

England & Lyle

Chartered Town Planners



Barnsley Town Centre Retail Study 2014

Appendices

July 2014

Address

Head Office:

Gateway House
55 Coniscliffe Road
Darlington
County Durham
DL3 7EH

APPENDICES

1. Goad Centre Report
2. Barnsley Town Centre Health Check Appraisal
3. Household Survey Tabulations
4. Linked Trips
5. On-Street Survey Tabulations
6. Population and Expenditure by Zone, 2012
7. Population and Expenditure Forecasts
8. Turnover Estimates, Barnsley Town Centre, 2012
9. Capacity Analysis, Convenience and Comparison Goods
10. Barnsley Markets Project: Turnover Estimates
11. Town Centre Site Appraisals

APPENDIX 1

Barnsley

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com



Survey Date: 16-May-13

Closest Centres	Distance (km)
Wombwell	6.3
Penistone	10.3
Goldthorpe	11.9
Horbury	12.9
South Elmsall	13.4

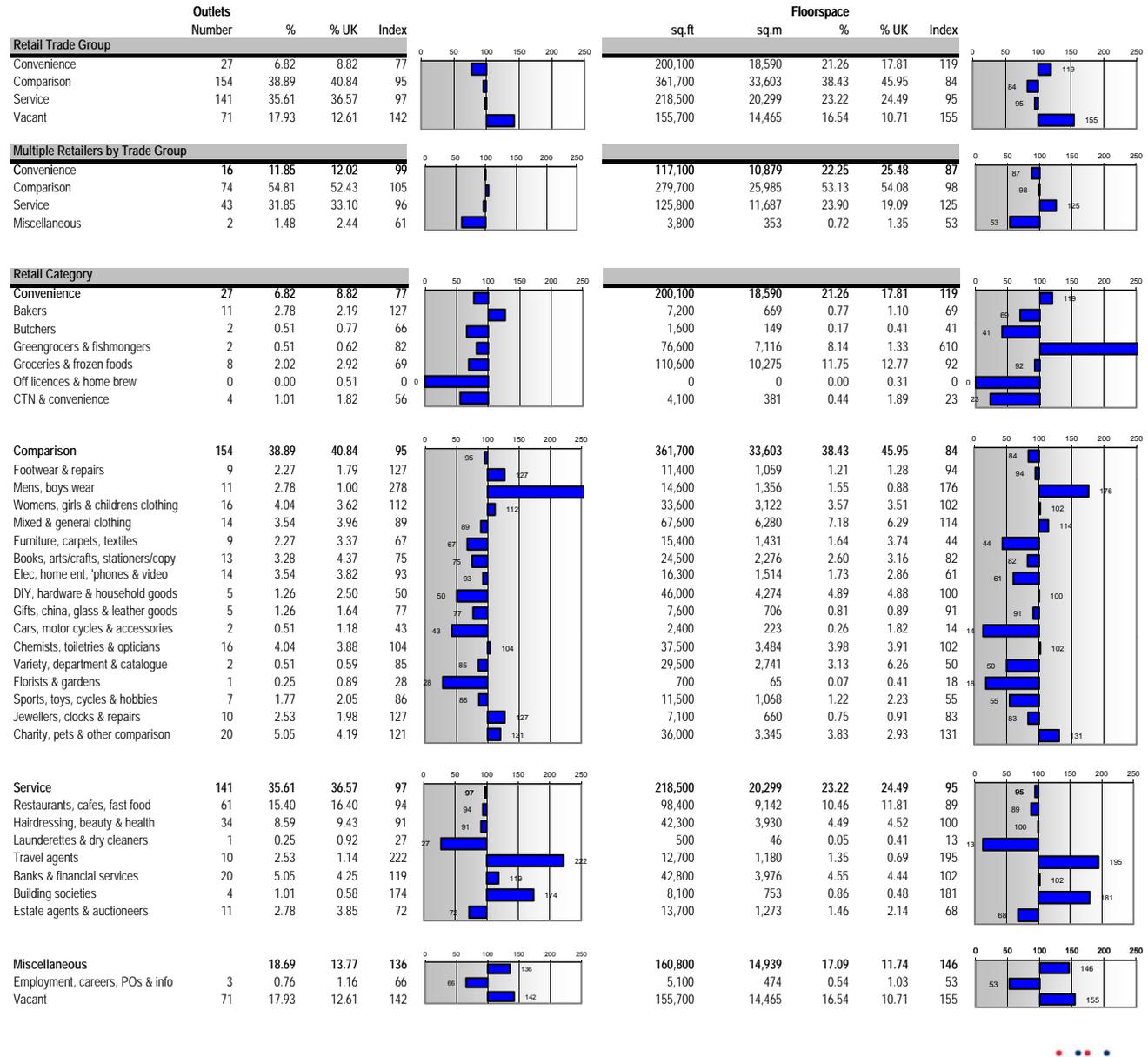
Key Retail Indicators

Total Outlets	396			
Total Floorspace (sq ft)	941,100			
Vacant Outlets	Count	%	% UK	Index
	71	17.93	12.61	142
Vacant Floorspace (sq ft)	155,700	16.54	10.71	155
Multiple Outlets	135	34.09	29.15	117
Comparison Outlets	154	38.89	40.84	95

Major Retailers

Argos	1	Next	1
BhS	0	O2	1
Boots The Chemist	1	Phones 4 U	1
Burton	1	Primark	1
Carphone Warehouse	1	River Island	0
Clarks	0	Sainsburys	0
Clintons	0	Superdrug	1
Debenhams	0	T K Maxx	1
Dorothy Perkins	1	Tesco	0
H & M	0	Topman	1
H M V	0	Topshop	1
House of Fraser	0	Vodafone	0
John Lewis	0	Waitrose	1
Marks & Spencer	1	Waterstones	0
New Look	1	WHSmith	1
		Wilkinsons	1

Retail Composition



APPENDIX 2		
HEALTH CHECK APPRAISAL, BARNSELEY TOWN CENTRE, APRIL 2014		
INDICATOR	FACTOR	* SCORE
Diversity of Uses	Number and type of shops	4
	Amount of shopping floorspace	4
	Supply of offices	3
	Leisure, cultural and entertainment activities	4
	Pubs, cafes and restaurants	3
	Hotels	3
Vacant Properties	Vacancy rate	2
	Vacant floorspace	2
	Effect of vacancies on the appearance of the centre	3
Commercial Performance	Shopping centre yield	3
	Zone A rental values	3
Customer Views and Behaviour	Satisfaction with the centre	3
	Need for improvements	3
	Linked trips	4
Retailer Representation	Multiple retailers	4
	Variety of specialist/independent shops	3
	Street markets	5
	Availability of food shopping	4
	Evidence of recent investment by retailers	3
	Retailer demand	2
	Presence of charity shops	3
	Presence of low quality discount shops	3
Pedestrian Flows	Volume of pedestrian flow (footfall)	4
Accessibility	Availability of car parking	4
	Cost of car parking	3
	Frequency and quality of public transport	4
	Range of places served by public transport	4
	Ease of movement for pedestrians, cyclists & disabled	4
	Ease of access to main attractions (eg. signage)	4
Safety and Security	Feeling of security (eg. CCTV)	4
	Occurrence of crime	3
Environmental Quality	Physical appearance of properties	3
	Environmental problems (air pollution, noise, litter)	3
	Quality of the public realm	4
	Family-friendly facilities	4
	Availability and condition of toilets	3
VITALITY AND VIABILITY INDEX		3.4
* 1 = very poor; 2 = poor; 3 = fair; 4 = good; 5 = very good		

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q01 Which store or supermarket do you mostly use for your main food and grocery shopping?												
Aldi, Claycliffe Road, Barugh Green	4.8%	48	8.2%	22	2.6%	3	4.8%	7	6.8%	12	1.3%	4
Aldi, Colliery Avenue, Wath Upon Dearne	1.2%	12	0.0%	0	0.0%	0	2.8%	4	0.0%	0	2.6%	8
Aldi, Doncaster Road, Barnsley	4.7%	47	3.3%	9	9.9%	10	5.5%	7	2.3%	4	5.2%	16
Aldi, Fitzwilliam Road, Rotherham	0.7%	7	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
Aldi, Park Street, Masbrough, Rotherham	0.3%	3	0.2%	1	0.0%	0	1.3%	2	0.0%	0	0.2%	1
Aldi, Sandal Castle Centre, Wakefield	0.4%	4	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	2
Asda, 1 Market Street, Chapeltown, Sheffield	1.6%	16	0.0%	0	5.5%	6	7.4%	10	0.0%	0	0.0%	0
Asda, Asdale Road, Sandal, Wakefield	2.8%	28	0.5%	1	0.0%	0	0.0%	0	13.7%	25	0.5%	2
Asda, Dewsbury Road, Wakefield	0.5%	5	0.0%	0	0.0%	0	1.3%	2	1.5%	3	0.2%	1
Asda, High Street, Carcroft, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Asda, High Street, GOLDTHORPE	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	18
Asda, High Street, GRIMETHORPE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4
Asda, Midland Road, Royston	1.9%	19	0.2%	1	0.0%	0	0.0%	0	9.8%	18	0.2%	1
Asda, Old Mill Lane, Barnsley	21.4%	215	36.7%	100	13.5%	14	3.1%	4	30.5%	55	13.4%	42
Asda, Thomas Street, Worsbrough	0.7%	7	1.9%	5	0.7%	1	0.5%	1	0.0%	0	0.2%	1
Asda, Welfare Road, Thurnscoe	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	14
Asda, Wheatley Shopping Centre, Wheatley Hall Road, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Co-op, 1 Doncaster Road, Goldthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Co-op, 11 White Apron Street, South Kirkby, Pontefract	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Co-op, 12-14 Cemetary Road, Grimethorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Co-op, 166 Barnsley Road, Darfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, 26 Market Street, Penistone	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Blacker Road, Mapplewell	0.3%	3	0.2%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Co-op, Carr Head Lane, St Andrews Square, Bolton-Upon-Dearne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Co-op, High Street, Royston	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Co-op, Hoyland Road, Hoyland	0.4%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Co-op, King Street, Hoyland	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, Wakefield Road, New Lodge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Farmfoods, Southmoor Road, Hemsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Farmfoods, Taylors Lane, Parkgate, Rotherham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Iceland, 13-17 Peel Street, Barnsley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 210/214 Soho road, Bank Street, Hemsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Iceland, 8/9 The Alhambra Centre, Cheapside, Barnsley	0.6%	6	1.1%	3	0.0%	0	0.5%	1	0.3%	1	0.5%	1
Iceland, Pontefract Road, Barnsley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Lidl, 443 Manchester Road, Stocksbridge	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Lidl, Peel Street, Barnsley	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 1 The Arcade, Meadowhall Centre, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks & Spencer, 18 Kirkgate, Wakefield	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 7 Queen Street, Barnsley	1.5%	15	2.1%	6	7.2%	8	0.0%	0	0.3%	1	0.4%	1
Morrisons, 299 The Common, Ecclesfield, Sheffield	0.3%	3	0.2%	1	1.3%	1	0.5%	1	0.0%	0	0.0%	0
Morrisons, Cortonwood, Brampton	8.3%	83	0.8%	2	1.5%	2	33.8%	45	0.3%	1	10.6%	33
Morrisons, Dewsbury Road, Wakefield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	2
Morrisons, Lower Thomas Street, Off Westway, Barnsley	12.6%	127	28.2%	77	14.6%	15	4.7%	6	11.0%	20	2.7%	8
Morrisons, Penny Lane, Penistone Road, Huddersfield	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Retail World, Parkgate, Rotherham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.2%	1
Morrisons, York Road, Doncaster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Sainsbury's Superstore, 50 Ings Road, Wakefield	1.3%	13	0.5%	1	0.7%	1	0.0%	0	1.4%	2	2.5%	8
Sainsbury's Local, 4 St Helens Way, Monk Bretton	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Units 2-4 High Street, Shafton	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	6
Tesco Extra, Biscay Way, Wath-upon-Deerne, Rotherham	2.2%	22	0.0%	0	0.0%	0	2.7%	4	0.0%	0	6.0%	19
Tesco Extra, Wombwell Lane, Barnsley	9.7%	98	7.8%	21	3.0%	3	11.2%	15	9.6%	17	13.1%	41
Tesco Superstore, Church View, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Tesco Superstore, Forge Island, Market Street, Rotherham	0.4%	4	0.0%	0	0.0%	0	2.1%	3	0.4%	1	0.0%	0
Tesco Superstore, Market Lane, Penistone	3.0%	30	0.0%	0	28.3%	30	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Street, Hemsworth, Pontefract	4.1%	41	0.0%	0	0.0%	0	0.0%	0	1.8%	3	12.1%	38
Tesco Metro, 1 York Square, High Street, Mexborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Carlton Road, Smithies, Barnsley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Tesco Express, High Street, Wombwell	0.2%	2	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.2%	1
Tesco Express, Huddersfield Road, Barnsley	0.6%	6	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Tesco Express, Wortley Road, Fenton, Rotherham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7
Tesco (One Stop), 3-23 Neville Avenue, Kendray, Barnsley	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Barnsley Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	1
Cudworth District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Darton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Dodworth Local Centre	0.2%	2	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Goldthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Hemsworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Hoyland District Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Royston District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Wombwell District Centre	0.3%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.3%	1
Internet	2.8%	28	3.5%	9	3.7%	4	4.5%	6	1.4%	3	1.8%	6
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Aldi, South Baileygate, Pontefract	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Aldi, Wakefield Road Retail	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Barnsley Household Survey for England & Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Park, Wakefield Road, Huddersfield						
Asda, Barnsley Road, Moorthorpe, South Elmsall	0.3% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 3
Morrisons, Stuart Road, Pontefract	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.5% 1	0.4% 1
Sainsbury's Superstore, Southgate, Huddersfield	0.1% 1	0.0% 0	0.6% 1	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	0.5% 5	0.0% 0	0.0% 0	0.5% 1	1.1% 2	0.8% 2
Weighted base:	1004	273	105	135	179	312
Sample:	1004	275	107	144	175	303

Mean score: [Number of visits per week]

Q02 How often do you do your main food and grocery shopping?

Daily	1.9% 19	1.8% 5	4.4% 5	0.9% 1	1.5% 3	1.7% 5
Two or three times a week	11.9% 120	12.8% 35	13.1% 14	9.8% 13	10.7% 19	12.4% 39
Once a week	68.6% 689	67.4% 184	62.8% 66	71.0% 96	65.5% 118	72.4% 226
Once a fortnight	8.4% 84	8.4% 23	10.3% 11	11.0% 15	7.0% 12	7.3% 23
Once every three weeks	0.8% 8	0.6% 2	0.0% 0	0.5% 1	1.1% 2	1.1% 3
Once a month	5.5% 55	5.4% 15	9.4% 10	5.0% 7	5.5% 10	4.6% 14
Less often	0.1% 1	0.2% 1	0.0% 0	0.5% 1	0.0% 0	0.0% 0
(Don't know / no particular pattern)	2.8% 28	3.5% 9	0.0% 0	1.3% 2	8.8% 16	0.5% 1
Mean:	1.21	1.22	1.34	1.11	1.19	1.22
Weighted base:	1004	273	105	135	179	312
Sample:	1004	275	107	144	175	303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q03 Why do you choose to do your shopping at (STORE MENTIONED AT Q01)? [MR]												
Clean store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Close to family / friends	0.4%	4	0.0%	0	1.3%	1	1.4%	2	0.0%	0	0.2%	1
Convenient to home	41.1%	413	41.6%	114	43.5%	46	41.7%	56	37.7%	68	41.7%	130
Convenient to work	4.5%	45	6.3%	17	4.3%	5	2.5%	3	2.1%	4	5.2%	16
Delivery service	1.0%	10	1.2%	3	0.7%	1	3.1%	4	0.3%	1	0.5%	1
Easy to get to by car	0.9%	9	0.6%	2	0.0%	0	0.9%	1	1.4%	2	1.1%	3
Easy to get to by foot	0.3%	3	0.0%	0	0.6%	1	0.5%	1	0.3%	1	0.4%	1
Easy to get to by public transport	0.4%	4	0.0%	0	0.6%	1	1.4%	2	0.7%	1	0.0%	0
Friendly / helpful staff	0.7%	7	1.0%	3	0.6%	1	1.4%	2	0.8%	2	0.0%	0
Good layout / easy to get around	1.7%	17	0.2%	1	1.3%	1	7.2%	10	0.9%	2	1.4%	4
Good offers	1.1%	11	0.5%	1	0.0%	0	2.7%	4	0.4%	1	1.6%	5
Habit / always used it	4.7%	47	5.6%	15	8.7%	9	2.6%	4	4.8%	9	3.3%	10
Has a cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.2%	1
Large store	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Long opening hours	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	29.2%	294	28.3%	77	34.1%	36	32.0%	43	27.4%	49	28.3%	89
Loyalty scheme / reward points	3.0%	30	1.1%	3	2.7%	3	0.9%	1	6.2%	11	3.8%	12
Online shopping is convenient	1.6%	16	1.6%	4	2.4%	3	3.2%	4	1.0%	2	1.1%	3
Parking - easy to find a space	1.9%	19	2.3%	6	0.6%	1	0.9%	1	6.0%	11	0.0%	0
Parking - is free / cheap	0.9%	9	2.1%	6	0.7%	1	0.0%	0	1.0%	2	0.3%	1
Pleasant shopping environment	0.7%	7	0.8%	2	0.0%	0	1.8%	2	0.5%	1	0.5%	1
Preference for retailer	7.6%	76	5.1%	14	10.8%	11	7.7%	10	14.1%	25	4.9%	15
Quality of food goods available	8.0%	80	8.9%	24	7.3%	8	7.0%	9	9.3%	17	7.1%	22
Quality of non-food goods available	1.3%	13	0.5%	1	0.9%	1	0.5%	1	1.4%	2	2.5%	8
Range of food goods available	6.6%	66	10.3%	28	5.9%	6	4.1%	6	6.6%	12	4.7%	15
Range of non-food goods available	1.4%	14	1.1%	3	0.0%	0	0.5%	1	1.1%	2	2.7%	9
Safe shopping environment	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.5%	1	0.2%	1
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Staff discount / work there	2.6%	26	1.7%	5	3.0%	3	2.1%	3	1.2%	2	4.3%	13
Supporting local business	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Close to other shops / services	0.6%	6	0.4%	1	1.2%	1	0.5%	1	1.1%	2	0.3%	1
Get a lift there	0.2%	2	0.2%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Good disabled access / parking	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sells British produce	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular reason)	4.7%	47	3.0%	8	2.2%	2	2.4%	3	8.7%	16	5.6%	18
Weighted base:	1004	273		105		135		179		312		
Sample:	1004	275		107		144		175		303		

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Mean score: [£]						
Q04 Approximately how much do you spend per week on your main food and grocery shopping?						
£1 - £10	0.5%	5	0.2%	1	0.6%	1
£11 - £20	2.3%	23	1.0%	3	2.1%	2
£21 - £30	6.9%	69	9.0%	25	4.3%	5
£31 - £40	8.1%	82	8.0%	22	6.9%	7
£41 - £50	12.2%	123	10.7%	29	14.3%	15
£51 - £60	7.9%	80	6.2%	17	8.0%	8
£61 - £70	8.8%	88	6.6%	18	9.4%	10
£71 - £80	9.9%	99	13.1%	36	4.7%	5
£81 - £90	4.6%	46	5.3%	15	1.3%	1
£91 - £100	13.6%	136	18.1%	49	13.1%	14
£101 - £110	0.3%	3	0.0%	0	0.7%	1
£111 - £120	4.8%	48	6.2%	17	2.0%	2
£121 - £130	2.2%	22	2.0%	5	4.6%	5
£131 - £140	0.6%	7	0.0%	0	3.8%	4
£141 - £150	3.3%	33	1.1%	3	3.1%	3
£151 - £175	0.7%	7	1.2%	3	2.5%	3
£176 - £200	1.7%	18	1.2%	3	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.3%	3	0.0%	0	0.0%	0
(Don't know / varies)	9.6%	96	7.5%	20	17.7%	19
(Refused)	1.7%	17	2.7%	7	0.9%	1
Mean:	76.77	76.11	78.50	77.51	70.05	80.20
Weighted base:	1004	273	105	135	179	312
Sample:	1004	275	107	144	175	303

Q05 How do you normally travel when doing your main food and grocery shopping?

Not those who said 'Internet' at Q01

Car (driver)	69.5%	678	69.4%	183	70.4%	71	64.5%	83	74.0%	131	68.7%	211
Car (passenger)	17.0%	166	16.9%	45	19.9%	20	19.2%	25	13.6%	24	17.1%	53
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	5.0%	49	4.2%	11	1.9%	2	8.6%	11	6.4%	11	4.3%	13
Mobility scooter / disability vehicle	0.4%	4	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	2
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.9%	9	2.0%	5	0.0%	0	2.4%	3	0.0%	0	0.2%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.5%	64	6.5%	17	7.1%	7	2.9%	4	5.3%	9	8.5%	26
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.2%	1
(Don't travel - goods delivered)	0.5%	5	0.6%	1	0.6%	1	0.5%	1	0.7%	1	0.4%	1
Weighted base:	977	263	101	129	177	307						
Sample:	980	266	103	140	173	298						

Q06 Do you normally combine your main food shopping trip with a trip elsewhere?

