	0
Camberwell Green	2.4%	12	0.8%	1	0.0%	0	0.0%	0	8.8%	9	0.0%	0	4.3%	2	0.0%	0
Clapham High Street	4.9%	24	3.3%	4	21.3%	16	0.0%	0	2.0%	2	2.1%	1	0.0%	0	2.3%	1
Clapham Junction	4.5%	22	9.8%	12	6.7%	5	0.0%	0	2.0%	2	6.3%	3	0.0%	0	0.0%	0
Croydon	1.0%	5	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	1	4.5%	2
Fulham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herne Hill	3.9%	19	0.0%	0	0.0%	0	0.0%	0	11.8%	12	2.1%	1	12.8%	6	0.0%	0
Kensington	0.8%	4	0.8%	1	0.0%	0	3.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	1.0%	5	1.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	1
London - West End	12.8%	63	11.5%	14	16.0%	12	21.8%	12	11.8%	12	6.3%	3	12.8%	6	9.1%	4
Mitcham	0.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	1
Morden	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Putney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Raynes Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Richmond	0.6%	3	0.8%	1	1.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stockwell	1.2%	6	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	9.1%	45	12.3%	15	0.0%	0	1.8%	1	0.0%	0	35.4%	17	4.3%	2	22.7%	10
Sutton	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	1.0%	5	3.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Wandsworth Town	2.2%	11	7.4%	9	1.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo	1.4%	7	0.0%	0	0.0%	0	5.5%	3	1.0%	1	2.1%	1	0.0%	0	4.5%	2
West Norwood / Tulse Hill	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0
Westow Hill / Crystal Palace	1.2%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5
Wimbledon	0.6%	3	0.8%	1	1.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0
Angel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Banbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Barnes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Battersea	2.0%	10	6.6%	8	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.4%	2	0.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bermondsey	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Bloomsbury	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Bristol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bromley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.3%	1
Camberwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Camden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Catford	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charing Cross	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Palace	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Dalston	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darby	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	2.6%	13	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	19.1%	9	4.5%	2
East Dulwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Elephant and Castle	0.4%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five Ways	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.6%	3	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	1	0.0%	0
Hampstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Holborn	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Hoxton	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	1	0.0%	0	0.0%	0
Kennington	3.7%	18	0.0%	0	1.3%	1	25.5%	14	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Lambeth	1.2%	6	0.8%	1	1.3%	1	3.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lewisham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.6%	3	0.8%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marble Arch	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marylebone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Norwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Notting Hill	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Old Town Clapham	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddock Wood	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	1
Penge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Portabello	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Soho	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
South Bank	0.4%	2	0.0%	0	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.4%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Vauxhall	2.8%	14	0.0%	0	10.7%	8	5.5%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Victoria	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.3%	1
West Dulwich	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	8.5%	4	0.0%	0
Westminster	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	1
Whitehall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Wickham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Wickton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Worthing	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.5%	32	4.1%	5	10.7%	8	10.9%	6	6.9%	7	2.1%	1	6.4%	3	4.5%	2
Base:		493		122		75		55		102		48		47		44

Column %ges.