Not those who said 'Internet' at Q01

Yes	29.8%	291	26.8%	71	31.9%	32	28.4%	37	31.0%	55	31.5%	97
No	70.2%	686	73.2%	193	68.1%	69	71.6%	92	69.0%	122	68.5%	210
Weighted base:	977	263	101	129	177	307						
Sample:	980	266	103	140	173	298						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q07 Where do you normally go?												
<i>Those who combine trips at Q06</i>												
Morrisons, Cortonwood, Brampton, Barnsley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cortonwood Retail Park, Brampton	6.9%	20	0.0%	0	5.0%	2	25.1%	9	0.0%	0	9.7%	9
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Parkside Retail Park, Pontefract	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
The Peel Centre Retail Park, Barnsley	1.2%	3	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombwell Lane Retail Park	0.6%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1
Banner District Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnsley Town Centre	44.8%	130	76.6%	54	46.2%	15	30.4%	11	45.3%	25	26.4%	26
Bolton on Dearne (St Andrew's Square) Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Brampton Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Chapelton District Centre	0.9%	3	0.0%	0	2.0%	1	5.7%	2	0.0%	0	0.0%	0
Cudworth District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Goldthorpe District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Grimethorpe Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Hemsworth Town Centre	2.4%	7	1.2%	1	0.0%	0	0.0%	0	2.3%	1	5.0%	5
Hoyland District Centre	2.5%	7	0.0%	0	0.0%	0	10.0%	4	3.4%	2	1.9%	2
Mapplewell Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Mexborough Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Monk Bretton Local Centre	0.5%	2	0.0%	0	2.8%	1	0.0%	0	1.1%	1	0.0%	0
Penistone District Centre	1.7%	5	0.0%	0	15.8%	5	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	1.3%	4	0.0%	0	0.0%	0	6.7%	2	0.0%	0	1.3%	1
Royston District Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0
Shafton Local Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Stairfoot Local Centre	3.1%	9	4.1%	3	0.0%	0	5.8%	2	1.2%	1	3.5%	3
Thurnscoe (Houghton Road) Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wakefield City Centre	3.4%	10	2.4%	2	0.0%	0	0.0%	0	10.3%	6	2.6%	3
Wath-upon-Deerne Town Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Wombwell District Centre	1.3%	4	0.0%	0	0.0%	0	5.7%	2	0.0%	0	1.9%	2
Worsborough Local Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other	4.5%	13	0.8%	1	4.1%	1	1.7%	1	14.9%	8	2.5%	2
Armitage's Pennine Garden Centre, Huddersfield Road, Shelley	0.5%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Dewsbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Ecclesfield Town Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Wakefield Road, Huddersfield	0.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	0.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Pontefract Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't know / varies / no pattern)	13.2%	38	7.4%	5	9.5%	3	7.3%	3	10.4%	6	22.3%	22
Weighted base:	291		71		32		37		55		97	
Sample:	313		83		40		39		48		103	

Barnsley Household Survey for England & Lyle

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q08 What activities do you normally carry out when visiting this place on the same trip? [MR]												
<i>Those who combine trips at Q06</i>												
Go shopping for non food items	39.2%	114	41.6%	29	50.4%	16	47.1%	17	36.2%	20	32.5%	31
Go shopping for other food items	51.4%	150	54.1%	38	44.2%	14	53.8%	20	64.7%	35	43.3%	42
Get fuel	1.8%	5	3.8%	3	0.0%	0	0.0%	0	3.4%	2	0.7%	1
Travel to / from school / college / university	4.3%	12	3.4%	2	0.0%	0	0.0%	0	3.4%	2	8.5%	8
Travel to / from work	7.6%	22	4.4%	3	5.0%	2	0.0%	0	5.8%	3	14.6%	14
Use sports / leisure or entertainments facilities	3.9%	11	5.6%	4	0.0%	0	0.0%	0	3.6%	2	5.6%	5
Visit café / pub / restaurant	3.6%	11	1.7%	1	4.8%	2	9.0%	3	2.3%	1	3.4%	3
Visit family /friends	6.4%	19	0.8%	1	9.2%	3	14.0%	5	4.5%	2	7.8%	8
Visit financial service such as bank, building society, post office	3.9%	11	5.1%	4	0.0%	0	1.7%	1	8.6%	5	2.5%	2
Visit health service such as doctor, dentist, hospital, opticians	2.5%	7	3.7%	3	10.1%	3	0.0%	0	0.0%	0	1.3%	1
Visit other service such as laundrette, hairdresser, recycling	1.0%	3	0.0%	0	4.1%	1	1.7%	1	0.0%	0	0.9%	1
Other	0.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Visiting the market	3.2%	9	5.7%	4	2.8%	1	0.0%	0	7.8%	4	0.0%	0
Window shopping / browsing	0.8%	2	2.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Don't know)	4.6%	13	7.5%	5	9.5%	3	1.8%	1	4.5%	2	1.9%	2
Weighted base:		291		71		32		37		55		97
Sample:		313		83		40		39		48		103

Q09 Do you do top-up shopping for day-to-day items such as bread, milk and newspapers?

Yes	72.4%	727	73.6%	201	62.3%	65	68.7%	92	71.2%	128	77.1%	241
No	27.6%	277	26.4%	72	37.7%	40	31.3%	42	28.8%	52	22.9%	71
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q10 Which shop do you mostly use for top-up food shopping?												
<i>Those who do top-up shopping at Q09</i>												
Aldi, Claycliffe Road, Barugh Green	4.2%	30	5.5%	11	2.4%	2	0.0%	0	11.0%	14	1.5%	4
Aldi, Colliery Avenue, Wath Upon Dearne	0.7%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	4
Aldi, Doncaster Road, Barnsley	2.2%	16	2.3%	5	1.4%	1	0.0%	0	1.4%	2	3.6%	9
Aldi, Park Street, Masbrough, Rotherham	1.0%	7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	6
Aldi, Sandal Castle Centre, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, 1 Market Street, Chapelton, Sheffield	0.2%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Asda, 107-111 High Street, Wath-Upon-Deerne	0.5%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.6%	1
Asda, Aldwarke Lane, off Doncaster Road, Rotherham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Asda, Asdale Road, Sandal, Wakefield	0.4%	3	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.4%	1
Asda, Dewsbury Road, Wakefield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Asda, High Street, GOLDTHORPE	2.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	20
Asda, High Street, GRIMETHORPE	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	16
Asda, Midland Road, Royston	3.4%	25	0.9%	2	0.0%	0	0.0%	0	16.8%	21	0.5%	1
Asda, Old Mill Lane, Barnsley	4.7%	34	13.3%	27	1.1%	1	0.0%	0	1.6%	2	1.9%	5
Asda, Thomas Street, Worsbrough	3.0%	22	9.1%	18	5.0%	3	0.0%	0	0.0%	0	0.3%	1
Asda, Welfare Road, Thurnscoe	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	14
Co-op, 11 White Apron Street, South Kirkby, Pontefract	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Co-op, 12-14 Cemetary Road, Grimethorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Co-op, 166 Barnsley Road, Darfield	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	10
Co-op, 18 Barnsley Road, Moortop, Ackworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Co-op, 26 Market Street, Penistone	0.6%	4	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, 59 Green Spring Avenue, Birdwell	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 6a Rotherham Road, Great Houghton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Co-op, 75 High Street, Worsbrough	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Barnsley Road, Cudworth	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5
Co-op, Blacker Road, Mapplewell	2.7%	20	0.0%	0	1.4%	1	0.0%	0	14.9%	19	0.0%	0
Co-op, Carr Head Lane, St Andrews Square, Bolton-Up-on-Deerne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Co-op, Church Street, Darton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Co-op, High Street, Royston	1.3%	10	0.0%	0	0.0%	0	0.0%	0	7.6%	10	0.0%	0
Co-op, Hoyland Road, Hoyland	1.1%	8	0.0%	0	2.4%	2	6.7%	6	0.0%	0	0.0%	0
Co-op, King Street, Hoyland	1.2%	9	0.9%	2	0.0%	0	7.9%	7	0.0%	0	0.0%	0
Co-op, The Cross, Silkstone	1.1%	8	0.0%	0	12.6%	8	0.0%	0	0.0%	0	0.0%	0
Co-op, Wakefield Road, New Lodge	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Costcutter, Dodworth Road, Barnsley	0.2%	1	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Pogmore Road, Barnsley	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0
Farmfoods, Southmoor Road, Hemsworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Iceland, 13-17 Peel Street, Barnsley	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 210/214 Soho road, Bank Street, Hemsworth	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	2
Iceland, 8/9 The Alhambra Centre, Cheapside, Barnsley	1.6%	11	4.5%	9	1.0%	1	0.0%	0	0.0%	0	0.8%	2
Iceland, Castle Close, Barnsley	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Iceland, Pontefract Road, Barnsley	1.0%	7	2.3%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Lidl, 443 Manchester Road, Stocksbridge	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Peel Street, Barnsley	0.8%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 1 The Arcade, Meadowhall Centre, Sheffield	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, 7 Queen Street, Barnsley	1.2%	9	1.2%	2	4.5%	3	0.0%	0	1.5%	2	0.6%	1
Morrisons, Cortonwood, Brampton	1.3%	9	0.0%	0	1.1%	1	5.6%	5	0.0%	0	1.5%	4
Morrisons, Lower Thomas Street, Off Westway, Barnsley	2.5%	18	5.8%	12	2.1%	1	2.0%	2	0.0%	0	1.5%	4
Morrisons, York Road, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, 125-127 Midland Road, Royston, Barnsley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Sainsbury's Local, 4 St Helens Way, Monk Bretton	1.6%	12	5.4%	11	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's Local, Redbrook Road, Barnsley	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Units 2-4 High Street, Shafton	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	5
Tesco Extra, Biscay Way, Wath-upon-Dearne, Rotherham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	4
Tesco Extra, Wombwell Lane, Barnsley	2.9%	21	0.6%	1	0.0%	0	4.1%	4	0.5%	1	6.5%	16
Tesco Superstore, Forge Island, Market Street, Rotherham	0.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Tesco Superstore, Market Lane, Penistone	2.3%	16	0.0%	0	25.0%	16	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Market Street, Hemsworth, Pontefract	2.7%	20	0.0%	0	0.0%	0	0.0%	0	1.7%	2	7.3%	18
Tesco Express, 105-109 Furlong Road, Bolton on Dearne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, 148 West Street, Hoyland	1.0%	7	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0
Tesco Express, Carlton Road, Smithies, Barnsley	1.1%	8	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Tesco Express, High Street, Wombwell	0.5%	4	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.3%	1
Tesco Express, Huddersfield Road, Barnsley	1.3%	10	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wortley Road, Fenton, Rotherham	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Tesco (One Stop), 3-23 Neville Avenue, Kendray, Barnsley	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Athersley Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Barnsley Town Centre	8.2%	60	16.5%	33	2.1%	1	5.3%	5	4.2%	5	6.2%	15
Cawthorne Local Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.0%	0
Cudworth District Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	10
Darfield Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Darton Local Centre	0.3%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dodworth Local Centre	1.3%	9	1.5%	3	8.9%	6	0.0%	0	0.0%	0	0.3%	1
Doncaster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Elsecar Local Centre	1.0%	7	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0

Column %ges.

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Goldthorpe District Centre	0.8%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	5
Hemingfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hemsworth Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Hoyland Common Local Centre	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Hoyland District Centre	2.0%	14	0.0%	0	0.0%	0	15.4%	14	0.0%	0	0.0%	0
Kendray Local Centre	1.3%	10	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapplewell Local Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0
Penistone District Centre	0.7%	5	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Royston District Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	9	0.0%	0
Shafton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Silkstone Common Local Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Thurnscoe (Houghton Road) Local Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	8
Thurnscoe (Shepherd Lane) Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Wombwell District Centre	2.5%	18	0.0%	0	0.0%	0	14.7%	14	0.0%	0	1.9%	4
Worsbrough Local Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	18	1.9%	4	6.9%	5	5.6%	5	2.7%	3	0.4%	1
Asda, Barnsley Road, Moorhorpe, South Elmsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Barugh Green Village Centre	0.5%	4	1.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Brierley Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	8
Lidl, Bypass Road, Mexborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
South Kirkby Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	7
(Don't know / varies)	2.4%	18	4.8%	10	2.4%	2	0.7%	1	1.7%	2	1.6%	4
Weighted base:		727		201		65		92		128		241
Sample:		710		193		68		96		128		225

Mean score: [Number of visits per week]

Q11 How often do you do top-up food shopping?

Those who do top-up shopping at Q09

Daily	9.1%	66	8.8%	18	10.1%	7	5.0%	5	9.0%	11	10.9%	26
Two or three times a week	51.8%	377	52.4%	105	56.2%	37	40.9%	38	56.3%	72	51.9%	125
Once a week	31.1%	226	24.9%	50	27.0%	18	48.4%	45	30.8%	39	30.9%	74
Once a fortnight	3.0%	22	6.9%	14	1.1%	1	0.7%	1	0.5%	1	2.5%	6
Once every three weeks	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	1.1%	8	0.4%	1	1.4%	1	2.9%	3	1.0%	1	1.0%	2
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no particular pattern)	3.7%	27	6.5%	13	3.1%	2	2.1%	2	2.4%	3	2.9%	7
Mean:		2.35		2.37		2.47		1.91		2.41		2.45
Weighted base:		727		201		65		92		128		241
Sample:		710		193		68		96		128		225

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Mean score: [£]												
Q12 Approximately how much do you spend per week on top-up food shopping?												
<i>Those who do top-up shopping at Q09</i>												
£1 - £10	35.4%	258	37.1%	75	24.4%	16	43.6%	40	37.4%	48	32.8%	79
£11 - £20	26.8%	195	32.7%	66	23.7%	16	32.8%	30	23.9%	30	21.8%	53
£21 - £30	11.7%	85	7.7%	15	10.9%	7	9.2%	9	11.5%	15	16.2%	39
£31 - £40	4.6%	33	3.6%	7	4.2%	3	3.4%	3	1.5%	2	7.6%	18
£41 - £50	2.9%	21	2.5%	5	2.9%	2	1.9%	2	3.2%	4	3.3%	8
£51 - £60	1.1%	8	1.2%	2	1.1%	1	0.0%	0	0.5%	1	1.6%	4
£61 - £70	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
£71 - £80	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
£81 - £90	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
£91 - £100	0.3%	2	0.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.3%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.9%	109	11.5%	23	29.9%	20	6.3%	6	20.1%	26	14.3%	34
(Refused)	1.7%	12	3.0%	6	1.4%	1	0.0%	0	0.5%	1	2.0%	5
Mean:		19.20		17.62		21.51		19.54		17.83		20.58
Weighted base:		727		201		65		92		128		241
Sample:		710		193		68		96		128		225

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q13 How do you normally travel when doing top-up food shopping?												
<i>Those who do top-up shopping at Q09 but not those who said 'Internet'</i>												
Car (driver)	45.6%	331	42.5%	85	55.0%	36	34.3%	32	49.8%	64	47.7%	115
Car (passenger)	5.8%	42	5.1%	10	8.2%	5	4.9%	5	6.7%	9	5.7%	14
Bicycle	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bus	6.2%	45	5.4%	11	12.5%	8	8.9%	8	4.6%	6	5.0%	12
Mobility scooter / disability vehicle	0.5%	4	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	2
Motorbike	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Taxi	0.2%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Walk	41.1%	299	45.5%	91	22.2%	15	49.7%	46	38.9%	50	40.4%	97
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't travel - goods delivered)	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Weighted base:		727		201		65		92		128		241
Sample:		710		193		68		96		128		225

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q14 Do you ever use the home delivery services provided by supermarkets for food shopping?												
Yes - frequently	6.0%	60	7.3%	20	4.3%	5	5.9%	8	5.5%	10	5.9%	18
Yes - sometimes	7.6%	76	8.0%	22	8.0%	8	11.7%	16	3.8%	7	7.4%	23
Yes - rarely	7.1%	71	6.0%	16	9.4%	10	9.2%	12	11.1%	20	4.0%	13
No	79.4%	797	78.7%	215	78.2%	82	73.2%	99	79.7%	143	82.8%	259
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q15 Do you ever use the click and collect services provided by some shops for food or non-food shopping?												
Yes - frequently	1.4%	14	1.8%	5	0.7%	1	4.0%	5	0.0%	0	0.8%	3
Yes - sometimes	7.1%	71	6.3%	17	6.3%	7	4.1%	6	3.9%	7	11.2%	35
Yes - rarely	4.1%	42	4.9%	13	6.7%	7	3.7%	5	3.3%	6	3.3%	10
No	87.4%	878	87.1%	238	86.3%	91	88.1%	119	92.8%	167	84.7%	265
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q16 Where do you mostly visit to buy clothes, footwear and other fashion items?												
Asda, 1 Market Street, Chapelton, Sheffield	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Asdale Road, Sandal, Wakefield	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0
Asda, Old Mill Lane, Barnsley	0.8%	8	0.7%	2	0.0%	0	0.0%	0	2.6%	5	0.3%	1
Tesco Extra, Biscay Way, Wath-upon-Deerne, Rotherham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Wombwell Lane, Barnsley	0.3%	3	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	2
Cortonwood Retail Park, Brampton	8.9%	90	4.2%	11	4.7%	5	19.7%	26	2.0%	4	13.9%	43
Ings Road Retail Park, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Junction 32 Outlet Shopping Village, Tomahawk Trail, Glasshoughton, Castleford	0.8%	8	0.2%	1	1.8%	2	0.0%	0	1.2%	2	0.9%	3
Lakeside Village Outlet Shopping, White Rose Way, Doncaster	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	2
McArthur Glen Designer Outlet, St Nicholas Avenue, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	33.4%	336	38.6%	105	51.5%	54	32.3%	44	31.0%	56	24.8%	77
Meadowhall Retail Park, (the outdoor traditional-style retail park), Sheffield	1.2%	12	2.6%	7	0.6%	1	1.4%	2	0.7%	1	0.5%	1
Parkgate Shopping Retail Park, Rotherham	2.1%	22	0.7%	2	0.0%	0	4.4%	6	0.7%	1	4.0%	12
White Rose Shopping Centre, Dewsbury Road, Leeds	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Wombwell Lane Retail Park Barnsley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Batley Town Centre	28.3%	285	35.2%	96	24.5%	26	18.2%	24	37.0%	66	23.1%	72
Brampton Local Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton Local Centre	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Castleford Town Centre	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cudworth District Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster Town Centre	2.7%	27	0.8%	2	0.0%	0	0.5%	1	0.3%	1	7.6%	24
Goldthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Hoyland District Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Leeds City Centre	0.7%	7	0.8%	2	0.0%	0	0.0%	0	1.9%	3	0.5%	2
Rotherham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Sheffield City Centre	1.9%	19	2.2%	6	7.1%	7	2.5%	3	0.6%	1	0.4%	1
Wakefield City Centre	3.7%	37	1.1%	3	0.0%	0	0.5%	1	10.6%	19	4.7%	15
Wath-upon-Deerne Town Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wombwell District Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
York City Centre	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1
Other	0.1%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0
Internet / catalogue / mail order / TV shopping	6.2%	63	6.0%	16	5.1%	5	11.2%	15	3.5%	6	6.3%	20
Abroad	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.2%	1
(Don't know / varies / no pattern)	3.6%	37	3.2%	9	2.5%	3	2.7%	4	0.5%	1	6.6%	21
(Don't do / don't regularly buy these goods)	1.9%	19	2.1%	6	0.0%	0	2.7%	4	1.9%	3	1.9%	6
Weighted base:	1004		273		105		135		179		312	
Sample:	1004		275		107		144		175		303	

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q17 Where do you mostly visit to buy furniture, carpets and other floor coverings??												
Asda, Asdale Road, Sandal, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Cortonwood Retail Park, Brampton	6.2%	62	3.4%	9	6.1%	6	14.6%	20	6.7%	12	4.6%	14
Ings Road Retail Park, Wakefield	1.9%	19	2.6%	7	0.0%	0	0.0%	0	6.0%	11	0.5%	1
Junction 32 Outlet Shopping Village, Tomahawk Trail, Glasshoughton, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.2%	1
Lakeside Village Outlet Shopping, White Rose Way, Doncaster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.2%	4
McArthur Glen Designer Outlet, St Nicholas Avenue, York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	2.2%	22	2.7%	7	3.1%	3	0.0%	0	1.4%	3	2.7%	9
Meadowhall Retail Park, (the outdoor traditional-style retail park), Sheffield	0.4%	4	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.2%	1
Parkgate Shopping Retail Park, Rotherham	4.4%	45	1.1%	3	2.0%	2	7.9%	11	0.0%	0	9.2%	29
Parkside Retail Park, Pontefract	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Parkway Central Retail Park, Sheffield	0.9%	9	0.2%	1	0.0%	0	1.3%	2	0.0%	0	2.1%	6
The Peel Centre Retail Park, Barnsley	0.4%	4	0.9%	2	1.3%	1	0.0%	0	0.4%	1	0.0%	0
White Rose Shopping Centre, Dewsbury Road, Leeds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Wombwell Lane Retail Park	1.2%	12	1.5%	4	0.0%	0	0.6%	1	1.2%	2	1.5%	5
Barnsley Town Centre	15.8%	159	18.0%	49	14.6%	15	6.7%	9	18.4%	33	16.8%	53
Barugh Green Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Bolton on Deame (St Andrew's Square) Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Cudworth District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Darfield Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Darton Local Centre	0.5%	5	0.4%	1	0.0%	0	0.5%	1	1.4%	3	0.2%	1
Dodworth Local Centre	0.3%	3	0.0%	0	2.4%	2	0.0%	0	0.3%	1	0.0%	0
Doncaster Town Centre	2.3%	23	1.4%	4	0.6%	1	1.0%	1	0.0%	0	5.4%	17
Elsecar Local Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Goldthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Hemsworth Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.3%	1	1.5%	5
Hoyland Common Local Centre	0.3%	3	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.0%	0
Hoyland District Centre	1.6%	16	0.0%	0	0.0%	0	6.9%	9	0.0%	0	2.1%	6
Leeds City Centre	0.6%	6	1.1%	3	0.0%	0	0.0%	0	0.5%	1	0.8%	2
Lundwood Local Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mapplewell Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Mexborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Penistone District Centre	0.4%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.6%	5
Royston District Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Sheffield City Centre	2.2%	22	3.6%	10	7.1%	7	1.6%	2	0.3%	1	0.6%	2
Stairfoot Local Centre	0.8%	8	0.3%	1	0.0%	0	2.0%	3	0.5%	1	1.2%	4
Thurnscoe (Houghton Road) Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Wakefield City Centre	2.0%	20	0.5%	1	1.3%	1	0.0%	0	5.9%	11	2.3%	7
Wath-upon-Deame Town Local Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.3%	1
Wombwell District Centre	1.0%	10	0.5%	1	0.0%	0	3.0%	4	0.5%	1	1.2%	4
Worsborough Local Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	6	0.9%	2	0.0%	0	0.0%	0	0.5%	1	1.0%	3
Internet / catalogue / mail order / TV shopping	8.1%	81	10.6%	29	0.9%	1	11.4%	15	7.4%	13	7.3%	23
B&Q, Stairfoot Business Park, Beachcroft Way,	0.9%	9	3.0%	8	0.0%	0	0.0%	0	0.3%	1	0.0%	0

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Barnsley						
Birstall Retail Park, Holden Ing Way, Birstall	0.7% 7	1.4% 4	0.9% 1	0.0% 0	1.1% 2	0.0% 0
Danum Retail Park, Doncaster	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.2% 1
Ikea, Holden Ing Way, Batley	0.7% 7	0.7% 2	1.3% 1	0.0% 0	2.1% 4	0.0% 0
South Elmsall Town Centre	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.4% 1
South Kirkby Town Centre	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.4% 1
(Don't know / varies / no pattern)	16.6% 167	15.3% 42	26.2% 28	18.8% 25	17.6% 32	12.9% 40
(Don't do / don't regularly buy these goods)	22.7% 228	28.7% 78	24.1% 25	20.9% 28	21.9% 39	18.2% 57
Weighted base:	1004	273	105	135	179	312
Sample:	1004	275	107	144	175	303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q18 Where do you mostly visit to buy DIY and hardware items and garden products?												
Asda, High Street, GRIMETHORPE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Asda, Old Mill Lane, Barnsley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lower Thomas Street, Off Westway, Barnsley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Street, Hemsworth	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cortonwood Retail Park, Brampton	31.8%	319	13.2%	36	40.8%	43	65.7%	89	14.2%	26	40.5%	126
Ings Road Retail Park, Wakefield	1.3%	13	0.0%	0	0.0%	0	0.0%	0	7.0%	13	0.0%	0
Junction 32 Outlet Shopping Village, Tomahawk Trail, Glasshoughton, Castleford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Lakeside Village Outlet Shopping, White Rose Way, Doncaster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkgate Shopping Retail Park, Rotherham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
The Peel Centre Retail Park, Barnsley	2.1%	21	1.8%	5	7.4%	8	0.0%	0	1.3%	2	2.0%	6
Wombwell Lane Retail Park	3.9%	39	1.0%	3	10.2%	11	1.8%	2	7.4%	13	3.2%	10
Banner District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Barnsley Town Centre	17.8%	179	30.2%	82	5.6%	6	4.8%	6	24.6%	44	12.9%	40
Birdwell Local Centre	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton on Deame (St Andrew's Square) Local Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5
Brampton Local Centre	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	2
Cudworth District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2
Dodworth Local Centre	0.5%	5	0.8%	2	2.4%	2	0.0%	0	0.0%	0	0.3%	1
Doncaster Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Featherstone Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Goldthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Great Houghton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Hemsworth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Hoyland District Centre	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Mapplewell Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Penistone District Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	10
Royston District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0
Sheffield City Centre	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Stainforth Town Centre	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Stairfoot Local Centre	6.8%	68	12.1%	33	0.7%	1	0.5%	1	3.4%	6	8.9%	28
Thurnscoe (Houghton Road) Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Wakefield City Centre	2.0%	20	1.4%	4	0.0%	0	0.0%	0	4.6%	8	2.6%	8
Wombwell District Centre	1.1%	11	0.2%	1	0.0%	0	5.4%	7	0.0%	0	0.9%	3
Other	0.6%	6	1.3%	3	0.6%	1	0.0%	0	0.7%	1	0.2%	1
Internet / catalogue / mail order / TV shopping	1.3%	13	0.8%	2	1.5%	2	5.3%	7	0.7%	1	0.4%	1
Armitage's Pennine Garden Centre, Huddersfield Road, Shelley	0.3%	3	0.2%	1	1.3%	1	0.0%	0	0.3%	1	0.0%	0
B&Q, Stairfoot Business Park, Beachcroft Way, Barnsley	10.5%	106	17.8%	49	9.6%	10	0.0%	0	19.1%	34	4.0%	12
Cathedral Retail Park, Charlesworth Way, Wakefield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0
Danum Retail Park, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Pontefract Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.2%	1
South Elmsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
South Kirkby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Wentworth Garden Centre, Hague Lane, Wentworth	0.9% 9	0.7% 2	0.0% 0	0.0% 0	0.0% 0	2.5% 8
Wickes, Old Mill Lane, Barnsley	0.6% 6	2.0% 5	0.0% 0	0.0% 0	0.3% 1	0.0% 0
(Don't know / varies / no pattern)	3.0% 30	2.7% 7	4.4% 5	2.7% 4	3.6% 6	2.7% 8
(Don't do / don't regularly buy these goods)	9.4% 94	11.7% 32	12.8% 13	10.6% 14	7.2% 13	7.0% 22
Weighted base:	1004	273	105	135	179	312
Sample:	1004	275	107	144	175	303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q19 Where do you mostly visit to buy electrical goods such as TVs, washing machines, fridges and small appliances?												
Asda, High Street, GOLDTHORPE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Asda, High Street, GRIMETHORPE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Asda, Old Mill Lane, Barnsley	1.2%	12	0.7%	2	0.7%	1	0.0%	0	0.7%	1	2.6%	8
Asda, Welfare Road, Thurnscoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Morrisons, Lower Thomas Street, Off Westway, Barnsley	0.2%	2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.2%	1
Tesco Extra, Biscay Way, Wath-upon-Deerne, Rotherham	0.8%	8	0.3%	1	0.0%	0	2.1%	3	0.0%	0	1.4%	4
Tesco Extra, Wombwell Lane, Barnsley	2.7%	27	4.1%	11	0.7%	1	3.0%	4	1.4%	2	2.7%	8
Tesco, Market Lane, Penistone	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Street, Hemsworth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	5
Cortonwood Retail Park, Brampton	9.7%	97	2.8%	8	8.5%	9	23.9%	32	6.6%	12	11.7%	37
Ings Road Retail Park, Wakefield	2.0%	20	0.0%	0	0.0%	0	0.0%	0	6.1%	11	2.9%	9
Junction 32 Outlet Shopping Village, Tomahawk Trail, Glasshoughton, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Lakeside Village Outlet Shopping, White Rose Way, Doncaster	0.3%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	3
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	0.4%	4	0.2%	1	2.4%	3	0.5%	1	0.0%	0	0.2%	1
Meadowhall Retail Park, (the outdoor traditional-style retail park), Sheffield	0.3%	3	0.2%	1	1.8%	2	0.0%	0	0.0%	0	0.2%	1
Parkgate Shopping Retail Park, Rotherham	5.1%	51	0.0%	0	7.2%	8	19.6%	26	0.0%	0	5.5%	17
Parkside Retail Park, Pontefract	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Parkway Central Retail Park, Sheffield	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail Park, Barnsley	17.1%	172	23.1%	63	23.8%	25	5.2%	7	21.4%	38	12.2%	38
Wombwell Lane Retail Park	0.6%	6	0.4%	1	0.0%	0	0.5%	1	0.4%	1	1.2%	4
Barnsley Town Centre	21.1%	212	31.1%	85	15.3%	16	9.1%	12	28.2%	51	15.5%	48
Bolton on Dearne (St Andrew's Square) Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Cudworth District Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dodworth Local Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Doncaster Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	7
Goldthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Hoyland District Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Mexborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Rotherham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3
Sheffield City Centre	2.5%	25	3.9%	11	6.7%	7	0.9%	1	1.8%	3	1.1%	3
Stairfoot Local Centre	0.6%	6	0.9%	2	0.0%	0	0.9%	1	0.0%	0	0.8%	2
Thurnscoe (Houghton Road) Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Wakefield City Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.6%	7	0.6%	2
Wombwell District Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.2%	1
Other	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.3%	1
Internet / catalogue / mail order / TV shopping	15.6%	156	15.5%	42	14.9%	16	21.8%	29	13.0%	23	14.6%	46
B&Q, Stairfoot Business Park, Beachcroft Way, Barnsley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Cathedral Retail Park, Charlesworth Way, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Danum Retail Park, Doncaster	0.3% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.9% 3
(Don't know / varies / no pattern)	6.3% 63	5.5% 15	9.4% 10	3.6% 5	5.7% 10	7.5% 23
(Don't do / don't regularly buy these goods)	9.1% 92	10.4% 28	5.4% 6	7.0% 9	9.9% 18	9.8% 31
Weighted base:	1004	273	105	135	179	312
Sample:	1004	275	107	144	175	303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q20 Where do you mostly visit to buy other non-food goods such as jewellery, toys and toiletries?												
Asda, 1 Market Street, Chapelton, Sheffield	0.4%	4	0.0%	0	2.7%	3	1.1%	1	0.0%	0	0.0%	0
Asda, Asdale Road, Sandal, Wakefield	0.6%	6	0.2%	1	0.0%	0	0.0%	0	2.8%	5	0.0%	0
Asda, High Street, GOLDTHORPE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	4
Asda, Midland Road, Royston	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.6%	2
Asda, Old Mill Lane, Barnsley	6.0%	60	11.2%	30	3.0%	3	0.5%	1	6.1%	11	4.7%	15
Asda, Thomas Street, Worsbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Asda, Welfare Road, Thurnscoe	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4
Morrisons, 299 The Common, Ecclesfield, Sheffield	0.1%	1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cortonwood, Brampton, Barnsley	1.8%	18	0.0%	0	1.2%	1	7.5%	10	0.3%	1	2.0%	6
Morrisons, Dewsbury Road, Wakefield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Morrisons, Lower Thomas Street, Off Westway, Barnsley	2.6%	26	5.9%	16	5.7%	6	0.9%	1	0.3%	1	0.8%	2
Tesco Extra, Biscay Way, Wath-upon-Deerne, Rotherham	0.6%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.6%	5
Tesco Extra, Wombwell Lane, Barnsley	3.7%	37	2.5%	7	2.1%	2	4.3%	6	0.3%	1	6.9%	22
Tesco, Market Lane, Penistone	0.4%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Street, Hemsworth	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.8%	2
Cortonwood Retail Park, Brampton	6.0%	61	4.8%	13	2.1%	2	19.5%	26	1.0%	2	5.4%	17
Ings Road Retail Park, Wakefield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lakeside Village Outlet Shopping, White Rose Way, Doncaster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	9.7%	97	6.5%	18	22.2%	23	13.7%	18	8.3%	15	7.3%	23
Meadowhall Retail Park, (the outdoor traditional-style retail park), Sheffield	0.6%	7	0.5%	1	2.4%	3	0.5%	1	1.0%	2	0.0%	0
Parkgate Shopping Retail Park, Rotherham	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	4
The Peel Centre Retail Park, Barnsley	0.5%	5	0.9%	2	0.0%	0	0.0%	0	0.7%	1	0.3%	1
Wombwell Lane Retail Park	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Banner District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Barnsley Town Centre	27.8%	279	35.2%	96	23.3%	24	15.6%	21	43.4%	78	19.1%	60
Brampton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Doncaster Town Centre	0.7%	7	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.7%	5
Elsecar Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Goldthorpe District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Hemsworth Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	3
Hoyland Common Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hoyland District Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Leeds City Centre	1.0%	10	0.0%	0	0.7%	1	0.0%	0	0.5%	1	2.6%	8
Mexborough Town Centre	0.4%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.1%	3
Monk Bretton Local Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penistone District Centre	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Rotherham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Royston District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sheffield City Centre	0.9%	9	0.5%	1	1.5%	2	2.6%	4	0.3%	1	0.6%	2
Stairfoot Local Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7
Thurnscoe (Houghton Road) Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Wakefield City Centre	2.2%	22	0.7%	2	0.0%	0	4.8%	7	6.6%	12	0.5%	1
Wombwell District Centre	0.6%	6	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0
Worsborough Local Centre	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	8	0.0%	0	1.5%	2	0.0%	0	0.7%	1	1.6%	5
Internet / catalogue / mail order / TV shopping	8.7%	88	10.3%	28	8.5%	9	2.8%	4	5.8%	10	11.6%	36
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1
South Elmsall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
(Don't know / varies / no pattern)	4.7%	47	5.0%	14	5.9%	6	8.2%	11	3.9%	7	3.0%	9
(Don't do / don't regularly buy these goods)	13.9%	139	14.7%	40	11.1%	12	8.6%	12	12.0%	22	17.4%	54
Weighted base:	1004	273		105	135	179	312					
Sample:	1004	275		107	144	175	303					

Q21 Which retail warehouse park do you mostly use for non-food shopping?

Cortonwood Retail Park, Brampton	34.0%	341	16.8%	46	17.5%	18	53.5%	72	16.8%	30	56.0%	175
Ings Road Retail Park, Wakefield	2.7%	27	0.2%	1	0.0%	0	0.0%	0	9.6%	17	2.9%	9
Junction 32 Outlet Shopping Village, Tomahawk Trail, Glasshoughton, Castleford	1.8%	18	1.7%	5	2.7%	3	0.0%	0	3.2%	6	1.7%	5
Lakeside Village Outlet Shopping, White Rose Way, Doncaster	0.7%	7	0.5%	1	0.0%	0	0.5%	1	0.5%	1	1.3%	4
McArthur Glen Designer Outlet, St Nicholas Avenue, York	0.3%	3	0.9%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	19.7%	198	30.3%	83	36.5%	38	9.8%	13	24.3%	44	6.6%	21
Meadowhall Retail Park, (the outdoor traditional-style retail park), Sheffield	2.7%	27	5.0%	14	4.5%	5	1.9%	3	2.1%	4	0.6%	2
Parkgate Shopping Retail Park, Rotherham	7.4%	74	3.6%	10	1.5%	2	18.7%	25	1.6%	3	11.0%	34
The Peel Centre Retail Park, Barnsley	6.1%	61	13.2%	36	4.3%	4	0.0%	0	6.0%	11	3.3%	10
White Rose Shopping Centre, Dewsbury Road, Leeds	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.2%	1
Wombwell Lane Retail Park	2.0%	20	1.3%	4	2.1%	2	1.8%	2	4.9%	9	0.9%	3
Barnsley Town Centre	0.9%	9	1.2%	3	0.7%	1	1.1%	2	1.9%	3	0.0%	0
Stairfoot Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Wakefield City Centre	0.8%	8	0.7%	2	0.0%	0	0.0%	0	1.9%	3	0.8%	2
Other	0.5%	5	0.0%	0	0.7%	1	0.0%	0	1.0%	2	0.8%	3
Birstall Retail Park, Holden Ing Way, Birstall	0.4%	4	0.9%	2	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Cathedral Retail Park, Charlesworth Way, Wakefield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
(Don't know / varies / no pattern)	5.3%	54	4.0%	11	14.8%	16	4.6%	6	3.5%	6	4.8%	15
(Don't do / don't regularly buy these goods)	14.2%	142	19.8%	54	13.2%	14	7.7%	10	20.6%	37	8.6%	27
Weighted base:	1004	273		105	135	179	312					
Sample:	1004	275		107	144	175	303					

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q22 What do you most like about Barnsley town centre for shopping? [MR]												
Nothing / very little	33.9%	340	42.1%	115	34.8%	37	39.9%	54	32.0%	57	24.8%	77
Attractive environment	3.2%	32	1.4%	4	2.5%	3	5.4%	7	1.4%	2	4.9%	15
Cheap parking	1.1%	11	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.3%	10
Clean place	0.3%	3	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1
Close to home	19.6%	197	27.1%	74	30.3%	32	5.6%	8	19.1%	34	15.8%	49
Close to work / en route to work	2.9%	29	2.8%	8	0.7%	1	0.6%	1	9.7%	17	0.8%	3
Easily accessible by foot / cycle	1.8%	18	4.1%	11	2.0%	2	2.6%	3	0.0%	0	0.4%	1
Easy to park	1.5%	16	0.0%	0	2.0%	2	0.9%	1	1.1%	2	3.3%	10
Free parking	1.9%	19	2.3%	6	0.7%	1	0.5%	1	3.7%	7	1.5%	5
Good bus service / accessible public transport	1.2%	12	0.5%	1	7.8%	8	0.9%	1	0.3%	1	0.4%	1
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1
Good foodstores	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.3%	1	0.2%	1
Good for a day out	0.5%	5	0.2%	1	0.9%	1	0.5%	1	1.0%	2	0.2%	1
Good layout / shops close together	3.8%	38	2.8%	8	2.5%	3	6.3%	8	2.2%	4	5.0%	16
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	11.3%	114	9.8%	27	6.6%	7	10.7%	14	10.1%	18	15.3%	48
Good places to eat	0.7%	7	1.7%	5	0.9%	1	0.5%	1	0.4%	1	0.2%	1
Good pubs / bars	0.2%	2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Good range of chain / well known stores	2.7%	27	2.0%	6	2.7%	3	2.9%	4	1.8%	3	3.6%	11
Good range of independent stores	1.3%	13	1.3%	3	1.7%	2	2.8%	4	1.1%	2	0.7%	2
Good range of non-food shops	4.9%	49	3.0%	8	4.4%	5	8.3%	11	3.9%	7	5.8%	18
Good range of services (e.g. bank, library, hairdresser etc.)	0.6%	6	0.2%	1	1.5%	2	1.8%	2	0.0%	0	0.4%	1
Know where everything is	2.1%	21	3.6%	10	0.6%	1	1.6%	2	0.7%	1	2.3%	7
Low prices / good value	1.2%	12	0.5%	1	0.6%	1	2.1%	3	0.3%	1	2.0%	6
Nice and quiet	1.5%	15	0.4%	1	4.5%	5	0.0%	0	1.1%	2	2.4%	7
Pedestrianised areas	0.7%	7	0.0%	0	2.7%	3	0.5%	1	0.4%	1	1.1%	3
Other	0.8%	8	1.2%	3	2.1%	2	1.1%	2	0.3%	1	0.0%	0
Alhambra Shopping Centre	0.6%	6	1.2%	3	1.3%	1	0.5%	1	0.6%	1	0.0%	0
Compact shopping area	4.8%	49	1.9%	5	7.0%	7	3.6%	5	6.3%	11	6.3%	20
Friendly place	0.4%	4	0.7%	2	0.6%	1	0.5%	1	0.0%	0	0.3%	1
Good town hall	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Habit	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Like the area	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.2%	1
Primark store	0.2%	2	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.2%	1
TK Maxx store	0.5%	5	0.9%	2	0.0%	0	0.0%	0	1.4%	3	0.0%	0
(Don't know)	8.3%	84	1.6%	4	1.2%	1	15.2%	21	7.5%	13	14.1%	44
(Never visited Barnsley town centre)	4.2%	43	0.2%	1	2.8%	3	2.8%	4	5.8%	10	8.0%	25
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
Q23 What do you most dislike about Barnsley town centre for shopping? [MR]												
<i>Not answered by those who said '(Never visited Barnsley town centre)' at Q22</i>												
Nothing / very little	31.0%	298	19.2%	52	32.8%	34	35.2%	46	22.2%	38	44.6%	128
It's rundown / needs a revamp	12.3%	118	15.4%	42	17.2%	18	11.2%	15	11.7%	20	8.6%	25
Lack of cafes / restaurants	1.0%	10	0.9%	2	0.0%	0	0.7%	1	0.0%	0	2.2%	6
Lack of chain / well known stores	19.7%	189	24.8%	68	15.1%	15	17.8%	23	28.4%	48	12.1%	35
Lack of foodstores	1.2%	12	2.4%	6	0.7%	1	0.0%	0	1.1%	2	1.0%	3
Lack of independent stores	8.1%	77	10.5%	29	4.0%	4	7.5%	10	10.7%	18	5.8%	17
Litter / unclean	2.6%	25	3.6%	10	2.0%	2	3.7%	5	3.3%	6	1.0%	3
Not a nice environment	5.5%	53	8.4%	23	7.0%	7	2.3%	3	3.7%	6	4.7%	13
Parking is expensive	3.9%	38	2.6%	7	0.7%	1	7.0%	9	6.5%	11	3.5%	10
Parking is hard / lack of spaces	3.8%	36	2.6%	7	3.8%	4	4.2%	5	7.3%	12	2.7%	8
Parking is to far from shops	0.3%	3	0.0%	0	0.0%	0	1.4%	2	0.4%	1	0.2%	1
Poor access by foot / cycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Poor access by public transport	1.0%	9	0.2%	1	0.0%	0	0.0%	0	1.1%	2	2.4%	7
Poor access for disabled	1.0%	9	0.2%	1	0.9%	1	0.5%	1	0.4%	1	2.2%	6
Poor quality market	3.3%	31	6.1%	17	3.4%	3	2.2%	3	2.8%	5	1.2%	4
Poor quality shops	7.2%	70	7.0%	19	14.8%	15	5.6%	7	8.5%	14	4.8%	14
Poor range of non-food shops	11.0%	106	13.7%	37	6.0%	6	6.2%	8	16.0%	27	9.4%	27
Poor range of services (e.g. bank, library, hairdresser etc.)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Poor security / feels unsafe	1.4%	13	4.3%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0
There is nothing to do there	0.4%	4	0.9%	2	0.0%	0	0.5%	1	0.0%	0	0.2%	1
Too busy / noisy	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.4%	1
Too expensive	0.2%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0
Too long / inconvenient journey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Too many betting shops	0.4%	4	0.2%	1	1.9%	2	0.5%	1	0.0%	0	0.2%	1
Too many charity shops	5.8%	56	10.8%	29	5.3%	5	4.0%	5	4.5%	8	2.9%	8
Too many cheap shops	4.2%	40	4.3%	12	8.1%	8	4.4%	6	4.1%	7	2.5%	7
Traffic congestion	0.9%	8	0.2%	1	0.0%	0	0.0%	0	0.4%	1	2.5%	7
Vacant / empty shops	5.3%	51	8.1%	22	2.0%	2	0.9%	1	5.6%	9	5.6%	16
Other	3.4%	32	4.7%	13	1.6%	2	2.1%	3	3.9%	7	3.1%	9
Anti-social behaviour	0.9%	9	1.8%	5	0.6%	1	1.9%	2	0.4%	1	0.0%	0
Bad atmosphere / unfriendly people	0.7%	7	0.7%	2	1.9%	2	0.5%	1	1.5%	3	0.0%	0
Too many pubs / bars	0.6%	6	0.6%	2	3.2%	3	0.0%	0	0.4%	1	0.2%	1
Too spread out	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Undesirable people (Don't know)	0.4%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	6.1%	59	4.4%	12	2.6%	3	11.1%	14	4.9%	8	7.3%	21
Weighted base:		962		272		102		131		169		287
Sample:		959		274		103		138		164		280