Q47 Where did you or your family last visit a restaurant?
Those who visit a restaurant at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham	5.3%	39	19.4%	31	1.6%	2	0.0%	0	0.8%	1	3.9%	3	0.0%	0	2.4%	2
Brixton	7.0%	52	2.5%	4	3.2%	4	1.1%	1	24.0%	31	9.2%	7	6.4%	5	0.0%	0
Camberwell Green	2.0%	15	0.6%	1	0.0%	0	0.0%	0	8.5%	11	0.0%	0	3.8%	3	0.0%	0
Clapham High Street	7.4%	55	7.5%	12	24.0%	30	2.2%	2	3.9%	5	2.6%	2	2.6%	2	2.4%	2
Clapham Junction	3.2%	24	7.5%	12	6.4%	8	0.0%	0	1.6%	2	2.6%	2	0.0%	0	0.0%	0
Colliers Wood	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	3.6%	27	1.9%	3	1.6%	2	0.0%	0	2.3%	3	2.6%	2	3.8%	3	16.7%	14
Fulham	0.7%	5	1.9%	3	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Herne Hill	1.8%	13	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0	7.7%	6	0.0%	0
Kensington	0.4%	3	0.0%	0	0.0%	0	2.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.7%	5	1.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Kingston	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lavender Hill	0.4%	3	0.6%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	18.2%	135	13.1%	21	24.0%	30	33.3%	30	19.4%	25	9.2%	7	15.4%	12	11.9%	10
Mitcham	0.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Norbury	0.9%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6
Stockwell	0.5%	4	0.0%	0	1.6%	2	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Streatham	7.8%	58	8.8%	14	0.8%	1	0.0%	0	1.6%	2	31.6%	24	3.8%	3	16.7%	14
Sutton	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	2.3%	17	4.4%	7	0.8%	1	0.0%	0	0.0%	0	6.6%	5	2.6%	2	2.4%	2
Wandsworth Town	3.1%	23	6.3%	10	5.6%	7	0.0%	0	0.0%	0	6.6%	5	0.0%	0	1.2%	1
Waterloo	0.9%	7	0.6%	1	0.8%	1	3.3%	3	0.0%	0	1.3%	1	0.0%	0	1.2%	1
West Norwood / Tulse Hill	1.1%	8	0.0%	0	0.8%	1	1.1%	1	0.8%	1	0.0%	0	3.8%	3	2.4%	2
Westow Hill / Crystal Palace	1.6%	12	0.6%	1	0.0%	0	0.0%	0	0.8%	1	1.3%	1	3.8%	3	7.1%	6
Wimbledon	0.8%	6	1.9%	3	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1
Abroad	0.7%	5	0.6%	1	0.0%	0	1.1%	1	1.6%	2	1.3%	1	0.0%	0	0.0%	0
Battersea	1.6%	12	5.0%	8	1.6%	2	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bexley	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Brighton	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bromley	0.4%	3	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	1
Camberwell	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Cambridge	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Catford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Churchlee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Clapham South	0.4%	3	1.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clerkenwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Crawley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0
Crystal Palace	1.1%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	6.0%	5
Dalston	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	3.5%	26	1.3%	2	1.6%	2	0.0%	0	0.8%	1	1.3%	1	20.5%	16	4.8%	4
East Dulwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.8%	6	0.0%	0	0.0%	0	5.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Farnham	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fincley	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Holborn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Islington	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Kennington	1.9%	14	0.0%	0	1.6%	2	12.2%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.9%	7	0.6%	1	0.0%	0	4.4%	4	0.0%	0	1.3%	1	0.0%	0	1.2%	1
Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
London Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lower Marsh	0.9%	7	0.0%	0	0.0%	0	6.7%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Marble Arch	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Mayfair	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Notting Hill	0.4%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
Old Town Clapham	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Pimlico	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rotherhithe	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Soho	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
South Bank	0.7%	5	0.0%	0	1.6%	2	2.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southwark	1.1%	8	0.6%	1	0.8%	1	3.3%	3	0.8%	1	0.0%	0	2.6%	2	0.0%	0
Spitalfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Stoke Newington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Thornton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Upper Norwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Vauxhall	1.1%	8	0.0%	0	3.2%	4	2.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Victoria	1.1%	8	0.0%	0	4.0%	5	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.2%	1
Walworth	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Clandon	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Dulwich	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Westminster	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
(Don't know / can't remember)	4.9%	36	4.4%	7	6.4%	8	5.6%	5	7.0%	9	3.9%	3	3.8%	3	1.2%	1
Base:		742		160		125		90		129		76		78		84

Q48 Where did you or your family last visit a nightclub/ live music venue?
Those who visit a nightclub/ live music venue at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Brixton	15.1%	14	16.7%	3	11.8%	2	0.0%	0	22.2%	4	30.0%	3	11.1%	1	8.3%	1
Clapham High Street	3.2%	3	5.6%	1	0.0%	0	0.0%	0	5.6%	1	10.0%	1	0.0%	0	0.0%	0
Clapham Junction	3.2%	3	5.6%	1	5.9%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Croydon	3.2%	3	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	8.3%	1
Kensington	1.1%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	3.2%	3	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Kingston	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
London - West End	28.0%	26	27.8%	5	11.8%	2	44.4%	4	38.9%	7	20.0%	2	44.4%	4	16.7%	2
Putney	2.2%	2	5.6%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2
Waterloo	1.1%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge	2.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Camden	2.2%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	10.0%	1	0.0%	0	0.0%	0
Hammersmith	2.2%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Manchester	1.1%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
South Bank	3.2%	3	0.0%	0	5.9%	1	11.1%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Vauxhall	7.5%	7	5.6%	1	11.8%	2	0.0%	0	11.1%	2	10.0%	1	0.0%	0	8.3%	1
Victoria	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Westminster	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
(Don't know / can't remember)	14.0%	13	11.1%	2	29.4%	5	33.3%	3	5.6%	1	0.0%	0	11.1%	1	8.3%	1
Base:		93		18		17		9		18		10		9		12

Q49 Where did you or your family last go to play bingo?
Those who go to play bingo at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Gala Bingo, Mitcham Road, Tooting	20.0%	4	50.0%	2	33.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Crystal Palace	5.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Streatham	30.0%	6	25.0%	1	33.3%	1	0.0%	0	25.0%	1	66.7%	2	50.0%	1	0.0%	0
Croydon	5.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	15.0%	3	0.0%	0	33.3%	1	25.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Hackney	5.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	5.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	5.0%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.0%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	1	0.0%	0
Base:		20		4		3		4		4		3		2		0

Q50 Where did you or your family last go to a healthclub / gym?
Those who go to a healthclub / gym at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Balham Leisure Centre, Elmfield Road	4.5%	15	13.1%	11	0.0%	0	0.0%	0	1.6%	1	5.0%	2	0.0%	0	3.0%	1
Brixton Recreation Centre	7.1%	24	0.0%	0	8.7%	4	3.0%	1	11.1%	7	17.5%	7	7.9%	3	6.1%	2
Brockwell Lido	2.1%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.5%	1	10.5%	4	0.0%	0
Clapham Leisure Centre	3.0%	10	4.8%	4	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd Leisure, Beckenham	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	6.1%	2
Fitness First Clubs, Blue Star House	1.5%	5	1.2%	1	2.2%	1	3.0%	1	1.6%	1	0.0%	0	2.6%	1	0.0%	0
Fitness First, Balham High Road, Balham	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Lavender Hill, Clapham Junction	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Streatham High Rd.	1.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.6%	1	0.0%	0
Flaxman Sports Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Horizons Health & Fitness Club, Hackford Rd	0.6%	2	0.0%	0	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Latchmere Leisure Centre, Burns Road, Battersea	0.6%	2	1.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney Leisure Centre, Dryburgh Road	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting Leisure Centre, Greaves Place	0.6%	2	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Virgin Active Health Clubc, Ockley Rd	0.9%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Smugglers Way, Wandsworth	1.2%	4	2.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Virgin Active, Southside Shopping Centre, Wandsworth	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Fitness & Wellbeing Centre, King George Park, Wandsworth	1.5%	5	3.6%	3	2.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	1.5%	5	4.8%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	3.3%	11	7.1%	6	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	0.6%	2	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	3.9%	13	6.0%	5	15.2%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Croydon	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	9.1%	3
Fulham	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Kings Road, Chelsea	0.6%	2	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	8.6%	29	7.1%	6	6.5%	3	18.2%	6	12.7%	8	2.5%	1	10.5%	4	3.0%	1
Mitcham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Streatham	6.8%	23	7.1%	6	0.0%	0	0.0%	0	1.6%	1	22.5%	9	5.3%	2	15.2%	5
Battersea	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.0%	1
Brixton	5.6%	19	1.2%	1	2.2%	1	3.0%	1	15.9%	10	10.0%	4	5.3%	2	0.0%	0
Broadgate	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberwell Leisure Centre, Artichoke Place, Camberwell	1.2%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	3	2.5%	1	0.0%	0	0.0%	0
Chelsea	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community Circuits, Milkwood Road, Herne Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Crystal Palace	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.6%	1	3.0%	1
Dulwich College Sports Club, Dulwich	5.0%	17	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.0%	0	23.7%	9	6.1%	2
Elephant and Castle	0.6%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Euston	0.6%	2	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Ferndale Recreation Centre, Brixton Station Road, Brixton	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, London Bridge Street, Southwark	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Guildford	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Herne Hill	1.8%	6	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	7.9%	3	0.0%	0
High Vibe, Melbourne Grove, East Dulwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Holborn	0.6%	2	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
In2 Crossfit, Voltaire Road, Clapham	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Kennington	1.2%	4	0.0%	0	0.0%	0	9.1%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0
LA Fitness, Portland House, Victoria	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
LA Fitness, Waldorf Hotel, Aldwych	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
London Bridge	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Marsh	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marriott London Country Hall, London Bridge Road, Waterloo	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mile End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Norbury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Norwood	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Centre, Sheepcote Lane, Battersea	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health and Wellbeing Centre, London Road, Norbury	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	9.1%	3
Oasis Sports Centre, High Hoven, London	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham Pulse Healthy Living Centre, Melon Lane, Peckham	0.6%	2	0.0%	0	0.0%	0	3.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Pilates Recentre Health, Balham High Road, Balham	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powertone Powerplate Studios, Cotswold Mews, Battersea	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Canterbury Court, Kennington	1.2%	4	0.0%	0	0.0%	0	3.0%	1	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Queen Mothers Sport Centre, Vauxall Bridge Street, Victoria	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Queensway	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Southbank Club, Wandsworth Road, Vauxhall	0.6%	2	1.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southfields	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwark	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa at Beckingham, Beckingham Road, Beckingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
St Katherines Dock	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Pauls	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Bridge, Fulham Road, Chelsea	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
The Gym, Lett Road, Stockwell	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St George Wharf, Vauxhall	0.6%	2	0.0%	0	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
The Gym, Waterloo Road, Waterloo	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Heath	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	5
Tulse Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Vauxhall	1.8%	6	0.0%	0	6.5%	3	0.0%	0	1.6%	1	2.5%	1	2.6%	1	0.0%	0
Victoria	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, North Street, Clapham	1.5%	5	2.4%	2	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Ockley Road, Streatham	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Dulwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
West Norwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Westminster	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YMCA, Great Russell Street, London	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't	4.5%	15	4.8%	4	0.0%	0	12.1%	4	6.3%	4	2.5%	1	2.6%	1	3.0%	1