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q24 What changes or improvements do you think are needed in Barnsley town centre? [MR]												
No changes / improvements needed	19.2%	193	13.3%	36	15.3%	16	21.9%	29	21.1%	38	23.4%	73
Better disabled access	0.2%	2	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport links	0.7%	7	0.2%	1	0.0%	0	1.1%	2	0.7%	1	1.1%	3
Better range of non-food shops	11.2%	112	14.7%	40	8.2%	9	11.2%	15	9.4%	17	10.1%	32
Better security / safety	2.1%	21	4.6%	13	1.9%	2	0.5%	1	0.4%	1	1.7%	5
Better services (e.g. bank, library, hairdressers etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	7.5%	76	8.0%	22	9.0%	9	10.5%	14	5.0%	9	6.8%	21
Less betting shops	0.3%	3	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.2%	1
Less charity shops	1.4%	14	2.4%	6	2.8%	3	0.0%	0	0.7%	1	1.0%	3
Less cheap shops	0.8%	8	0.8%	2	1.3%	1	0.0%	0	1.5%	3	0.6%	2
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / improved access	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.2%	1
Less vacant / empty shops	4.0%	40	5.4%	15	1.3%	1	0.5%	1	7.2%	13	3.4%	11
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more attractive / nicer environment	3.0%	30	6.9%	19	1.3%	1	1.4%	2	2.1%	4	1.4%	4
More / better places to eat	1.5%	15	1.4%	4	0.0%	0	1.6%	2	1.4%	2	2.1%	6
More chain / well known stores	15.2%	153	15.7%	43	16.0%	17	11.5%	15	20.9%	38	12.8%	40
More clothing shops	15.1%	152	16.7%	46	12.5%	13	10.1%	14	15.4%	28	16.7%	52
More food stores	3.7%	37	5.1%	14	0.9%	1	3.4%	5	1.1%	2	5.1%	16
More independent / specialised stores	7.3%	73	8.9%	24	11.3%	12	2.1%	3	9.8%	18	5.4%	17
More leisure facilities (leisure centres, cinema, health and fitness clubs, etc)	0.3%	3	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More national high-street chain stores	6.4%	64	9.5%	26	5.3%	6	6.6%	9	5.3%	9	4.5%	14
More quality shops	9.1%	91	12.5%	34	8.9%	9	7.8%	11	6.7%	12	8.0%	25
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for old people	1.2%	12	2.5%	7	0.7%	1	0.5%	1	1.4%	3	0.6%	2
More shops for young people	2.1%	21	1.2%	3	0.7%	1	6.2%	8	4.4%	8	0.2%	1
More shops open on a Sunday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs specific named retailer(s)	1.0%	10	0.9%	2	0.7%	1	1.8%	2	0.5%	1	1.2%	4
New / better shopping mall	2.5%	25	2.1%	6	1.8%	2	1.4%	2	6.2%	11	1.5%	5
Parking - make it cheaper	2.2%	22	1.8%	5	1.9%	2	1.4%	2	1.8%	3	3.3%	10
Parking - make it free	4.3%	44	5.7%	16	3.4%	4	6.1%	8	1.9%	3	4.1%	13
Parking - make more spaces available	3.4%	34	3.1%	8	3.7%	4	7.2%	10	1.9%	3	2.7%	9
Pedestrianised shopping area(s)	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Update / refurbish the shopping area	12.9%	129	11.8%	32	25.6%	27	10.8%	15	12.6%	23	10.7%	33
Other	2.7%	27	7.4%	20	2.1%	2	1.5%	2	0.7%	1	0.5%	1
A DVD / record shop	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Improve the pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Less anti-social behaviour	0.2%	2	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Less pigeons	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	5
Less pubs	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1
More / better toilets	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.4%	1	0.3%	1
More department stores	0.9%	9	0.5%	1	0.0%	0	0.5%	1	0.3%	1	2.1%	6
More disabled parking	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.2%	1
More investment in town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More shoe shops	0.4%	4	1.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More shops for women	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.3%	1
Needs a BHS store	2.3%	23	3.8%	10	1.9%	2	0.6%	1	2.8%	5	1.5%	5
Needs a Co-op store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Needs a Debenhams store	2.5%	25	2.4%	7	2.8%	3	1.8%	2	3.5%	6	2.1%	7
Needs a House of Fraser store	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1
Needs to be cleaner	0.7%	7	0.5%	1	0.0%	0	2.6%	4	1.0%	2	0.2%	1
(Don't know)	11.6%	117	4.4%	12	11.4%	12	11.8%	16	10.5%	19	18.6%	58
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303

Barnsley Household Survey for England & Lyle

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
GEN Gender of respondent.												
Male	32.3%	325	31.9%	87	35.7%	37	34.8%	47	36.3%	65	28.3%	88
Female	67.7%	679	68.1%	186	64.3%	68	65.2%	88	63.7%	114	71.7%	224
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303
AGE Could I ask how old you are?												
18 to 24	4.6%	46	5.2%	14	5.8%	6	4.3%	6	1.6%	3	5.5%	17
25 to 34	16.8%	169	16.3%	45	13.1%	14	9.7%	13	18.6%	33	20.6%	64
35 to 44	20.6%	207	21.5%	59	14.7%	15	28.3%	38	20.7%	37	18.4%	57
45 to 54	17.6%	177	12.8%	35	26.2%	27	19.2%	26	20.3%	36	16.6%	52
55 to 64	16.1%	161	17.9%	49	19.2%	20	9.6%	13	15.7%	28	16.4%	51
65 +	22.3%	224	24.2%	66	19.0%	20	28.9%	39	19.0%	34	21.0%	65
(Refused)	2.0%	20	2.2%	6	2.0%	2	0.0%	0	4.0%	7	1.6%	5
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303
CAR How many cars does your household own or have the use of?												
None	12.1%	122	10.9%	30	15.1%	16	17.1%	23	9.7%	17	11.4%	36
One	42.9%	431	47.4%	129	30.9%	32	44.6%	60	42.6%	76	42.4%	133
Two	33.4%	336	31.0%	85	41.2%	43	36.8%	50	31.8%	57	32.4%	101
Three or more	9.7%	97	8.9%	24	9.9%	10	1.4%	2	12.7%	23	12.1%	38
(Refused)	1.9%	19	1.8%	5	2.9%	3	0.0%	0	3.2%	6	1.7%	5
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303
ZON Zone												
Zone 1	27.2%	273	100.0%	273	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.5%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0
Zone 3	13.4%	135	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%	0
Zone 4	17.9%	179	0.0%	0	0.0%	0	0.0%	0	100.0%	179	0.0%	0
Zone 5	31.1%	312	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	312
Weighted base:		1004		273		105		135		179		312
Sample:		1004		275		107		144		175		303

Barnsley Household Survey for England & Lyle

Weighted:

March 2014

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5						
PC Postcode Sector												
S35 7	1.1%	11	0.0%	0	10.8%	11	0.0%	0	0.0%	0	0.0%	0
S36 6	3.1%	31	0.0%	0	29.8%	31	0.0%	0	0.0%	0	0.0%	0
S36 7	0.5%	5	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0
S36 8	0.7%	7	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0
S36 9	0.8%	8	0.0%	0	7.9%	8	0.0%	0	0.0%	0	0.0%	0
S63 0	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	30
S63 8	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	30
S63 9	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	26
S70 1	2.4%	24	8.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S70 2	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S70 3	1.8%	18	6.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S70 4	1.2%	12	4.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S70 5	2.7%	28	10.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S70 6	2.4%	24	8.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S71 1	4.4%	45	16.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S71 2	4.3%	43	15.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S71 3	2.7%	27	0.0%	0	0.0%	0	0.0%	0	15.1%	27	0.0%	0
S71 4	5.1%	51	0.0%	0	0.0%	0	0.0%	0	28.3%	51	0.0%	0
S71 5	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	25
S72 0	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	12
S72 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	16
S72 8	8.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	80
S72 9	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	9
S73 0	3.1%	31	0.0%	0	0.0%	0	23.4%	31	0.0%	0	0.0%	0
S73 8	3.2%	33	0.0%	0	0.0%	0	24.2%	33	0.0%	0	0.0%	0
S73 9	3.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	38
S74 0	2.4%	24	0.0%	0	0.0%	0	18.1%	24	0.0%	0	0.0%	0
S74 8	1.8%	18	0.0%	0	0.0%	0	13.1%	18	0.0%	0	0.0%	0
S74 9	2.8%	29	0.0%	0	0.0%	0	21.2%	29	0.0%	0	0.0%	0
S75 1	3.8%	38	13.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S75 2	3.9%	39	14.4%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
S75 3	3.0%	30	0.0%	0	28.8%	30	0.0%	0	0.0%	0	0.0%	0
S75 4	1.2%	12	0.0%	0	11.7%	12	0.0%	0	0.0%	0	0.0%	0
S75 5	4.1%	41	0.0%	0	0.0%	0	0.0%	0	22.9%	41	0.0%	0
S75 6	3.3%	34	0.0%	0	0.0%	0	0.0%	0	18.7%	34	0.0%	0
WF4 2	2.2%	22	0.0%	0	0.0%	0	0.0%	0	12.4%	22	0.0%	0
WF9 3	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	23
WF9 4	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	23
WF9 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0
Weighted base:	1004		273		105		135		179		312	
Sample:	1004		275		107		144		175		303	

APPENDIX 4

EXTRACT FROM TELEPHONE HOUSEHOLD SURVEY

LINKED TRIPS BY SHOPPERS USING THE MAIN FOODSTORES IN BARNESLEY

	Total	Asda, Old Mill Lane (Q01)	Morrisons, Lower Thomas Street, Westway (Q01)	Tesco Extra, Wombwell Lane (Q01)
--	-------	---------------------------------	--	--

Mean score: [£]

Q04 Approximately how much do you spend per week on your main food and grocery shopping?

£1 - £10	0.5%	5	0.3%	1	0.5%	1	0.6%	1
£11 - £20	2.3%	23	0.8%	2	1.0%	1	9.3%	9
£21 - £30	6.9%	69	6.1%	13	10.9%	14	2.1%	2
£31 - £40	8.1%	82	6.4%	14	14.7%	19	8.2%	8
£41 - £50	12.2%	123	7.2%	15	19.0%	24	17.9%	17
£51 - £60	7.9%	80	5.5%	12	4.8%	6	14.4%	14
£61 - £70	8.8%	88	6.4%	14	8.9%	11	6.9%	7
£71 - £80	9.9%	99	11.6%	25	9.0%	11	5.0%	5
£81 - £90	4.6%	46	7.3%	16	1.3%	2	6.6%	6
£91 - £100	13.6%	136	18.7%	40	12.8%	16	12.2%	12
£101 - £110	0.3%	3	0.0%	0	0.5%	1	0.7%	1
£111 - £120	4.8%	48	9.7%	21	0.5%	1	4.0%	4
£121 - £130	2.2%	22	1.3%	3	0.5%	1	3.2%	3
£131 - £140	0.6%	7	0.9%	2	1.5%	2	0.0%	0
£141 - £150	3.3%	33	1.6%	3	1.6%	2	2.5%	2
£151 - £175	0.7%	7	1.2%	3	0.5%	1	0.0%	0
£176 - £200	1.7%	18	1.5%	3	2.1%	3	1.8%	2
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.3%	3	1.3%	3	0.0%	0	0.0%	0
(Don't know / varies)	9.6%	96	10.3%	22	8.0%	10	4.0%	4
(Refused)	1.7%	17	1.8%	4	1.9%	2	0.9%	1
Mean:		76.77		86.31		66.67		69.82
Weighted base:		1004		215		127		98
Sample:		1004		185		157		90

Q05 How do you normally travel when doing your main food and grocery shopping?*Not those who said 'Internet' at Q01*

Car (driver)	69.5%	678	73.2%	157	64.1%	81	81.4%	80
Car (passenger)	17.0%	166	17.6%	38	18.5%	23	10.1%	10
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	5.0%	49	4.1%	9	11.4%	14	4.0%	4
Mobility scooter / disability vehicle	0.4%	4	0.3%	1	0.5%	1	0.0%	0
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.9%	9	0.8%	2	1.4%	2	1.3%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.5%	64	3.4%	7	3.6%	5	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't travel - goods delivered)	0.5%	5	0.7%	1	0.5%	1	0.0%	0
Delivered	0.3%	2	0.0%	0	0.0%	0	2.5%	2
Weighted base:		977		215		127		98
Sample:		980		185		157		90

Q06 Do you normally combine your main food shopping trip with a trip elsewhere?*Not those who said 'Internet' at Q01*

Yes	29.8%	291	20.1%	43	41.0%	52	19.1%	19
No	70.2%	686	79.9%	172	59.0%	75	80.9%	79
Weighted base:		977		215		127		98
Sample:		980		185		157		90

	Total	Asda, Old Mill Lane (Q01)	Morrisons, Lower Thomas Street, Westway (Q01)	Tesco Extra, Wombwell Lane (Q01)				
Q07 Where do you normally go?								
<i>Those who combine trips at Q06</i>								
Morrisons, Cortonwood, Brampton, Barnsley	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Cortonwood Retail Park, Brampton	6.9%	20	0.0%	0	0.0%	0	6.7%	1
Meadowhall (the indoor large shopping mall which has the Vue cinema), Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Parkside Retail Park, Pontefract	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail Park, Barnsley	1.2%	3	8.0%	3	0.0%	0	0.0%	0
Wombwell Lane Retail Park	0.6%	2	0.0%	0	0.0%	0	9.9%	2
Banner District Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0
Barnsley Town Centre	44.8%	130	66.8%	29	86.9%	45	47.0%	9
Bolton on Dearne (St Andrew's Square) Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brampton Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Chapelton District Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Cudworth District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Goldthorpe District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Grimethorpe Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Hemsworth Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0
Hoyland District Centre	2.5%	7	4.3%	2	0.0%	0	9.6%	2
Mapplewell Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Mexborough Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Monk Bretton Local Centre	0.5%	2	0.0%	0	1.2%	1	0.0%	0
Penistone District Centre	1.7%	5	0.0%	0	1.2%	1	0.0%	0
Rotherham Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0
Royston District Centre	1.9%	5	1.4%	1	0.0%	0	0.0%	0
Shafton Local Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0
Stairfoot Local Centre	3.1%	9	3.0%	1	0.0%	0	22.2%	4
Thurnscoe (Houghton Road) Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Wakefield City Centre	3.4%	10	6.0%	3	0.0%	0	4.5%	1
Wath-upon-Deerne Town Local Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Wombwell District Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0
Worsborough Local Centre	0.4%	1	0.0%	0	1.2%	1	0.0%	0
York City Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0
Other	4.5%	13	2.0%	1	1.1%	1	0.0%	0
(Don't know / varies / no pattern)	13.2%	38	8.5%	4	4.7%	2	0.0%	0
Armitage's Pennine Garden Centre, Huddersfield Road, Shelley	0.5%	2	0.0%	0	1.2%	1	0.0%	0
Dewsbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Ecclesfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Wakefield Road, Huddersfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Pontefract Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		291		43		52		19
Sample:		313		50		64		22

	Total	Asda, Old Mill Lane (Q01)	Morrisons, Lower Thomas Street, Westway (Q01)	Tesco Extra, Wombwell Lane (Q01)
--	-------	---------------------------------	--	--

Q08 What activities do you normally carry out when visiting this place on the same trip? [MR]
Those who combine trips at Q06

Go shopping for non food items	39.2%	114	39.9%	17	50.9%	26	58.1%	11
Go shopping for other food items	51.4%	150	39.2%	17	59.9%	31	46.8%	9
Get fuel	1.8%	5	7.6%	3	1.2%	1	0.0%	0
Travel to / from school / college / university	4.3%	12	0.0%	0	1.1%	1	0.0%	0
Travel to / from work	7.6%	22	5.8%	2	2.8%	1	14.2%	3
Use sports / leisure or entertainments facilities	3.9%	11	14.7%	6	1.1%	1	0.0%	0
Visit café / pub / restaurant	3.6%	11	3.4%	1	4.7%	2	3.3%	1
Visit family / friends	6.4%	19	4.7%	2	7.2%	4	9.9%	2
Visit financial service such as bank, building society, post office	3.9%	11	9.4%	4	7.0%	4	0.0%	0
Visit health service such as doctor, dentist, hospital, opticians	2.5%	7	0.0%	0	4.9%	3	0.0%	0
Visit other service such as laundrette, hairdresser, recycling	1.0%	3	0.0%	0	1.3%	1	0.0%	0
Other (Don't know)	0.7%	2	1.4%	1	0.0%	0	4.5%	1
Visiting the market	4.6%	13	8.5%	4	1.2%	1	3.5%	1
Window shopping / browsing	3.2%	9	2.0%	1	7.8%	4	0.0%	0
Weighted base:		291		43		52		19
Sample:		313		50		64		22

Q09 Do you do top-up shopping for day-to-day items such as bread, milk and newspapers?