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
remember)																
Base:		337		84		46		33		63		40		38		33

Q51 Where did you or your family last go for tenpin bowling?
Those who go tenpin bowling at Q43

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Elephant & Castle	18.7%	17	3.6%	1	28.6%	4	71.4%	5	37.5%	6	10.0%	1	0.0%	0	0.0%	0
Kingston	3.3%	3	7.1%	2	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	4.4%	4	10.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Mitcham	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Raynes Park	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baywater	1.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beckenham	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexley	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Brick Lane	1.1%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canada Waters	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	26.4%	24	21.4%	6	0.0%	0	0.0%	0	0.0%	0	60.0%	6	75.0%	3	75.0%	9
Finsbury Park	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Harrow	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Holborn	3.3%	3	3.6%	1	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone	1.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orpington	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Putney	1.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Southbank	1.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	8.8%	8	14.3%	4	7.1%	1	0.0%	0	12.5%	2	0.0%	0	25.0%	1	0.0%	0
Surrey Quays	2.2%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	1	10.0%	1	0.0%	0	0.0%	0
Tolworth	2.2%	2	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	1.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	11.0%	10	10.7%	3	7.1%	1	14.3%	1	18.8%	3	10.0%	1	0.0%	0	8.3%	1
Base:		91		28		14		7		16		10		4		12

GEN Gender of respondent:

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Male	37.5%	358	30.6%	56	39.3%	66	41.5%	51	45.7%	75	39.0%	39	32.0%	32	33.3%	39
Female	62.5%	597	69.4%	127	60.7%	102	58.5%	72	54.3%	89	61.0%	61	68.0%	68	66.7%	78
Base:		955		183		168		123		164		100		100		117

AGE How old are you?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
18-24	1.8%	17	1.6%	3	2.4%	4	0.0%	0	3.0%	5	2.0%	2	1.0%	1	1.7%	2
25-34	5.1%	49	4.9%	9	3.0%	5	6.5%	8	5.5%	9	8.0%	8	2.0%	2	6.8%	8
35-44	15.4%	147	19.1%	35	10.1%	17	13.8%	17	13.4%	22	23.0%	23	18.0%	18	12.8%	15
45-54	29.3%	280	41.0%	75	24.4%	41	17.9%	22	34.8%	57	25.0%	25	36.0%	36	20.5%	24
55-64	18.8%	180	14.2%	26	23.2%	39	25.2%	31	18.9%	31	15.0%	15	16.0%	16	18.8%	22
65+	26.0%	248	14.2%	26	32.1%	54	35.8%	44	20.7%	34	27.0%	27	23.0%	23	34.2%	40
(Refused)	3.6%	34	4.9%	9	4.8%	8	0.8%	1	3.7%	6	0.0%	0	4.0%	4	5.1%	6
Base:		955		183		168		123		164		100		100		117