Yes	72.4%	727	78.9%	170	63.0%	80	75.3%	74
No	27.6%	277	21.1%	45	37.0%	47	24.7%	24
Weighted base:		1004		215		127		98
Sample:		1004		185		157		90

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q01 What is the main reason for visiting Barnsley Town Centre today?																
To buy food items (including sandwiches / lunches etc. NOT take-away, café, restaurants)	11.7%	35	4.7%	3	13.6%	32	4.5%	5	12.6%	12	19.6%	18	9.2%	9	12.9%	26
To buy non-food goods e.g., electrical, household goods, flowers, shoes, clothes and shoes	45.0%	135	35.9%	23	47.5%	112	46.8%	52	47.4%	45	39.1%	36	44.9%	44	45.1%	91
Financial services, e.g. banks, building societies, accountants	10.7%	32	14.1%	9	9.7%	23	8.1%	9	13.7%	13	10.9%	10	12.2%	12	9.9%	20
Personal services, e.g. hairdressers, nail bar, beauty salon	3.7%	11	6.3%	4	3.0%	7	3.6%	4	2.1%	2	5.4%	5	4.1%	4	3.5%	7
Other services, e.g. travel agents, estate agents	1.0%	3	1.6%	1	0.8%	2	1.8%	2	1.1%	1	0.0%	0	2.0%	2	0.5%	1
Eating or drinking out	1.7%	5	6.3%	4	0.4%	1	1.8%	2	0.0%	0	3.3%	3	2.0%	2	1.5%	3
Work / Business	5.3%	16	4.7%	3	5.5%	13	6.3%	7	7.4%	7	2.2%	2	6.1%	6	5.0%	10
Tourism / sightseeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social	5.0%	15	6.3%	4	4.7%	11	4.5%	5	4.2%	4	6.5%	6	4.1%	4	5.4%	11
Education	1.3%	4	0.0%	0	1.7%	4	3.6%	4	0.0%	0	0.0%	0	1.0%	1	1.5%	3
Browsing	6.3%	19	7.8%	5	5.9%	14	5.4%	6	6.3%	6	7.6%	7	2.0%	2	8.4%	17
Bingo	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Health & fitness / gym	1.0%	3	0.0%	0	1.3%	3	0.9%	1	1.1%	1	1.1%	1	1.0%	1	1.0%	2
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Attend an appointment (e.g. medical, legal etc.)	1.7%	5	3.1%	2	1.3%	3	0.9%	1	1.1%	1	3.3%	3	4.1%	4	0.5%	1
Job-seeking	1.7%	5	3.1%	2	1.3%	3	4.5%	5	0.0%	0	0.0%	0	2.0%	2	1.5%	3
School run	1.0%	3	1.6%	1	0.8%	2	1.8%	2	1.1%	1	0.0%	0	2.0%	2	0.5%	1
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%	7	4.7%	3	1.7%	4	5.4%	6	1.1%	1	0.0%	0	2.0%	2	2.5%	5
Base:		300		64		236		111		95		92		98		202

Q02 For what other reasons, if any, are you visiting Barnsley Town Centre today? [MR]

To buy food items (including sandwiches / lunches etc. NOT take-away, café, restaurants)	23.3%	70	26.6%	17	22.5%	53	18.0%	20	26.3%	25	25.0%	23	22.4%	22	23.8%	48
To buy non-food goods e.g., electrical, household goods, flowers, shoes, clothes and shoes	21.0%	63	20.3%	13	21.2%	50	20.7%	23	18.9%	18	23.9%	22	22.4%	22	20.3%	41
Financial services, e.g. banks, building societies, accountants	7.3%	22	9.4%	6	6.8%	16	4.5%	5	8.4%	8	9.8%	9	8.2%	8	6.9%	14
Personal services, e.g. hairdressers, nail bar, beauty salon	1.3%	4	1.6%	1	1.3%	3	0.9%	1	1.1%	1	2.2%	2	2.0%	2	1.0%	2
Other services, e.g. travel agents, estate agents	0.7%	2	1.6%	1	0.4%	1	0.9%	1	0.0%	0	1.1%	1	1.0%	1	0.5%	1
Eating or drinking out	3.0%	9	3.1%	2	3.0%	7	2.7%	3	3.2%	3	3.3%	3	4.1%	4	2.5%	5
Work / Business	1.3%	4	0.0%	0	1.7%	4	1.8%	2	2.1%	2	0.0%	0	0.0%	0	2.0%	4
Tourism / sightseeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social	2.7%	8	4.7%	3	2.1%	5	1.8%	2	3.2%	3	3.3%	3	2.0%	2	3.0%	6
Education	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Browsing	13.0%	39	9.4%	6	14.0%	33	11.7%	13	13.7%	13	14.1%	13	13.3%	13	12.9%	26
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Job-seeking	0.7%	2	1.6%	1	0.4%	1	1.8%	2	0.0%	0	0.0%	0	1.0%	1	0.5%	1
Other	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Nothing else)	34.0%	102	31.3%	20	34.7%	82	37.8%	42	31.6%	30	32.6%	30	31.6%	31	35.1%	71
Base:		300		64		236		111		95		92		98		202

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q02X For what reasons are you visiting Barnsley Town Centre today? (Any reasons) [MR]																
To buy food items (including sandwiches / lunches etc. NOT take-away, café, restaurants)	35.0%	105	31.3%	20	36.0%	85	22.5%	25	38.9%	37	44.6%	41	31.6%	31	36.6%	74
To buy non-food goods e.g., electrical, household goods, flowers, shoes, clothes and shoes	65.0%	195	56.3%	36	67.4%	159	64.9%	72	66.3%	63	63.0%	58	67.3%	66	63.9%	129
Financial services, e.g. banks, building societies, accountants	18.0%	54	23.4%	15	16.5%	39	12.6%	14	22.1%	21	20.7%	19	20.4%	20	16.8%	34
Personal services, e.g. hairdressers, nail bar, beauty salon	4.7%	14	7.8%	5	3.8%	9	3.6%	4	3.2%	3	7.6%	7	5.1%	5	4.5%	9
Other services, e.g. travel agents, estate agents	1.7%	5	3.1%	2	1.3%	3	2.7%	3	1.1%	1	1.1%	1	3.1%	3	1.0%	2
Eating or drinking out	4.7%	14	9.4%	6	3.4%	8	4.5%	5	3.2%	3	6.5%	6	6.1%	6	4.0%	8
Work / Business	6.0%	18	4.7%	3	6.4%	15	8.1%	9	7.4%	7	2.2%	2	6.1%	6	5.9%	12
Tourism / sightseeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social	7.7%	23	10.9%	7	6.8%	16	6.3%	7	7.4%	7	9.8%	9	6.1%	6	8.4%	17
Education	1.3%	4	0.0%	0	1.7%	4	3.6%	4	0.0%	0	0.0%	0	1.0%	1	1.5%	3
Browsing	18.7%	56	14.1%	9	19.9%	47	16.2%	18	18.9%	18	21.7%	20	15.3%	15	20.3%	41
Bingo	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Health & fitness / gym	1.3%	4	0.0%	0	1.7%	4	0.9%	1	2.1%	2	1.1%	1	1.0%	1	1.5%	3
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Job-seeking	2.3%	7	4.7%	3	1.7%	4	2.7%	3	1.1%	1	3.3%	3	5.1%	5	1.0%	2
Base:		300		64		236		111		95		92		98		202

Q03 How often do you visit Barnsley town centre for shopping or services?

More than once a week	46.7%	140	42.2%	27	47.9%	113	44.1%	49	46.3%	44	50.0%	46	35.7%	35	52.0%	105
Once a week	24.0%	72	20.3%	13	25.0%	59	20.7%	23	25.3%	24	27.2%	25	27.6%	27	22.3%	45
Once a fortnight	12.3%	37	12.5%	8	12.3%	29	16.2%	18	11.6%	11	8.7%	8	16.3%	16	10.4%	21
Once a month	8.7%	26	14.1%	9	7.2%	17	9.9%	11	7.4%	7	7.6%	7	12.2%	12	6.9%	14
Once every three months	5.0%	15	3.1%	2	5.5%	13	5.4%	6	7.4%	7	2.2%	2	7.1%	7	4.0%	8
Twice a year	0.7%	2	1.6%	1	0.4%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	2
Once a year	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Less often	1.7%	5	3.1%	2	1.3%	3	2.7%	3	0.0%	0	2.2%	2	1.0%	1	2.0%	4
First time today	0.7%	2	1.6%	1	0.4%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	2
Base:		300		64		236		111		95		92		98		202

Q04 How did you travel to Barnsley Town Centre today?

Car	38.0%	114	50.0%	32	34.7%	82	26.1%	29	46.3%	44	43.5%	40	50.0%	49	32.2%	65
Bus	39.0%	117	31.3%	20	41.1%	97	46.8%	52	30.5%	29	39.1%	36	30.6%	30	43.1%	87
Coach trip	1.0%	3	1.6%	1	0.8%	2	0.0%	0	1.1%	1	2.2%	2	0.0%	0	1.5%	3
Train	1.7%	5	0.0%	0	2.1%	5	0.9%	1	2.1%	2	2.2%	2	1.0%	1	2.0%	4
Taxi	1.7%	5	0.0%	0	2.1%	5	0.9%	1	1.1%	1	2.2%	2	2.0%	2	1.5%	3
Walk	18.0%	54	15.6%	10	18.6%	44	25.2%	28	17.9%	17	9.8%	9	16.3%	16	18.8%	38
Cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.7%	2	1.6%	1	0.4%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	2
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:		300		64		236		111		95		92		98		202

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q05 Where did you park today?								
<i>Those who travelled by car at Q04</i>								
Alhambra Centre	30.7%	35 28.1%	9 31.7%	26 34.5%	10 34.1%	15 25.0%	10 30.6%	15 30.8%
Barnsley Interchange	1.8%	2 3.1%	1 1.2%	1 0.0%	0 2.3%	1 2.5%	1 4.1%	2 0.0%
Burleigh Street	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Churchfields	0.9%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0 2.5%	1 2.0%	1 0.0%
Courthouse	10.5%	12 18.8%	6 7.3%	6 0.0%	0 11.4%	5 17.5%	7 16.3%	8 6.2%
Grahams Orchard	1.8%	2 0.0%	0 2.4%	2 0.0%	0 4.5%	2 0.0%	0 2.0%	1 1.5%
John Street	0.9%	1 3.1%	1 0.0%	0 0.0%	0 0.0%	0 2.5%	1 0.0%	0 1.5%
Joseph Street	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Mark Street	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Markets Multi-storey	14.0%	16 15.6%	5 13.4%	11 10.3%	3 18.2%	8 10.0%	4 10.2%	5 16.9%
Morrisons, Westway	8.8%	10 3.1%	1 11.0%	9 10.3%	3 9.1%	4 7.5%	3 10.2%	5 7.7%
Peel Parade	5.3%	6 3.1%	1 6.1%	5 6.9%	2 6.8%	3 2.5%	1 6.1%	3 4.6%
Pitt Street	0.9%	1 3.1%	1 0.0%	0 0.0%	0 0.0%	0 2.5%	1 2.0%	1 0.0%
Sackville Street	1.8%	2 0.0%	0 2.4%	2 3.4%	1 0.0%	0 2.5%	1 2.0%	1 1.5%
Wellington House	2.6%	3 6.3%	2 1.2%	1 6.9%	2 0.0%	0 2.5%	1 2.0%	1 3.1%
On-Street	5.3%	6 6.3%	2 4.9%	4 3.4%	1 4.5%	2 7.5%	3 4.1%	2 6.2%
Elsewhere	4.4%	5 6.3%	2 3.7%	3 0.0%	0 4.5%	2 7.5%	3 4.1%	2 4.6%
(Don't know)	10.5%	12 3.1%	1 13.4%	11 24.1%	7 4.5%	2 7.5%	3 4.1%	2 15.4%
Base:		114	32	82	29	44	40	49
Q06 Have you visited or do you intend to visit Morrisons in Barnsley while you are in Barnsley town centre?								
Yes	12.3%	37 12.5%	8 12.3%	29 7.2%	8 14.7%	14 16.3%	15 12.2%	12 12.4%
No	87.7%	263 87.5%	56 87.7%	207 92.8%	103 85.3%	81 83.7%	77 87.8%	86 87.6%
Base:		300	64	236	111	95	92	98

Barnsley On-Street Survey For England & Lyle

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q07 Which store or supermarket do you mostly use to do your main food and grocery shopping?																
Aldi, Claycliffe Road, Barugh Green	2.7%	8	1.6%	1	3.0%	7	3.6%	4	1.1%	1	3.3%	3	4.1%	4	2.0%	4
Aldi, Doncaster Road, Barnsley	3.0%	9	1.6%	1	3.4%	8	4.5%	5	1.1%	1	3.3%	3	2.0%	2	3.5%	7
Asda, 1 Market Street, Chapeltown, Sheffield	1.0%	3	0.0%	0	1.3%	3	2.7%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	2
Asda, Asdale Road, Sandal, Wakefield	1.0%	3	1.6%	1	0.8%	2	0.0%	0	1.1%	1	2.2%	2	2.0%	2	0.5%	1
Asda, Dewsbury Road, Wakefield	0.7%	2	0.0%	0	0.8%	2	0.9%	1	0.0%	0	1.1%	1	1.0%	1	0.5%	1
Asda, High Street, Grimethorpe, Barnsley	1.0%	3	0.0%	0	1.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Asda, Midland Road, Royston, Barnsley	1.7%	5	1.6%	1	1.7%	4	0.9%	1	0.0%	0	4.3%	4	0.0%	0	2.5%	5
Asda, Old Mill Lane, Barnsley	25.0%	75	29.7%	19	23.7%	56	29.7%	33	26.3%	25	18.5%	17	29.6%	29	22.8%	46
Asda, Thomas Street, Worsbrough, Barnsley	1.3%	4	0.0%	0	1.7%	4	0.9%	1	2.1%	2	1.1%	1	1.0%	1	1.5%	3
Asda, Welfare Road, Thurnscoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Barnsley Road, Cudworth, Barnsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 13-17 Peel Street, Barnsley	3.3%	10	4.7%	3	3.0%	7	4.5%	5	4.2%	4	1.1%	1	3.1%	3	3.5%	7
Iceland, 8/9 The Alhambra Centre, Cheapside, Barnsley	5.3%	16	3.1%	2	5.9%	14	5.4%	6	7.4%	7	3.3%	3	0.0%	0	7.9%	16
Marks & Spencer, 7 Queen Street, Barnsley	1.3%	4	0.0%	0	1.7%	4	0.9%	1	0.0%	0	3.3%	3	1.0%	1	1.5%	3
Morrisons, Cortonwood, Brampton, Barnsley	7.3%	22	7.8%	5	7.2%	17	4.5%	5	8.4%	8	9.8%	9	6.1%	6	7.9%	16
Morrisons, Lower Thomas Street, Off Westway, Barnsley	16.7%	50	21.9%	14	15.3%	36	11.7%	13	14.7%	14	22.8%	21	15.3%	15	17.3%	35
Morrisons, York Road, Doncaster	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Biscay Way, Wath-upon-Deerne, Rotherham	1.3%	4	1.6%	1	1.3%	3	1.8%	2	2.1%	2	0.0%	0	1.0%	1	1.5%	3
Tesco Extra, Wombwell Lane, Barnsley	8.7%	26	7.8%	5	8.9%	21	9.0%	10	10.5%	10	6.5%	6	14.3%	14	5.9%	12
Tesco, Market Lane, Penistone	1.0%	3	0.0%	0	1.3%	3	0.9%	1	2.1%	2	0.0%	0	0.0%	0	1.5%	3
Tesco, Market Street, Hemsworth, Pontefract	1.0%	3	0.0%	0	1.3%	3	0.9%	1	0.0%	0	2.2%	2	3.1%	3	0.0%	0
Local shops, Barnsley	3.7%	11	4.7%	3	3.4%	8	3.6%	4	6.3%	6	1.1%	1	0.0%	0	5.4%	11
Internet	1.7%	5	3.1%	2	1.3%	3	3.6%	4	1.1%	1	0.0%	0	2.0%	2	1.5%	3
Other	7.7%	23	6.3%	4	8.1%	19	3.6%	4	8.4%	8	12.0%	11	11.2%	11	5.9%	12
(Don't know / varies)	3.3%	10	3.1%	2	3.4%	8	3.6%	4	2.1%	2	4.3%	4	2.0%	2	4.0%	8
Base:		300		64		236		111		95		92		98		202

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q08 And which centre do you mostly use for non-food shopping such as clothes, furniture and electrical goods?																
Asda, Old Mill Lane, Barnsley	2.3%	7	3.1%	2	2.1%	5	1.8%	2	2.1%	2	3.3%	3	3.1%	3	2.0%	4
Barnsley Town Centre	50.3%	151	45.3%	29	51.7%	122	53.2%	59	47.4%	45	48.9%	45	34.7%	34	57.9%	117
Centurion Retail Park, York Road, Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cortonwood Retail Park, Brampton	6.7%	20	15.6%	10	4.2%	10	6.3%	7	7.4%	7	6.5%	6	11.2%	11	4.5%	9
Cudworth District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doncaster Town Centre	1.3%	4	1.6%	1	1.3%	3	1.8%	2	0.0%	0	2.2%	2	1.0%	1	1.5%	3
Meadowhall Retail Park, Sheffield	3.3%	10	0.0%	0	4.2%	10	2.7%	3	2.1%	2	5.4%	5	2.0%	2	4.0%	8
Meadowhall Shopping Centre, Sheffield	18.7%	56	14.1%	9	19.9%	47	20.7%	23	18.9%	18	16.3%	15	24.5%	24	15.8%	32
Morrisons, Cortonwood, Brampton, Barnsley	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Morrisons, Lower Thomas Street, Off Westway, Barnsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, York Road, Doncaster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkgate Shopping, Rotherham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontefract Town Centre	0.7%	2	1.6%	1	0.4%	1	0.9%	1	1.1%	1	0.0%	0	1.0%	1	0.5%	1
Sheffield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wombwell Lane, Barnsley	1.0%	3	0.0%	0	1.3%	3	0.0%	0	1.1%	1	2.2%	2	1.0%	1	1.0%	2
The Peel Centre, Barnsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wakefield City Centre	3.3%	10	3.1%	2	3.4%	8	0.9%	1	4.2%	4	5.4%	5	6.1%	6	2.0%	4
Wombwell District Centre	0.7%	2	1.6%	1	0.4%	1	0.9%	1	1.1%	1	0.0%	0	1.0%	1	0.5%	1
Online / Internet / Mail order / Catalogue	5.0%	15	4.7%	3	5.1%	12	5.4%	6	6.3%	6	3.3%	3	3.1%	3	5.9%	12
Other	3.7%	11	7.8%	5	2.5%	6	2.7%	3	4.2%	4	4.3%	4	7.1%	7	2.0%	4
(Don't know / varies)	2.7%	8	1.6%	1	3.0%	7	2.7%	3	3.2%	3	2.2%	2	3.1%	3	2.5%	5
Base:		300		64		236		111		95		92		98		202
Q09 Do you shop in Barnsley market, either today or on other visits?																
Yes	78.3%	235	85.9%	55	76.3%	180	70.3%	78	82.1%	78	83.7%	77	72.4%	71	81.2%	164
No	21.7%	65	14.1%	9	23.7%	56	29.7%	33	17.9%	17	16.3%	15	27.6%	27	18.8%	38
Base:		300		64		236		111		95		92		98		202
Q10 What types of goods do you buy in the market? [MR]																
<i>Those who shop in Barnsley Market at Q09</i>																
Batteries	3.8%	9	3.6%	2	3.9%	7	5.1%	4	3.8%	3	1.3%	1	1.4%	1	4.9%	8
Clothing	16.2%	38	10.9%	6	17.8%	32	23.1%	18	14.1%	11	11.7%	9	12.7%	9	17.7%	29
DIY goods	4.7%	11	9.1%	5	3.3%	6	7.7%	6	5.1%	4	1.3%	1	8.5%	6	3.0%	5
Footwear	6.4%	15	14.5%	8	3.9%	7	5.1%	4	7.7%	6	6.5%	5	7.0%	5	6.1%	10
Fruit and vegetables	67.2%	158	60.0%	33	69.4%	125	53.8%	42	75.6%	59	72.7%	56	62.0%	44	69.5%	114
Gifts	7.2%	17	5.5%	3	7.8%	14	10.3%	8	3.8%	3	7.8%	6	4.2%	3	8.5%	14
Greetings cards	11.5%	27	5.5%	3	13.3%	24	16.7%	13	10.3%	8	6.5%	5	12.7%	9	11.0%	18
Hardware	3.8%	9	5.5%	3	3.3%	6	1.3%	1	5.1%	4	5.2%	4	7.0%	5	2.4%	4
Mobile phone accessories	2.1%	5	3.6%	2	1.7%	3	5.1%	4	1.3%	1	0.0%	0	4.2%	3	1.2%	2
Other food items	45.1%	106	47.3%	26	44.4%	80	29.5%	23	47.4%	37	58.4%	45	50.7%	36	42.7%	70
Books	1.3%	3	0.0%	0	1.7%	3	2.6%	2	0.0%	0	1.3%	1	1.4%	1	1.2%	2
Flowers	4.7%	11	5.5%	3	4.4%	8	5.1%	4	6.4%	5	2.6%	2	9.9%	7	2.4%	4
Other	6.0%	14	7.3%	4	5.6%	10	10.3%	8	5.1%	4	2.6%	2	7.0%	5	5.5%	9
(Don't know)	3.8%	9	7.3%	4	2.8%	5	6.4%	5	2.6%	2	2.6%	2	2.8%	2	4.3%	7
Base:		235		55		180		78		78		77		71		164

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q11 In what ways could the market be improved? [MR]																
More food stalls	17.0%	51	14.1%	9	17.8%	42	12.6%	14	17.9%	17	21.7%	20	15.3%	15	17.8%	36
More non-food stalls	17.3%	52	15.6%	10	17.8%	42	13.5%	15	16.8%	16	22.8%	21	15.3%	15	18.3%	37
Better range of food	8.0%	24	9.4%	6	7.6%	18	4.5%	5	10.5%	10	9.8%	9	8.2%	8	7.9%	16
Better range of non-food goods	7.7%	23	6.3%	4	8.1%	19	5.4%	6	8.4%	8	9.8%	9	11.2%	11	5.9%	12
More café facilities	1.0%	3	0.0%	0	1.3%	3	0.9%	1	1.1%	1	1.1%	1	0.0%	0	1.5%	3
Better standard of café	1.3%	4	1.6%	1	1.3%	3	0.9%	1	1.1%	1	2.2%	2	1.0%	1	1.5%	3
Improved cleanliness	7.7%	23	7.8%	5	7.6%	18	2.7%	3	9.5%	9	12.0%	11	11.2%	11	5.9%	12
Better service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ability to pay at all stalls by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Decrease the rent for stallholders	1.0%	3	1.6%	1	0.8%	2	0.0%	0	1.1%	1	2.2%	2	1.0%	1	1.0%	2
Improved disabled access (e.g. lifts)	1.3%	4	1.6%	1	1.3%	3	0.9%	1	3.2%	3	0.0%	0	2.0%	2	1.0%	2
Larger area / more spacious	3.3%	10	1.6%	1	3.8%	9	3.6%	4	5.3%	5	1.1%	1	3.1%	3	3.5%	7
Make if fully open-air	1.7%	5	1.6%	1	1.7%	4	0.0%	0	0.0%	0	5.4%	5	1.0%	1	2.0%	4
More staff	0.7%	2	1.6%	1	0.4%	1	0.9%	1	1.1%	1	0.0%	0	1.0%	1	0.5%	1
More stalls under cover	2.3%	7	3.1%	2	2.1%	5	0.9%	1	3.2%	3	2.2%	2	3.1%	3	2.0%	4
Open more days / longer hours	1.0%	3	0.0%	0	1.3%	3	1.8%	2	1.1%	1	0.0%	0	1.0%	1	1.0%	2
Refurbishment / modernisation	8.0%	24	7.8%	5	8.1%	19	6.3%	7	9.5%	9	8.7%	8	6.1%	6	8.9%	18
Other (Don't know)	2.7%	8	6.3%	4	1.7%	4	2.7%	3	2.1%	2	3.3%	3	1.0%	1	3.5%	7
(None mentioned)	31.0%	93	25.0%	16	32.6%	77	44.1%	49	20.0%	19	26.1%	24	36.7%	36	28.2%	57
Base:		300		64		236		111		95		92		98		202

Q12 What do you like most about Barnsley town centre for shopping? [MR]

Attractive environment	2.0%	6	3.1%	2	1.7%	4	1.8%	2	1.1%	1	3.3%	3	3.1%	3	1.5%	3
Cleanliness	2.7%	8	0.0%	0	3.4%	8	1.8%	2	4.2%	4	2.2%	2	2.0%	2	3.0%	6
Close to home	37.7%	113	39.1%	25	37.3%	88	36.0%	40	46.3%	44	30.4%	28	40.8%	40	36.1%	73
Close to work / en route to work	4.0%	12	0.0%	0	5.1%	12	3.6%	4	4.2%	4	4.3%	4	5.1%	5	3.5%	7
Easily accessible by foot / cycle	6.3%	19	7.8%	5	5.9%	14	6.3%	7	6.3%	6	6.5%	6	7.1%	7	5.9%	12
Good and / or free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service / accessible public transport	4.7%	14	6.3%	4	4.2%	10	5.4%	6	4.2%	4	4.3%	4	3.1%	3	5.4%	11
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good entertainment / leisure facilities	0.7%	2	0.0%	0	0.8%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	2
Good prices / value for money	6.3%	19	4.7%	3	6.8%	16	6.3%	7	5.3%	5	7.6%	7	6.1%	6	6.4%	13
Good range of chain / well known stores	4.0%	12	1.6%	1	4.7%	11	3.6%	4	2.1%	2	6.5%	6	2.0%	2	5.0%	10
Good range of independent store	4.3%	13	1.6%	1	5.1%	12	6.3%	7	1.1%	1	5.4%	5	2.0%	2	5.4%	11
Good range of services	2.0%	6	0.0%	0	2.5%	6	0.9%	1	3.2%	3	2.2%	2	1.0%	1	2.5%	5
Good safety / security	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Indoor shopping malls / arcades	2.7%	8	1.6%	1	3.0%	7	2.7%	3	2.1%	2	3.3%	3	4.1%	4	2.0%	4
Part of an overall day out	2.7%	8	7.8%	5	1.3%	3	3.6%	4	1.1%	1	3.3%	3	3.1%	3	2.5%	5
Restaurant / cafés	0.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Can get everything in one place	4.3%	13	4.7%	3	4.2%	10	3.6%	4	2.1%	2	7.6%	7	4.1%	4	4.5%	9
Compact / shops close together	7.7%	23	4.7%	3	8.5%	20	6.3%	7	4.2%	4	12.0%	11	5.1%	5	8.9%	18
Familiarity	1.0%	3	0.0%	0	1.3%	3	0.9%	1	1.1%	1	1.1%	1	0.0%	0	1.5%	3
Friendly staff / atmosphere	4.7%	14	4.7%	3	4.7%	11	0.9%	1	5.3%	5	8.7%	8	3.1%	3	5.4%	11
Good market	2.7%	8	3.1%	2	2.5%	6	1.8%	2	3.2%	3	3.3%	3	2.0%	2	3.0%	6
Lower prices / bargains	1.3%	4	0.0%	0	1.7%	4	1.8%	2	2.1%	2	0.0%	0	2.0%	2	1.0%	2
Quiet / relaxed / not too busy	1.0%	3	1.6%	1	0.8%	2	0.9%	1	2.1%	2	0.0%	0	1.0%	1	1.0%	2
Other	1.7%	5	0.0%	0	2.1%	5	0.9%	1	1.1%	1	3.3%	3	0.0%	0	2.5%	5
Nothing / very little	11.7%	35	12.5%	8	11.4%	27	11.7%	13	10.5%	10	13.0%	12	13.3%	13	10.9%	22
(Don't know)	4.0%	12	3.1%	2	4.2%	10	5.4%	6	3.2%	3	3.3%	3	3.1%	3	4.5%	9
Base:		300		64		236		111		95		92		98		202

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q13 What do you dislike most about Barnsley town centre for shopping? [MR]																
Difficult / expensive to park	3.3%	10	6.3%	4	2.5%	6	0.9%	1	3.2%	3	6.5%	6	4.1%	4	3.0%	6
Lack of eating and drinking places	2.0%	6	1.6%	1	2.1%	5	0.9%	1	4.2%	4	1.1%	1	3.1%	3	1.5%	3
Lack of food stores	6.3%	19	0.0%	0	8.1%	19	6.3%	7	5.3%	5	7.6%	7	7.1%	7	5.9%	12
Lack of non-food stores	24.3%	73	7.8%	5	28.8%	68	32.4%	36	17.9%	17	21.7%	20	31.6%	31	20.8%	42
Poor access for disabled	1.0%	3	3.1%	2	0.4%	1	0.0%	0	1.1%	1	2.2%	2	1.0%	1	1.0%	2
Poor cycle routes / facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor lighting	0.7%	2	1.6%	1	0.4%	1	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.5%	1
Poor pedestrian routes / facilities	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
Poor public train / bus services	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
Poor security for shoppers / cars	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
Too expensive	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Too far / journey too long	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Traffic congestion	0.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
Vacant shops	12.0%	36	20.3%	13	9.7%	23	10.8%	12	14.7%	14	10.9%	10	10.2%	10	12.9%	26
Lack of range / variety of shops	2.0%	6	0.0%	0	2.5%	6	2.7%	3	3.2%	3	0.0%	0	2.0%	2	2.0%	4
No department stores	1.7%	5	3.1%	2	1.3%	3	0.0%	0	2.1%	2	3.3%	3	2.0%	2	1.5%	3
Too busy / crowded	1.0%	3	3.1%	2	0.4%	1	0.0%	0	3.2%	3	0.0%	0	0.0%	0	1.5%	3
Too many charity collectors	1.0%	3	0.0%	0	1.3%	3	1.8%	2	1.1%	1	0.0%	0	1.0%	1	1.0%	2
Too many cheap shops (pond shops, charity shops etc.)	1.0%	3	3.1%	2	0.4%	1	0.9%	1	2.1%	2	0.0%	0	0.0%	0	1.5%	3
Too many pigeons	1.0%	3	3.1%	2	0.4%	1	0.9%	1	1.1%	1	1.1%	1	0.0%	0	1.5%	3
Unattractive environment (shabby, dirty, drab etc.)	5.7%	17	9.4%	6	4.7%	11	5.4%	6	4.2%	4	7.6%	7	7.1%	7	5.0%	10
Undesirable people loitering (youth gangs, drug addict, alcoholics etc.)	5.0%	15	1.6%	1	5.9%	14	5.4%	6	7.4%	7	2.2%	2	0.0%	0	7.4%	15
Other	2.0%	6	1.6%	1	2.1%	5	2.7%	3	1.1%	1	2.2%	2	2.0%	2	2.0%	4
Nothing / very little (Don't know)	36.3%	109	34.4%	22	36.9%	87	32.4%	36	31.6%	30	44.6%	41	34.7%	34	37.1%	75
Base:		300		64		236		111		95		92		98		202
Q14 What changes or improvements do you think are needed in Barnsley town centre? [MR]																
Nothing	16.3%	49	15.6%	10	16.5%	39	16.2%	18	12.6%	12	19.6%	18	12.2%	12	18.3%	37
Better choice of clothing shops	34.3%	103	23.4%	15	37.3%	88	42.3%	47	30.5%	29	29.3%	27	36.7%	36	33.2%	67
Better choice of shops in general	30.3%	91	25.0%	16	31.8%	75	27.0%	30	34.7%	33	29.3%	27	34.7%	34	28.2%	57
Better maintenance / cleanliness	7.7%	23	15.6%	10	5.5%	13	6.3%	7	10.5%	10	6.5%	6	11.2%	11	5.9%	12
Better quality shops	14.3%	43	12.5%	8	14.8%	35	11.7%	13	17.9%	17	14.1%	13	14.3%	14	14.4%	29
Free car parking	9.7%	29	12.5%	8	8.9%	21	9.0%	10	8.4%	8	12.0%	11	9.2%	9	9.9%	20
Improved bus services	1.7%	5	1.6%	1	1.7%	4	3.6%	4	1.1%	1	0.0%	0	1.0%	1	2.0%	4
More car parking	6.0%	18	6.3%	4	5.9%	14	5.4%	6	4.2%	4	8.7%	8	8.2%	8	5.0%	10
More food supermarkets	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
More large shops	8.7%	26	7.8%	5	8.9%	21	5.4%	6	9.5%	9	12.0%	11	8.2%	8	8.9%	18
More traffic free areas / pedestrianisation	3.3%	10	4.7%	3	3.0%	7	1.8%	2	2.1%	2	6.5%	6	3.1%	3	3.5%	7
Better disabled access	1.0%	3	0.0%	0	1.3%	3	0.9%	1	0.0%	0	2.2%	2	1.0%	1	1.0%	2
Better policing / security	1.0%	3	0.0%	0	1.3%	3	1.8%	2	0.0%	0	1.1%	1	1.0%	1	1.0%	2
Children's clothes shops	2.3%	7	0.0%	0	3.0%	7	4.5%	5	2.1%	2	0.0%	0	1.0%	1	3.0%	6
Fill vacant shops	1.3%	4	4.7%	3	0.4%	1	0.0%	0	4.2%	4	0.0%	0	2.0%	2	1.0%	2
Finish refurbishment	4.0%	12	9.4%	6	2.5%	6	1.8%	2	6.3%	6	4.3%	4	7.1%	7	2.5%	5
Get rid of the undesirable loiterers	1.7%	5	3.1%	2	1.3%	3	1.8%	2	3.2%	3	0.0%	0	1.0%	1	2.0%	4
Improve the market	1.3%	4	0.0%	0	1.7%	4	0.0%	0	4.2%	4	0.0%	0	1.0%	1	1.5%	3
More public toilets	1.3%	4	1.6%	1	1.3%	3	0.9%	1	0.0%	0	3.3%	3	2.0%	2	1.0%	2
More shoe shops	1.0%	3	0.0%	0	1.3%	3	0.0%	0	2.1%	2	1.1%	1	1.0%	1	1.0%	2
Open another department store	1.7%	5	0.0%	0	2.1%	5	0.9%	1	3.2%	3	1.1%	1	1.0%	1	2.0%	4
Other (Don't know)	2.3%	7	3.1%	2	2.1%	5	2.7%	3	0.0%	0	4.3%	4	1.0%	1	3.0%	6
Base:		300		64		236		111		95		92		98		202

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q15 If there was to be a major redevelopment scheme in the town centre, what would you like to see included in the scheme? [MR]																
Nothing	7.0%	21	7.8%	5	6.8%	16	2.7%	3	8.4%	8	9.8%	9	6.1%	6	7.4%	15
Bingo hall	1.0%	3	1.6%	1	0.8%	2	0.0%	0	2.1%	2	1.1%	1	2.0%	2	0.5%	1
Cinema	9.7%	29	10.9%	7	9.3%	22	16.2%	18	6.3%	6	5.4%	5	14.3%	14	7.4%	15
Improved market	15.0%	45	9.4%	6	16.5%	39	7.2%	8	21.1%	20	18.5%	17	15.3%	15	14.9%	30
More cafés	5.7%	17	7.8%	5	5.1%	12	6.3%	7	6.3%	6	4.3%	4	8.2%	8	4.5%	9
More car parking	6.0%	18	7.8%	5	5.5%	13	4.5%	5	7.4%	7	6.5%	6	6.1%	6	5.9%	12
More food supermarkets	4.0%	12	1.6%	1	4.7%	11	4.5%	5	1.1%	1	6.5%	6	1.0%	1	5.4%	11
More non-food shops	27.0%	81	17.2%	11	29.7%	70	25.2%	28	31.6%	30	23.9%	22	35.7%	35	22.8%	46
More restaurants	17.3%	52	18.8%	12	16.9%	40	23.4%	26	16.8%	16	10.9%	10	21.4%	21	15.3%	31
More traffic free areas / pedestrianisation	4.3%	13	3.1%	2	4.7%	11	3.6%	4	5.3%	5	4.3%	4	6.1%	6	3.5%	7
New central library	4.3%	13	6.3%	4	3.8%	9	2.7%	3	5.3%	5	5.4%	5	6.1%	6	3.5%	7
New leisure facilities	9.0%	27	10.9%	7	8.5%	20	15.3%	17	9.5%	9	1.1%	1	6.1%	6	10.4%	21
Ten pin bowling	0.7%	2	0.0%	0	0.8%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	2
Another department store (particularly Debenhams)	4.7%	14	6.3%	4	4.2%	10	2.7%	3	3.2%	3	8.7%	8	6.1%	6	4.0%	8
Better quality / top brand shops	3.7%	11	1.6%	1	4.2%	10	5.4%	6	4.2%	4	1.1%	1	6.1%	6	2.5%	5
Bigger / better shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities and shops for children	2.0%	6	1.6%	1	2.1%	5	3.6%	4	2.1%	2	0.0%	0	2.0%	2	2.0%	4
More independent / specialist shops	1.7%	5	3.1%	2	1.3%	3	0.0%	0	4.2%	4	1.1%	1	5.1%	5	0.0%	0
More shopping malls / under-cover shops	1.7%	5	0.0%	0	2.1%	5	3.6%	4	1.1%	1	0.0%	0	4.1%	4	0.5%	1
Other	3.3%	10	4.7%	3	3.0%	7	1.8%	2	4.2%	4	4.3%	4	3.1%	3	3.5%	7
(Don't know)	17.3%	52	20.3%	13	16.5%	39	13.5%	15	13.7%	13	26.1%	24	4.1%	4	23.8%	48
Base:		300		64		236		111		95		92		98		202
Q16 Do you think Barnsley town centre is 'family-friendly' in providing facilities that attract families to visit the centre?																
Yes	66.3%	199	75.0%	48	64.0%	151	61.3%	68	67.4%	64	70.7%	65	71.4%	70	63.9%	129
No	23.7%	71	12.5%	8	26.7%	63	28.8%	32	22.1%	21	19.6%	18	20.4%	20	25.2%	51
(Don't know / not sure)	10.0%	30	12.5%	8	9.3%	22	9.9%	11	10.5%	10	9.8%	9	8.2%	8	10.9%	22
Base:		300		64		236		111		95		92		98		202
Q17A Why do you say that? <i>Those who think Barnsley Town Centre has family-friendly facilities at Q16</i>																
Good facilities / shops for families	23.6%	47	20.8%	10	24.5%	37	26.5%	18	21.9%	14	21.5%	14	24.3%	17	23.3%	30
Friendly people / atmosphere	12.1%	24	22.9%	11	8.6%	13	2.9%	2	14.1%	9	18.5%	12	12.9%	9	11.6%	15
Good access / easy to get around with children	8.5%	17	10.4%	5	7.9%	12	7.4%	5	6.3%	4	10.8%	7	12.9%	9	6.2%	8
Good cafés / restaurants	5.0%	10	0.0%	0	6.6%	10	4.4%	3	1.6%	1	9.2%	6	2.9%	2	6.2%	8
Good specialist / family-orientated markets	3.5%	7	6.3%	3	2.6%	4	1.5%	1	1.6%	1	7.7%	5	2.9%	2	3.9%	5
Lots of families are attracted to the town	3.0%	6	6.3%	3	2.0%	3	1.5%	1	0.0%	0	7.7%	5	4.3%	3	2.3%	3
Feels safe	1.5%	3	2.1%	1	1.3%	2	1.5%	1	1.6%	1	1.5%	1	4.3%	3	0.0%	0
Pedestrianised	1.5%	3	2.1%	1	1.3%	2	0.0%	0	4.7%	3	0.0%	0	2.9%	2	0.8%	1
(Don't know)	52.8%	105	41.7%	20	56.3%	85	61.8%	42	56.3%	36	41.5%	27	45.7%	32	56.6%	73
Other	0.5%	1	2.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Base:		199		48		151		68		64		65		70		129
Q17B Why do you say that? <i>Those who think Barnsley Town Centre does not have family-friendly facilities at Q16</i>																
Not enough facilities / activities for children	36.6%	26	25.0%	2	38.1%	24	37.5%	12	33.3%	7	38.9%	7	25.0%	5	41.2%	21
Unpleasant people loitering	4.2%	3	0.0%	0	4.8%	3	3.1%	1	9.5%	2	0.0%	0	10.0%	2	2.0%	1
(Don't know)	59.2%	42	75.0%	6	57.1%	36	59.4%	19	57.1%	12	61.1%	11	65.0%	13	56.9%	29
Other	2.8%	2	0.0%	0	3.2%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Base:		71		8		63		32		21		18		20		51

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q17C Why do you say that?																
<i>Those who are unsure as to whether Barnsley Town Centre has family-friendly facilities at Q16</i>																
Has some facilities for families, but needs more (Don't know)	10.0%	3	12.5%	1	9.1%	2	0.0%	0	10.0%	1	22.2%	2	0.0%	0	13.6%	3
Base:	90.0%	27	87.5%	7	90.9%	20	100.0%	11	90.0%	9	77.8%	7	100.0%	8	86.4%	19
Base:	30	8	22	11	10	9	8	22								
LOC Location:																
Peel Street	9.7%	29	12.5%	8	8.9%	21	12.6%	14	9.5%	9	6.5%	6	12.2%	12	8.4%	17
Peel Street / Wellington Street	12.7%	38	18.8%	12	11.0%	26	11.7%	13	14.7%	14	10.9%	10	12.2%	12	12.9%	26
Shambles Street / Market Hall	10.0%	30	12.5%	8	9.3%	22	11.7%	13	6.3%	6	12.0%	11	12.2%	12	8.9%	18
The Arcade	11.0%	33	6.3%	4	12.3%	29	10.8%	12	9.5%	9	13.0%	12	8.2%	8	12.4%	25
Kendray Street	15.0%	45	14.1%	9	15.3%	36	16.2%	18	10.5%	10	17.4%	16	9.2%	9	17.8%	36
Cheapside	19.0%	57	12.5%	8	20.8%	49	14.4%	16	26.3%	25	17.4%	16	22.4%	22	17.3%	35
Alhambra Centre	14.0%	42	14.1%	9	14.0%	33	13.5%	15	12.6%	12	16.3%	15	15.3%	15	13.4%	27
Wellington Street / Pall Mall	8.7%	26	9.4%	6	8.5%	20	9.0%	10	10.5%	10	6.5%	6	8.2%	8	8.9%	18
Base:	300	64	236	111	95	92	98	202								
DAY Day of interview:																
Monday	16.7%	50	17.2%	11	16.5%	39	20.7%	23	15.8%	15	10.9%	10	15.3%	15	17.3%	35
Tuesday	16.7%	50	15.6%	10	16.9%	40	18.9%	21	10.5%	10	20.7%	19	19.4%	19	15.3%	31
Wednesday	16.7%	50	12.5%	8	17.8%	42	12.6%	14	22.1%	21	16.3%	15	14.3%	14	17.8%	36
Thursday	16.7%	50	15.6%	10	16.9%	40	17.1%	19	15.8%	15	17.4%	16	15.3%	15	17.3%	35
Friday	16.7%	50	10.9%	7	18.2%	43	23.4%	26	13.7%	13	12.0%	11	20.4%	20	14.9%	30
Saturday	16.7%	50	28.1%	18	13.6%	32	7.2%	8	22.1%	21	22.8%	21	15.3%	15	17.3%	35
Base:	300	64	236	111	95	92	98	202								
GEN Gender:																
Male	21.3%	64	100.0%	64	0.0%	0	16.2%	18	24.2%	23	25.0%	23	27.6%	27	18.3%	37
Female	78.7%	236	0.0%	0	100.0%	236	83.8%	93	75.8%	72	75.0%	69	72.4%	71	81.7%	165
Base:	300	64	236	111	95	92	98	202								
AGE Age Group:																
18 - 24 years	22.3%	67	14.1%	9	24.6%	58	60.4%	67	0.0%	0	0.0%	0	17.3%	17	24.8%	50
25 - 34 years	14.7%	44	14.1%	9	14.8%	35	39.6%	44	0.0%	0	0.0%	0	22.4%	22	10.9%	22
35 - 44 years	15.7%	47	9.4%	6	17.4%	41	0.0%	0	49.5%	47	0.0%	0	19.4%	19	13.9%	28
45 - 54 years	16.0%	48	26.6%	17	13.1%	31	0.0%	0	50.5%	48	0.0%	0	14.3%	14	16.8%	34
55 - 64 years	16.0%	48	23.4%	15	14.0%	33	0.0%	0	0.0%	0	52.2%	48	15.3%	15	16.3%	33
65+ years	14.7%	44	12.5%	8	15.3%	36	0.0%	0	0.0%	0	47.8%	44	10.2%	10	16.8%	34
(Refused)	0.7%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.5%	1
Base:	300	64	236	111	95	92	98	202								
SEG Occupation of Chief Wage Earner:																
AB	12.0%	36	18.8%	12	10.2%	24	12.6%	14	14.7%	14	8.7%	8	36.7%	36	0.0%	0
C1	20.7%	62	23.4%	15	19.9%	47	22.5%	25	20.0%	19	18.5%	17	63.3%	62	0.0%	0
C2	30.7%	92	29.7%	19	30.9%	73	24.3%	27	29.5%	28	40.2%	37	0.0%	0	45.5%	92
DE	36.7%	110	28.1%	18	39.0%	92	40.5%	45	35.8%	34	32.6%	30	0.0%	0	54.5%	110
Base:	300	64	236	111	95	92	98	202								
ADU Number of adults																
One	24.0%	72	31.3%	20	22.0%	52	16.2%	18	21.1%	20	35.9%	33	20.4%	20	25.7%	52
Two	51.0%	153	51.6%	33	50.8%	120	45.0%	50	51.6%	49	57.6%	53	56.1%	55	48.5%	98
Three	14.7%	44	12.5%	8	15.3%	36	21.6%	24	16.8%	16	4.3%	4	15.3%	15	14.4%	29
Four	9.0%	27	4.7%	3	10.2%	24	14.4%	16	9.5%	9	2.2%	2	6.1%	6	10.4%	21
Five or more	1.3%	4	0.0%	0	1.7%	4	2.7%	3	1.1%	1	0.0%	0	2.0%	2	1.0%	2
Base:	300	64	236	111	95	92	98	202								