CAR How many cars are there normally available for use in the household?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
None	33.1%	316	21.9%	40	41.7%	70	58.5%	72	37.8%	62	35.0%	35	20.0%	20	14.5%	17
One	48.1%	459	53.6%	98	42.9%	72	34.1%	42	50.0%	82	51.0%	51	47.0%	47	57.3%	67
Two	13.4%	128	18.6%	34	10.1%	17	4.9%	6	9.1%	15	11.0%	11	23.0%	23	18.8%	22
Three or more	2.4%	23	3.3%	6	2.4%	4	0.8%	1	1.2%	2	2.0%	2	5.0%	5	2.6%	3
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.0%	29	2.7%	5	3.0%	5	1.6%	2	1.8%	3	1.0%	1	5.0%	5	6.8%	8
Base:		955		183		168		123		164		100		100		117

DIS Do you have any long-standing illness, disability or infirmity?
Asked to Lambeth only

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Yes - disability	5.4%	52	3.8%	7	8.3%	14	12.2%	15	3.7%	6	5.0%	5	1.0%	1	3.4%	4
Yes – illness or infirmity	8.2%	78	6.0%	11	7.1%	12	12.2%	15	6.1%	10	6.0%	6	14.0%	14	8.5%	10
Yes – both	2.1%	20	0.5%	1	4.2%	7	4.1%	5	1.8%	3	2.0%	2	0.0%	0	1.7%	2
No	80.6%	770	87.4%	160	76.2%	128	68.3%	84	85.4%	140	85.0%	85	80.0%	80	79.5%	93
(Refused)	3.7%	35	2.2%	4	4.2%	7	3.3%	4	3.0%	5	2.0%	2	5.0%	5	6.8%	8
Base:		955		183		168		123		164		100		100		117

ETH Just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin?

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
British	68.7%	656	76.0%	139	71.4%	120	74.0%	91	73.8%	121	61.0%	61	63.0%	63	52.1%	61
Irish	3.4%	32	1.1%	2	1.2%	2	7.3%	9	2.4%	4	6.0%	6	2.0%	2	6.0%	7
Other	8.6%	82	8.2%	15	8.3%	14	10.6%	13	6.1%	10	9.0%	9	10.0%	10	9.4%	11
White & Black Caribbean	2.2%	21	2.2%	4	2.4%	4	0.8%	1	1.2%	2	5.0%	5	2.0%	2	2.6%	3
White & Black African	0.5%	5	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	2.0%	2	0.9%	1
White & Asian	0.4%	4	0.5%	1	0.6%	1	0.8%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Any other mixed background	0.6%	6	1.6%	3	0.0%	0	0.0%	0	0.6%	1	1.0%	1	1.0%	1	0.0%	0
Indian	1.5%	14	0.5%	1	1.8%	3	0.0%	0	1.8%	3	1.0%	1	1.0%	1	4.3%	5
Pakistani	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Asian or Asian British	1.2%	11	0.5%	1	1.2%	2	0.0%	0	1.8%	3	1.0%	1	1.0%	1	2.6%	3
Caribbean	2.7%	26	1.6%	3	3.6%	6	0.8%	1	0.6%	1	5.0%	5	3.0%	3	6.0%	7
African	1.7%	16	1.1%	2	0.6%	1	0.8%	1	3.0%	5	2.0%	2	3.0%	3	1.7%	2
Any other Black background	1.9%	18	1.1%	2	1.8%	3	0.0%	0	2.4%	4	3.0%	3	3.0%	3	2.6%	3
Chinese	0.7%	7	0.5%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	1	2.0%	2	1.7%	2
Other ethnic group	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.3%	51	4.4%	8	5.4%	9	4.9%	6	4.9%	8	4.0%	4	7.0%	7	7.7%	9
Base:		955		183		168		123		164		100		100		117

CCT All the information you have provided is in the strictest confidence and will only be used in statistical format, however would you be willing for us to pass on your responses to the London Borough of Lambeth?
Asked to Lambeth only