Barnsley On-Street Survey For England & Lyle

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
CHI Number of children 15 years and under:																
None	62.3%	187	75.0%	48	58.9%	139	40.5%	45	54.7%	52	95.7%	88	61.2%	60	62.9%	127
One	20.7%	62	15.6%	10	22.0%	52	32.4%	36	23.2%	22	4.3%	4	16.3%	16	22.8%	46
Two	13.3%	40	6.3%	4	15.3%	36	17.1%	19	22.1%	21	0.0%	0	17.3%	17	11.4%	23
Three	2.7%	8	3.1%	2	2.5%	6	7.2%	8	0.0%	0	0.0%	0	5.1%	5	1.5%	3
Four or more	1.0%	3	0.0%	0	1.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Base:		300		64		236		111		95		92		98		202
CAR Number of cars in household:																
None	36.3%	109	31.3%	20	37.7%	89	41.4%	46	26.3%	25	40.2%	37	22.4%	22	43.1%	87
One	37.0%	111	45.3%	29	34.7%	82	25.2%	28	44.2%	42	43.5%	40	40.8%	40	35.1%	71
Two	23.0%	69	18.8%	12	24.2%	57	28.8%	32	27.4%	26	12.0%	11	32.7%	32	18.3%	37
Three	2.7%	8	1.6%	1	3.0%	7	4.5%	5	1.1%	1	2.2%	2	3.1%	3	2.5%	5
Four or more	1.0%	3	3.1%	2	0.4%	1	0.0%	0	1.1%	1	2.2%	2	1.0%	1	1.0%	2
Base:		300		64		236		111		95		92		98		202

Barnsley On-Street Survey For England & Lyle

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
PC Postcode Sector																
DN14 8	0.7%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	2
DN3 2	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
EN8 6	0.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
HD8 8	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
HD8 9	1.3%	4	0.0%	0	1.7%	4	0.0%	0	1.1%	1	3.3%	3	2.0%	2	1.0%	2
HD9 2	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
LS12 2	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
LS29 7	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
S2 2	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
S30 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
S35 4	0.7%	2	1.6%	1	0.4%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	2
S35 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S36 6	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
S36 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S36 8	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S36 9	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S63 0	0.7%	2	1.6%	1	0.4%	1	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
S63 6	0.7%	2	0.0%	0	0.8%	2	0.0%	0	2.1%	2	0.0%	0	1.0%	1	0.5%	1
S63 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
S63 8	0.7%	2	1.6%	1	0.4%	1	0.0%	0	2.1%	2	0.0%	0	1.0%	1	0.5%	1
S64 0	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S65 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S70 1	5.0%	15	4.7%	3	5.1%	12	9.0%	10	4.2%	4	1.1%	1	2.0%	2	6.4%	13
S70 2	2.7%	8	3.1%	2	2.5%	6	2.7%	3	3.2%	3	2.2%	2	1.0%	1	3.5%	7
S70 3	5.7%	17	4.7%	3	5.9%	14	8.1%	9	4.2%	4	4.3%	4	4.1%	4	6.4%	13
S70 4	3.3%	10	3.1%	2	3.4%	8	4.5%	5	2.1%	2	3.3%	3	1.0%	1	4.5%	9
S70 5	2.3%	7	0.0%	0	3.0%	7	2.7%	3	1.1%	1	3.3%	3	3.1%	3	2.0%	4
S70 6	5.7%	17	6.3%	4	5.5%	13	5.4%	6	5.3%	5	6.5%	6	4.1%	4	6.4%	13
S70 7	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0
S70 8	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
S71 1	8.3%	25	7.8%	5	8.5%	20	8.1%	9	4.2%	4	13.0%	12	8.2%	8	8.4%	17
S71 2	4.3%	13	1.6%	1	5.1%	12	2.7%	3	4.2%	4	6.5%	6	4.1%	4	4.5%	9
S71 3	4.3%	13	7.8%	5	3.4%	8	3.6%	4	5.3%	5	4.3%	4	2.0%	2	5.4%	11
S71 4	3.3%	10	4.7%	3	3.0%	7	2.7%	3	2.1%	2	5.4%	5	3.1%	3	3.5%	7
S71 5	4.3%	13	1.6%	1	5.1%	12	4.5%	5	7.4%	7	1.1%	1	5.1%	5	4.0%	8
S72 0	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	2
S72 7	1.3%	4	1.6%	1	1.3%	3	1.8%	2	1.1%	1	1.1%	1	2.0%	2	1.0%	2
S72 8	6.7%	20	7.8%	5	6.4%	15	6.3%	7	6.3%	6	7.6%	7	7.1%	7	6.4%	13
S72 9	1.3%	4	1.6%	1	1.3%	3	0.9%	1	0.0%	0	3.3%	3	2.0%	2	1.0%	2
S73 0	4.3%	13	4.7%	3	4.2%	10	4.5%	5	3.2%	3	5.4%	5	5.1%	5	4.0%	8
S73 8	3.0%	9	4.7%	3	2.5%	6	0.9%	1	6.3%	6	2.2%	2	4.1%	4	2.5%	5
S73 9	2.3%	7	1.6%	1	2.5%	6	4.5%	5	2.1%	2	0.0%	0	1.0%	1	3.0%	6
S74 0	2.0%	6	6.3%	4	0.8%	2	2.7%	3	0.0%	0	3.3%	3	1.0%	1	2.5%	5
S74 6	0.3%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
S74 8	0.7%	2	0.0%	0	0.8%	2	1.8%	2	0.0%	0	0.0%	0	1.0%	1	0.5%	1
S74 9	0.7%	2	1.6%	1	0.4%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	2
S75 1	0.7%	2	0.0%	0	0.8%	2	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.5%	1
S75 2	5.3%	16	1.6%	1	6.4%	15	5.4%	6	6.3%	6	4.3%	4	9.2%	9	3.5%	7
S75 3	0.7%	2	0.0%	0	0.8%	2	0.9%	1	1.1%	1	0.0%	0	2.0%	2	0.0%	0
S75 4	0.3%	1	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
S75 5	3.0%	9	4.7%	3	2.5%	6	0.9%	1	6.3%	6	2.2%	2	8.2%	8	0.5%	1
S75 6	1.7%	5	1.6%	1	1.7%	4	1.8%	2	2.1%	2	1.1%	1	1.0%	1	2.0%	4
S76 6	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1
S9 1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
WF11 9	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
WF17 7	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0
WF4 2	0.7%	2	1.6%	1	0.4%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.0%	2
WF4 3	1.0%	3	0.0%	0	1.3%	3	0.9%	1	1.1%	1	1.1%	1	2.0%	2	0.5%	1
WF7 1	0.3%	1	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
WF7 7	0.3%	1	1.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
WF9 2	0.7%	2	0.0%	0	0.8%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	2
WF9 3	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Base:	300	64	236	111	95	92	98	202								

APPENDIX 6

POPULATION AND EXPENDITURE BY ZONE, 2012

A - CONVENIENCE GOODS

B - COMPARISON GOODS

A - CONVENIENCE GOODS EXPENDITURE, 2012 (in 2012 prices)						
Zone	1	2	3	4	5	Total
	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Population	72,404	28,618	37,839	46,887	81,179	266,927
Expenditure per person	£1,760	£2,065	£1,746	£1,805	£1,714	
per cent of UK base of £1,969	89%	105%	89%	92%	87%	
Total expenditure (£m)	127.43	59.10	66.07	84.63	139.14	476.37
<i>Source: Experian Retail Planner Report</i>						
Total expenditure less non-store retail sales (2.1%)	124.75	57.86	64.68	82.85	136.22	466.36
<i>Source: Experian Retail Planner Briefing Note 11 (October 2013)</i>						
Proportion of spending on:						
main food shopping	81.2%	78.5%	79.9%	79.7%	79.6%	
top-up food shopping	18.8%	21.5%	20.1%	20.3%	20.4%	
<i>Source: Household survey March 2014</i>						
Amount of spending on:						
main food shopping	101.30	45.42	51.68	66.03	108.43	372.86
top-up food shopping (excluding non-store retail)	23.45	12.44	13.00	16.82	27.79	93.50

B - COMPARISON GOODS EXPENDITURE, 2012 (in 2012 prices)						
	1	2	3	4	5	Total
	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
Population	72,404	28,618	37,839	46,887	81,179	266,927
Expenditure per person	£2,469	£3,355	£2,400	£2,560	£2,303	
c/f UK base of £2,921	85%	115%	82%	88%	79%	
Expenditure per person by goods category (including non-store retail)	£	£	£	£	£	
Clothing & Footwear	676	851	662	697	633	
Furniture, Carpets, etc	223	317	217	230	206	
DIY & Hardware	101	155	98	105	92	
Electrical Goods	435	607	403	453	407	
Other Non-Food Goods	1,034	1,425	1,020	1,075	965	
Total	2,469	3,355	2,400	2,560	2,303	
Total Expenditure (including non-store retail sales)	£m	£m	£m	£m	£m	£m
Clothing & Footwear	48.95	24.35	25.05	32.68	51.39	182.41
Furniture, Carpets, etc	16.15	9.07	8.21	10.78	16.72	60.94
DIY & Hardware	7.31	4.44	3.71	4.92	7.47	27.85
Electrical Goods	31.50	17.37	15.25	21.24	33.04	118.40
Other Non-Food Goods	74.87	40.78	38.60	50.40	78.34	282.98
Total	178.77	96.01	90.81	120.03	186.96	672.58
Total Expenditure (excluding non-store retail sales 10.5%)	£m	£m	£m	£m	£m	£m
Clothing & Footwear	43.81	21.80	22.42	29.25	45.99	163.26
Furniture, Carpets, etc	14.45	8.12	7.35	9.65	14.97	54.54
DIY & Hardware	6.54	3.97	3.32	4.41	6.68	24.92
Electrical Goods	28.19	15.55	13.65	19.01	29.57	105.96
Other Non-Food Goods	67.00	36.50	34.54	45.11	70.11	253.27
Total	160.00	85.93	81.28	107.43	167.32	601.96

APPENDIX 7

POPULATION AND EXPENDITURE FORECASTS

A - CONVENIENCE GOODS

B - COMPARISON GOODS

A - POPULATION AND EXPENDITURE FORECASTS, CONVENIENCE GOODS

Population Forecasts *					
Zone		2012	2018	2023	2033
1	Barnsley Central	72,404	75,636	78,264	82,069
2	Penistone/ Rural West	28,618	29,869	30,890	32,361
3	Hoyland/Wombwell	37,839	39,456	40,777	42,613
4	Royston/Barnsley North	46,887	48,889	50,519	52,757
5	Cudworth/Goldthorpe	81,179	84,692	87,552	91,516
Study Area total		266,927	278,542	288,002	301,316
Expenditure per person					
Zone		Expenditure per person excluding non-store retailing **			
		2012	2018	2023	2033
1	Barnsley Central	£1,723	£1,756	£1,818	£1,950
2	Penistone/ Rural West	£2,022	£2,060	£2,133	£2,287
3	Hoyland/Wombwell	£1,709	£1,742	£1,804	£1,934
4	Royston/Barnsley North	£1,767	£1,801	£1,865	£1,999
5	Cudworth/Goldthorpe	£1,678	£1,710	£1,771	£1,899
Total Expenditure on Convenience Goods (excluding non-store retailing) - £ million					
Zone		2012	2018	2023	2033
1	Barnsley Central	124.75	132.81	142.30	160.00
2	Penistone/ Rural West	57.86	61.54	65.90	74.02
3	Hoyland/Wombwell	64.68	68.73	73.55	82.42
4	Royston/Barnsley North	82.85	88.04	94.20	105.48
5	Cudworth/Goldthorpe	136.22	144.82	155.03	173.75
Study Area Total		466.36	495.94	530.98	595.68
* Source: Experian Retail Planner reports					
** non-store retail sales in 2012 = 2.1% for convenience goods					
growth rates for forecast years allow for changes in non-store retail sales					

B - POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS					
based on growth forecasts in Experian Retail Planner Briefing Note 11, October 2013					
Population Forecasts *					
Zone		2012	2018	2023	2033
1	Barnsley Central	72,404	75,636	78,264	82,069
2	Penistone/ Rural West	28,618	29,869	30,890	32,361
3	Hoyland/Wombwell	37,839	39,456	40,777	42,613
4	Royston/Barnsley North	46,887	48,889	50,519	52,757
5	Cudworth/Goldthorpe	81,179	84,692	87,552	91,516
Study Area total		266,927	278,542	288,002	301,316
Expenditure per person					
Zone		Expenditure per person excluding non-store retailing **			
		2012	2018	2023	2033
1	Barnsley Central	£2,210	£2,506	£2,849	£3,791
2	Penistone/ Rural West	£3,003	£3,405	£3,871	£5,152
3	Hoyland/Wombwell	£2,148	£2,436	£2,769	£3,685
4	Royston/Barnsley North	£2,291	£2,598	£2,954	£3,931
5	Cudworth/Goldthorpe	£2,061	£2,337	£2,657	£3,536
Total Expenditure on Convenience Goods (excluding non-store retailing) - £ million					
Zone		2012	2018	2023	2033
1	Barnsley Central	160.00	189.51	222.95	311.15
2	Penistone/ Rural West	85.93	101.69	119.57	166.72
3	Hoyland/Wombwell	81.28	96.10	112.91	157.04
4	Royston/Barnsley North	107.43	127.01	149.21	207.39
5	Cudworth/Goldthorpe	167.32	197.93	232.64	323.64
Study Area Total		601.96	712.24	837.28	1,165.94
* Source: Experian Retail Planner reports					
** non-store retail sales in 2012 = 10.5% for comparison goods					
growth rates for forecast years allow for changes in non-store retail sales					

B - POPULATION AND EXPENDITURE FORECASTS, COMPARISON GOODS					
based on lower expenditure growth forecasts in the period 2018-2033					
Population Forecasts *					
Zone		2012	2018	2023	2033
1	Barnsley Central	72,404	75,636	78,264	82,069
2	Penistone/ Rural West	28,618	29,869	30,890	32,361
3	Hoyland/Wombwell	37,839	39,456	40,777	42,613
4	Royston/Barnsley North	46,887	48,889	50,519	52,757
5	Cudworth/Goldthorpe	81,179	84,692	87,552	91,516
Study Area total		266,927	278,542	288,002	301,316
Expenditure per person					
Zone		Expenditure per person excluding non-store retailing **			
		2012	2018	2023	2033
1	Barnsley Central	£2,210	£2,506	£2,794	£3,473
2	Penistone/ Rural West	£3,003	£3,405	£3,796	£4,719
3	Hoyland/Wombwell	£2,148	£2,436	£2,715	£3,376
4	Royston/Barnsley North	£2,291	£2,598	£2,896	£3,601
5	Cudworth/Goldthorpe	£2,061	£2,337	£2,606	£3,239
Total Expenditure on Convenience Goods (excluding non-store retailing) - £ million					
Zone		2012	2018	2023	2033
1	Barnsley Central	160.00	189.51	218.63	285.00
2	Penistone/ Rural West	85.93	101.69	117.26	152.71
3	Hoyland/Wombwell	81.28	96.10	110.73	143.85
4	Royston/Barnsley North	107.43	127.01	146.33	189.96
5	Cudworth/Goldthorpe	167.32	197.93	228.14	296.44
Study Area Total		601.96	712.24	821.08	1,067.95
* Source: Experian Retail Planner reports					
comparison goods growth rate from 2018 to 2033 reduced to 2.2% per annum					
** non-store retail sales in 2012 = 10.5% for comparison goods					
growth rates for forecast years allow for changes in non-store retail sales					

APPENDIX 8: TURNOVER ESTIMATES, BARNSELY TOWN CENTRE, 2012						
CONVENIENCE TURNOVER ESTIMATE, BARNSELY TOWN CENTRE, 2012						
Main Food Shopping						
	1	2	3	4	5	Total
Main Food Market Shares	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
<u>Barnsley town centre:</u>						
Iceland, Peel Street	0.4%					
Iceland, Alhambra Centre	1.1%		0.8%	0.6%	0.3%	
Lidl, Peel Street	1.1%					
Marks & Spencer	2.3%	7.9%		0.6%	0.3%	
Other shops, Barnsley town centre		1.0%			0.3%	
Town Centre Total	4.9%	8.9%	0.8%	1.1%	1.0%	
Total Main Food Spending by zone excluding non-store retail sales (£m)	101.30	45.42	51.68	66.03	108.43	372.86
Main food spending in town centre (£m)	4.99	4.05	0.40	0.76	1.07	11.27
Top-Up Food Shopping	1	2	3	4	5	Total
Top-up Food Market Shares	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
<u>Barnsley town centre:</u>						
Iceland, Peel Street	1.0%					
Iceland, Alhambra Centre	4.7%	1.6%			1.5%	
Lidl, Peel Street	2.6%					
Marks & Spencer	1.0%	4.8%		1.6%	0.7%	
Other shops, Barnsley town centre	17.3%	1.6%	5.5%	4.0%	10.9%	
Town Centre Total	26.7%	7.9%	5.5%	5.6%	13.1%	
Total Top-up Food Spending by zone excluding non-store retail sales (£m)	23.45	12.44	13.00	16.82	27.79	93.50
Top-up food spending in town centre (£m)	6.26	0.99	0.71	0.93	3.65	12.55
Total Convenience Expenditure	124.75	57.86	64.68	82.85	136.22	466.36
Total Convenience Spending in Barnsley town centre (£m)	11.25	5.03	1.12	1.69	4.72	23.82
Market share of Barnsley town centre	9.0%	8.7%	1.7%	2.0%	3.5%	5.1%

COMPARISON TURNOVER ESTIMATE, BARNSELY TOWN CENTRE, 2012						
	1	2	3	4	5	Total
Comparison Goods, Barnsley Town Centre excluding non-store retail sales	Barnsley Central	Penistone / Rural West	Hoyland / Wombwell	Royston / Barnsley North	Cudworth / Goldthorpe	
<u>Clothes and footwear</u>						
Market shares	39.7%	26.8%	21.6%	39.1%	27.3%	
Total spending by zone	43.81	21.80	22.42	29.25	45.99	163.27
Spending in town centre	17.38	5.84	4.85	11.42	12.54	52.04
<u>Furniture and carpets</u>						
Market shares	39.5%	29.4%	13.4%	34.7%	27.6%	
Total spending by zone	14.45	8.12	7.35	9.65	14.97	54.54
Spending in town centre	5.71	2.39	0.99	3.35	4.13	16.57
<u>DIY and hardware</u>						
Market shares	35.3%	7.1%	5.5%	27.7%	14.2%	
Total spending by zone	6.54	3.97	3.32	4.41	6.68	24.92
Spending in town centre	2.31	0.28	0.18	1.22	0.95	4.94
<u>Electrical goods</u>						
Market shares	45.2%	21.9%	13.0%	39.8%	22.6%	
Total spending by zone	28.19	15.55	13.65	19.01	29.57	105.97
Spending in town centre	12.75	3.41	1.78	7.57	6.70	32.20
<u>Other non-food goods</u>						
Market shares	50.3%	30.8%	19.4%	55.7%	28.2%	
Total spending by zone	67.00	36.50	34.54	45.11	70.11	253.26
Spending in town centre	33.68	11.23	6.72	25.13	19.75	96.50
Total Comparison Expenditure	159.99	85.94	81.28	107.43	167.32	601.96
Total Comparison Spending in Barnsley town centre (£m)	71.82	23.15	14.51	48.70	44.07	202.26
Market share of Barnsley town centre	44.9%	26.9%	17.9%	45.3%	26.3%	33.6%

APPENDIX 9

CAPACITY ANALYSIS, BARNSELEY TOWN CENTRE

A - CONVENIENCE GOODS

B - COMPARISON GOODS

SCENARIO 1

CONSTANT MARKET SHARE OF BARNSELEY TOWN CENTRE

(based on expenditure growth and assuming no new development)

SCENARIO 2

**INCLUDING A NET INCREASE IN RETAIL FLOORSPACE IN THE
BARNSELEY MARKETS PROJECT**

(and assuming a small increase in the retention level for comparison goods)

SCENARIO 3

SMALLER INCREASE IN MARKET SHARE OF BARNSELEY TOWN CENTRE

(based on current proposals for Markets project)

AND LOWER EXPENDITURE GROWTH 2018-2033 IN COMPARISON GOODS

A. CAPACITY ANALYSIS, CONVENIENCE GOODS, BARNSELEY TOWN CENTRE				
Scenario 1: Constant market share of Barnsley town centre				
(based on expenditure growth and assuming no new development)				
Barnsley Catchment Area (2012 prices)				
	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	466.36	495.94	530.98	595.68
Existing Turnover in Town Centre (£m) [2]	75.37	-	-	-
Retention level [3]	16.2%	16.2%	16.2%	16.2%
Future Expenditure Retained (£m)	75.37	80.34	86.02	96.50
less Future Turnover of Existing Shops (£m) [4]	75.37	75.37	75.37	75.37
Surplus Capacity (£m)	0.00	4.97	10.65	21.13
less Commitments (£m) [5]	-	-	-	-
Residual Capacity (£m)	0.00	4.97	10.65	21.13
Sales per sq.m. net in new shops (£) [6]	12,000	12,000	12,000	12,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	nil	414	887	1,761
gross floorspace [7]	nil	592	1,268	2,515
[1] Expenditure excludes non-store retailing (see Appendix 7)				
[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)				
[3] assuming constant market share (no increase in retention level)				
[4] assuming no increase in sales density (Experian Retail Planner Briefing Note 11, October 2013)				
[5] No commitments in convenience goods in Barnsley town centre				
[6] typical net sales density for new foodstore developments				
[7] assuming net/gross floorspace ratio of 70%				