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Yes	82.7%	790	80.3%	147	81.5%	137	80.5%	99	87.2%	143	90.0%	90	83.0%	83	77.8%	91
No	17.3%	165	19.7%	36	18.5%	31	19.5%	24	12.8%	21	10.0%	10	17.0%	17	22.2%	26
Base:		955		183		168		123		164		100		100		117

PS Postcode Sector

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
SE1 0	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 6	0.7%	7	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 7	1.8%	17	0.0%	0	0.0%	0	13.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 8	0.7%	7	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 9	0.4%	4	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE5 8	1.9%	18	0.0%	0	0.0%	0	0.0%	0	11.0%	18	0.0%	0	0.0%	0	0.0%	0
SE5 9	1.6%	15	0.0%	0	0.0%	0	0.0%	0	9.1%	15	0.0%	0	0.0%	0	0.0%	0
SE11 4	3.1%	30	0.0%	0	0.0%	0	24.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE11 5	1.8%	17	0.0%	0	0.0%	0	13.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE11 6	2.2%	21	0.0%	0	0.0%	0	16.3%	20	0.6%	1	0.0%	0	0.0%	0	0.0%	0
SE17 3	2.2%	21	0.0%	0	0.0%	0	15.4%	19	1.2%	2	0.0%	0	0.0%	0	0.0%	0
SE19 1	2.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	24
SE19 3	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	17
SE21 7	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0
SE21 8	2.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0
SE24 0	2.5%	24	0.0%	0	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	0.0%	0
SE24 9	3.0%	29	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	26.0%	26	0.0%	0
SE27 0	2.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0
SE27 9	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0
SW2 1	2.0%	19	0.0%	0	0.0%	0	0.0%	0	11.6%	19	0.0%	0	0.0%	0	0.0%	0
SW2 2	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0
SW2 3	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0
SW2 4	2.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0	0.0%	0
SW2 5	3.0%	29	0.0%	0	0.0%	0	0.0%	0	17.7%	29	0.0%	0	0.0%	0	0.0%	0
SW4 0	2.5%	24	0.0%	0	14.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 6	2.2%	21	0.0%	0	12.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 7	1.6%	15	0.0%	0	8.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 8	0.7%	7	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 9	1.6%	15	8.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 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
SW6 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
SW6 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 1	3.8%	36	0.0%	0	20.2%	34	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
SW8 2	2.4%	23	0.0%	0	13.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 3	1.8%	17	0.0%	0	10.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 4	1.5%	14	0.0%	0	8.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 5	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW9 0	2.0%	19	0.0%	0	0.0%	0	0.0%	0	11.6%	19	0.0%	0	0.0%	0	0.0%	0
SW9 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	6.1%	10	0.0%	0	0.0%	0	0.0%	0
SW9 7	1.4%	13	0.0%	0	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0
SW9 8	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0
SW9 9	2.1%	20	0.0%	0	11.3%	19	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
SW11 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 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
SW11 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 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
SW11 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
SW11 6	3.6%	34	18.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW12 0	2.2%	21	11.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW12 8	2.9%	28	15.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW12 9	2.3%	22	12.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW13 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW13 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW13 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW15 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW15 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
SW15 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW15 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
SW15 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
SW15 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 1	2.4%	23	12.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 2	4.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0	0.0%	0
SW16 3	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	23
SW16 4	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	17
SW16 5	3.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	36
SW16 6	3.5%	33	18.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 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
SW17 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
SW18 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 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
SW18 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 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
SW18 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
SW19 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 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
SW19 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
SW19 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 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
SW19 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		955		183		168		123		164		100		100		117

ZON Survey Zone

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Zone 01	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 02	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 03	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 04	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 05	19.2%	183	100.0%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 06	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 07	17.6%	168	0.0%	0	100.0%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 08	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 09	12.9%	123	0.0%	0	0.0%	0	100.0%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	17.2%	164	0.0%	0	0.0%	0	0.0%	0	100.0%	164	0.0%	0	0.0%	0	0.0%	0
Zone 11	10.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 12	10.5%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 13	12.3%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	117
Base:		955		183		168		123		164		100		100		117

AUTH Local Authority

	Total		Zone 05		Zone 07		Zone 09		Zone 10		Zone 11		Zone 12		Zone 13	
Wandsworth	36.8%	351	100.0%	183	100.0%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	100.0%	955	100.0%	183	100.0%	168	100.0%	123	100.0%	164	100.0%	100	100.0%	100	100.0%	117
Base:		955		183		168		123		164		100		100		117

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