A. CAPACITY ANALYSIS, CONVENIENCE GOODS, BARNSELEY TOWN CENTRE				
Scenario 2: Including a small amount of convenience floorspace in the Barnsley Markets project and no increase in retention level for convenience goods				
Barnsley Catchment Area (2012 prices)				
	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	466.36	495.94	530.98	595.68
Existing Turnover in Town Centre (£m) [2]	75.37	-	-	-
Retention level [3]	16.2%	16.2%	16.2%	16.2%
Future Expenditure Retained (£m)	75.37	80.34	86.02	96.50
less Future Turnover of Existing Shops (£m) [4]	75.37	75.37	75.37	75.37
Surplus Capacity (£m)	0.00	4.97	10.65	21.13
less Commitments (£m) [5]	-	1.15	1.15	1.15
Residual Capacity (£m)	0.00	3.82	9.50	19.98
Sales per sq.m. net in new shops (£) [6]	12,000	12,000	12,000	12,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	nil	319	792	1,665
gross floorspace [7]	nil	455	1,131	2,379
[1] Expenditure excludes non-store retailing (see Appendix 7)				
[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)				
[3] assuming no increase in retention level in convenience goods				
[4] assuming no increase in sales density (Experian Retail Planner Briefing Note 11, October 2013)				
[5] Estimated net increase in convenience turnover in Markets project of £1.15m (see Appendix 10)				
[6] typical net sales density for new foodstore developments				
[7] assuming net/gross floorspace ratio of 70%				

B. CAPACITY ANALYSIS, COMPARISON GOODS, BARNSELY TOWN CENTRE				
Scenario 1: Constant market share of Barnsley town centre (based on expenditure growth and assuming no new development)				
Barnsley Catchment Area (2012 prices)				
	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	601.96	712.24	837.28	1165.94
Existing Turnover in Town Centre (£m) [2]	200.58	-	-	-
Retention level [3]	33.3%	33.3%	33.3%	33.3%
Future Expenditure Retained (£m)	200.58	237.18	278.81	388.26
Visitor Expenditure (£m) [4]	10.03	11.86	13.94	19.41
Total Available Expenditure	210.61	249.03	292.75	407.67
less Future Turnover of Existing Shops (£m) [5]	200.58	225.89	249.40	304.01
Surplus Capacity (£m)	10.03	23.15	43.36	103.66
less Commitments (£m) [6]	-	-	-	-
Residual Capacity (£m)	10.03	23.15	43.36	103.66
Sales per sq.m. net in new shops (£) [7]	5,000	5,000	5,000	5,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	2,006	4,630	8,672	20,732
gross floorspace [8]	2,865	6,614	12,388	29,617
[1] Expenditure excludes non-store retailing (see Appendix 7)				
[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)				
[3] assuming constant market share (no increase in retention level)				
[4] visitor spending is estimated to be an additional 5% of residents' spending				
[5] assuming increase in sales density of 2% per annum (Experian Retail Planner Briefing Note 11, October 2013)				
[6] No commitments in convenience goods in Barnsley town centre				
[7] typical net sales density for new town centre retail floorspace				
[8] assuming net/gross floorspace ratio of 70%				

B. CAPACITY ANALYSIS, COMPARISON GOODS, BARNSELEY TOWN CENTRE				
Scenario 2: Small increase in market share of Barnsley town centre (based on current proposals for the Barnsley Markets project)				
Barnsley Catchment Area (2012 prices)				
	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	601.96	712.24	837.28	1165.94
Existing Turnover in Town Centre (£m) [2]	200.58	-	-	-
Retention level [3]	33.3%	33.8%	33.8%	33.8%
Future Expenditure Retained (£m)	200.58	240.74	283.00	394.09
Visitor Expenditure (£m) [4]	10.03	12.04	14.15	19.70
Total Available Expenditure	210.61	252.77	297.15	413.79
less Future Turnover of Existing Shops (£m) [5]	200.58	225.89	249.40	304.01
Surplus Capacity (£m)	10.03	26.89	47.75	109.78
less Commitments (£m) [6]	-	10.35	10.35	10.35
Residual Capacity (£m)	10.03	16.54	37.40	99.43
Sales per sq.m. net in new shops (£) [7]	5,000	5,000	5,000	5,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	2,006	3,308	7,481	19,886
gross floorspace [8]	2,865	4,725	10,687	28,409
[1] Expenditure excludes non-store retailing (see Appendix 7)				
[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)				
[3] assuming an increase in retention level in comparison goods to 33.8% based on the Markets project attracting one-third of its comparison turnover from clawback of leakage				
[4] visitor spending is estimated to be an additional 5% of residents' spending				
[5] assuming increase in sales density of 2% per annum (Experian Retail Planner Briefing Note 11, October 2013)				
[6] Commitments: Markets project - net increase in comparison turnover of £10.35 (see Appendix 10)				
[7] typical net sales density for new town centre retail floorspace				
[8] assuming net/gross floorspace ratio of 70%				

B. CAPACITY ANALYSIS, COMPARISON GOODS, BARNSELEY TOWN CENTRE				
Scenario 3: Smaller increase in market share of Barnsley town centre (based on current proposals for the Barnsley Markets project) and lower expenditure growth in comparison goods 2018-2033				
Barnsley Catchment Area (2012 prices)				
	2012	2018	2023	2033
Residents' Expenditure (£m) [1]	601.96	712.24	821.08	1067.95
Existing Turnover in Town Centre (£m) [2]	200.58	-	-	-
Retention level [3]	33.3%	33.5%	33.5%	33.5%
Future Expenditure Retained (£m)	200.58	238.60	275.06	357.76
Visitor Expenditure (£m) [4]	10.03	11.93	13.75	17.89
Total Available Expenditure	210.61	250.53	288.81	375.65
less Future Turnover of Existing Shops (£m) [5]	200.58	225.89	249.40	304.01
Surplus Capacity (£m)	10.03	24.64	39.42	71.64
less Commitments (£m) [6]	-	10.35	10.35	10.35
Residual Capacity (£m)	10.03	14.29	29.07	61.29
Sales per sq.m. net in new shops (£) [7]	5,000	5,000	5,000	5,000
Floorspace Capacity for new shops (sq.m. net):				
net floorspace	2,006	2,859	5,814	12,258
gross floorspace [8]	2,865	4,084	8,305	17,511
[1] Expenditure excludes non-store retailing (see Appendix 7) Expenditure growth 2018-2033 reduced to 2.2% per annum				
[2] Survey-based turnover 2012 including Morrisons, Westway (see Appendix 8)				
[3] assuming a smaller increase in the retention level for comparison goods to 33.5%				
[4] visitor spending is estimated to be an additional 5% of residents' spending				
[5] assuming increase in sales density of 2% per annum (Experian Retail Planner Briefing Note 11, October 2013)				
[6] Commitments: Markets project - net increase in comparison turnover of £10.35m (see Appendix 10)				
[7] typical net sales density for new town centre retail floorspace				
[8] assuming net/gross floorspace ratio of 70%				

APPENDIX 10: BARNSELY MARKETS PROJECT - TURNOVER ESTIMATES				
Existing Development				
Units	Existing Gross Floorspace (sq.m. GIA)	Net Retail Floorspace (sq.m.)	Sales Density (£ per sq.m. net)	Estimated Turnover (£ million)
Retail Units	9,300	6,500	£4,000	26.00
Markets	7,100	4,000	£3,500	14.00
Total	16,400	10,500	-	40.00
Proposed Scheme 2014 (Retail Floorspace)				
Units	Proposed Gross Floorspace (sq.m. GIA)	Net Retail Floorspace (sq.m.)		
Retail Units [1]	10,500	7,500		
Market Hall [2]	6,000	4,000		
Total	16,500	11,500		
Convenience Goods				
		Net Retail Floorspace (sq.m.)	Sales Density (£ per sq.m. net)	Estimated Turnover (£ million)
Convenience goods floorspace [3]		750	£5,000	3.75
Market Hall [4]		2,000	£3,500	7.00
Total		2,750	-	10.75
Comparison Goods				
		Net Retail Floorspace (sq.m.)	Sales Density (£ per sq.m. net)	Estimated Turnover (£ million)
Comparison Goods Shops		6,750	£5,000	33.75
Market Hall		2,000	£3,500	7.00
Total		8,750	-	40.75
Net Increase in Turnover				
		Existing Turnover (£m)	Turnover of Proposed Scheme (£m)	Net Increase in Turnover (£m)
Convenience Goods [5]		9.60	10.75	1.15
Comparison Goods		30.40	40.75	10.35
Total		40.00	51.50	11.50
Turnover figures in 2012 prices				
[1] New development (excluding Market Hall) up to 21,000 sq.ft. Gross floorspace estimated to be half of the total proposed = 10,500 sq.ft and assuming net/gross floorspace ratio of 70%				
[2] Market Hall: gross floorspace based on footprint of Markets project				
[3] assuming convenience goods represents 10% of the net floorspace in the retail units				
[4] assuming convenience goods represents 50% of the net floorspace in the Market Hall				
[5] assuming 10% of existing turnover of the retail units in convenience goods and 50% of the existing turnover of the market in convenience goods				

APPENDIX 11

BARNSELY TOWN CENTRE

SITE APPRAISALS

Barnsley Town Centre Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Courthouse	Site Reference	BTC001
Existing Land Use	<p>The majority of the site is currently occupied by Council owned surface level public car parking. The car parks are extremely well-used and perform an important function for the wider town centre in this regard. The recently constructed Digital Media Centre and The Core lie towards the southern edge of the site. There are existing commercial uses to the southern edge of the site fronting onto Regent Street and there are also buildings associated with Barnsley College to the west fronting onto Eastway.</p>		
Surrounding Land Uses	<p>The railway line forms a strong physical boundary to the eastern edge of the site and the main Transport Interchange lies to the south east. The area to the east of the site is generally characterised by a range of education, civic and office uses and the Primary Shopping Area of the Town Centre lies to the south.</p>		
Location Plan & Site Photograph			
<div style="display: flex; justify-content: space-around; align-items: center;">   </div>			

SITE SUITABILITY			
Policy Considerations			Comments
Existing Development Plan Allocation			The site lies within the Northern Office / Education / Civic Area and includes a number of areas designated as Public Car Parks
Retail Policy Status	Yes	No	
In-Centre	X		The site is classed as in-centre for non-retail uses.
Edge-of-Centre	X		The site would be classed as edge-of-centre for retail purposes.
Out-of Centre		X	

Edge of Centre and Out of Centre Sites Only	
Connectivity with Centre	There are strong pedestrian linkages with the wider town centre from the site and as such the Courthouse area is considered to have excellent connectivity with the wider town centre, highlighted by the popularity of the existing public car parks
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	The southern part of the site lies within the Conservation Area and there are also a number of Grade II listed buildings located to the south of the site (Courthouse; 14 & 16 Regent Street; 8-10 Regent Street).
Physical Limitations	
Transport / Access	There are not considered to be any transport / access issues that would prevent the site coming forward for redevelopment.
Flood Risk	The site is located in Flood Zone 1
Contamination	N/A
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the railway line forming the eastern boundary of the site.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None.
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies to the south east of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	There are strong pedestrian linkages with the wider town centre from the site, highlighted by the popularity of the existing public car parks.

SITE AVAILABILITY	
	Comments
Is the site subject to multiple ownerships?	The Courthouse site is in multiple ownership, although the vast majority of the site is owned by the LPA
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?	No
Are there any existing uses that would need to be relocated to facilitate development?	It is considered that the redevelopment of the site can proceed without any major relocation requirements. However, the site performs an extremely important car parking role for the wider

			town centre and it is therefore important that any loss of car parking is offset (e.g. through provision of multi-storey car parking).
Current Planning Status		Yes	No
Under Construction			X N/A
Benefits from extant planning permission for main town centre uses			X N/A
Planning permission previously refused for main town centre uses			X N/A
Benefits from extant planning permission for other uses (e.g. residential)			X N/A
Details of Planning Permission	LPA Reference		N/A
	Description of Development		N/A
	Date of Decision		N/A
	Expiry Date		N/A
CONCLUSIONS			
Can the site be considered suitable and available for main town centre uses?		<p>The site lies to the northern edge of the Primary Shopping Area and currently accommodates a number of existing main town centre uses. It is therefore considered that the site is entirely suitable in principle for redevelopment, although the site currently performs an important function for the wider town centre through the provision of significant areas of parking and, as such, it is considered that the loss of any surface level car parking through redevelopment will need to be offset.</p> <p>It is considered that the southern parts of the site may offer some potential to accommodate retail development in view of the fact that the southern part of the site is the most closely related to the primary shopping area.</p> <p>Potential Uses:</p> <ul style="list-style-type: none"> ▪ Retail ▪ Education & Community Uses ▪ Residential ▪ Offices ▪ Multi-Storey Car Parking 	

Barnsley Town Centre Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Transport Interchange / Yorkshire Electricity	Site Reference	BTC002
Existing Land Use	Cleared former depot site		
Surrounding Land Uses	There are existing two-storey terraced houses to the north of the site along Mottram Street. Harborough Hill Road forms the eastern boundary of the site beyond which lies residential development. The Barnsley Transport Interchange lies to the west of the site beyond Schwabish Gmund Way. The southern boundary adjoins an electricity substation, beyond which lies Gala Bingo.		

Location Plan & Site Photograph	
	

SITE SUITABILITY			
Policy Considerations			Comments
Existing Development Plan Allocation			The main body of the site is identified as a Development Site, although the western section of the site forms part of the Transport Interchange designation.
Retail Policy Status	Yes	No	
In-Centre	X		The site is classed as in-centre for non-retail uses
Edge-of-Centre	X		The site is classed as edge of centre for retail purposes.
Out-of Centre		X	
Edge of Centre and Out of Centre Sites Only			
Connectivity with Centre			There are footpaths on either side of Schwabish Gmund Way which provide linkages to the wider

	town centre to the south, although the railway line acts as a significant physical barrier. There is a level crossing approximately 190m to the south of the site, which enables pedestrians to safely cross the railway line and, as such, the site is considered to enjoy reasonable linkages with the town centre.
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A
Physical Limitations	
Transport / Access	It appears unlikely that access to the site could be achieved from Harborough Hill Road and, as such, it is assumed that access would be taken from Schwabish Gmund Way to the west.
Flood Risk	The site is located in Flood Zone 1
Contamination	The previous use of the site is likely to have caused contamination and any future proposals would need to be accompanied by appropriate Contaminated Land Assessments.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the presence of Harborough Hill Road, which forms the eastern boundary of the site. Furthermore, there is a fall in levels between the site and Schwabish Gmund Way to the west.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	There are existing residential properties to the north on Mottram Street.
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies to the south east of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	There are footpaths on either side of Schwabish Gmund Way which provide linkages to the wider town centre to the south. There is a level crossing approximately 190m to the south of the site, which enables pedestrians to safely cross the railway line.

SITE AVAILABILITY	
	Comments
Is the site subject to multiple ownerships?	No – it is understood that the site is owned by Npower.
Is the site being actively marketed for sale or has	No

the landowner shown a willingness to sell?			
Are there any existing uses that would need to be relocated to facilitate development?			No
Current Planning Status	Yes	No	
Under Construction		X	N/A
Benefits from extant planning permission for main town centre uses		X	Whilst there is not an extant permission for main town centre uses, planning permission has previously been granted for a non-food bulky goods retail development (LPA Ref. 2010/1431). However, this consent was never implemented.
Planning permission previously refused for main town centre uses		X	N/A
Benefits from extant planning permission for other uses (e.g. residential)		X	N/A
Details of Planning Permission	LPA Reference		N/A
	Description of Development		N/A
	Date of Decision		N/A
	Expiry Date		N/A
CONCLUSIONS			
Can the site be considered suitable and available for main town centre uses?			<p>The site lies approximately 200m to the north east of the Primary Shopping Area and, whilst the railway line acts as a strong physical barrier between the site and the wider town centre, a level crossing lies 190m to the south of the site to facilitate connectivity with the wider town centre. The site also lies in extremely close proximity to Barnsley Public Transport Interchange and therefore occupies a highly accessible location. There are no physical, heritage or amenity issues that are considered likely to prevent the site coming forward for redevelopment, although, in view of the previous use of the site, any future proposals would need to be accompanied by appropriate Contaminated Land Assessments. The site is therefore considered to be entirely suitable for redevelopment.</p> <p>Potential Uses:</p> <ul style="list-style-type: none"> ▪ Education & Community Uses ▪ Residential ▪ Offices ▪ Transport Uses associated with neighbouring Transport Interchange ▪ Car Parking

Barnsley Town Centre Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Former CEAG site, Land South of Jumble Street	Site Reference	BTC003
Existing Land Use	Cleared former depot site		
Surrounding Land Uses	The site is roughly triangular in shape and the western boundary is formed by the railway line, beyond which lies Barnsley Market and the wider Primary Shopping Area of the town centre. The eastern boundary adjoins a slip road off Harborough Hill Road and the northern boundary is formed by Kendray Street. There is a level crossing at the junction between Kendray Street and the railway line, which enables vehicular and pedestrian traffic to cross the railway.		

Location Plan & Site Photograph	
	

SITE SUITABILITY			
Policy Considerations			Comments
Existing Development Plan Allocation			The site lies within the defined Town Centre boundary and an area of land within the eastern part of the site is also designated as a Development Site.
Retail Policy Status	Yes	No	
In-Centre	X		The site is classed as in-centre for non-retail purposes.
Edge-of-Centre	X		The site is edge of centre for retail purposes.
Out-of Centre		X	
Edge of Centre and Out of Centre Sites Only			
Connectivity with Centre			There is a footpath to the southern edge of Kendray

	Street, which provides linkages to the wider town centre to the west. Whilst the railway line acts as a physical barrier between the site and the town centre, there is a level crossing adjacent to the site which enables pedestrians to safely cross the railway line and, as such, the site enjoys a strong degree of connectivity with the town centre.
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A
Physical Limitations	
Transport / Access	There is an existing access point located towards the north western corner of the site and it is not considered that there would be any transport / access issues that would prevent the redevelopment of the site coming forward.
Flood Risk	The site is located in Flood Zone 1
Contamination	There is potential that previous uses of the site may have caused contamination and any future proposals would need to be accompanied by appropriate Contaminated Land Assessments.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the presence of Harborough Hill Road and the railway line, which form the eastern and western boundaries of the site respectively.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies approximately 70m to the north west of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	There is a footpath to the southern edge of Kendray Street, which provides linkages to the wider town centre to the west. Whilst the railway line acts as a physical barrier between the site and the town centre, there is a level crossing adjacent to the site which enables pedestrians to safely cross the railway line.

SITE AVAILABILITY			
			Comments
Is the site subject to multiple ownerships?			The site is owned by the LPA
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?			No
Are there any existing uses that would need to be relocated to facilitate development?			No
Current Planning Status		Yes	No
Under Construction			X
Benefits from extant planning permission for main town centre uses			X
Planning permission previously refused for main town centre uses			X
Benefits from extant planning permission for other uses (e.g. residential)			X
Details of Planning Permission	LPA Reference		N/A
	Description of Development		N/A
	Date of Decision		N/A
	Expiry Date		N/A
CONCLUSIONS			
Can the site be considered suitable and available for main town centre uses?			<p>The site lies to the direct east of the Primary Shopping Area and, whilst the railway line acts as a strong physical barrier between the site and the wider town centre, the existing level crossing facilitates connectivity with the wider town centre. The site also lies in extremely close proximity to Barnsley Public Transport Interchange and therefore occupies a highly accessible location. There are no physical, heritage or amenity issues that are considered likely to prevent the site coming forward for redevelopment, although, in view of the previous use of the site, any future proposals would need to be accompanied by appropriate Contaminated Land Assessments. The site is therefore considered to be entirely suitable for redevelopment.</p> <p>Potential Uses:</p> <ul style="list-style-type: none"> ▪ Retail ▪ Multi Storey Car Park ▪ Leisure

	<ul style="list-style-type: none">▪ Offices▪ Transport related uses
--	--

Barnsley Town Centre Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Marketplace	Site Reference	BTC004
Existing Land Use	The site lies at the heart of the town centre, adjacent to Market Parade, May Day Green, Cheapside and Midland Street. The site accommodates the Metropolitan Centre in which the markets are located, retail units fronting onto Cheapside, former Council offices, multi-storey car and surface-level car parking and the former Zone Ice premises.		
Surrounding Land Uses	The site lies at the heart of the primary shopping area of the town centre and the surrounding area therefore accommodates a range of retail and commercial uses, including the Alhambra Centre which lies to the direct south of the site. The railway line forms the eastern boundary of the site and the Barnsley Public Transport Interchange lies to the direct north of the site.		

Location Plan & Site Photograph



SITE SUITABILITY			
Policy Considerations			Comments
Existing Development Plan Allocation			The site lies within the defined Town Centre boundary and forms part of the Principal Shopping Frontage
Retail Policy Status	Yes	No	
In-Centre	X		The site forms part of the defined Principal Shopping Frontage and is therefore classed as in-centre in retail policy terms.
Edge-of-Centre		X	
Out-of Centre		X	

Edge of Centre and Out of Centre Sites Only	
Connectivity with Centre	N/A
Heritage Considerations	
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A
Physical Limitations	
Transport / Access	There is an existing vehicular access point to the rear of the site from Llampra Street that provides vehicular access to the existing car parks, as well as access for service vehicles and it is assumed that these arrangements would be retained as part of any future redevelopment proposals. There are not considered to be any transport / access issues that would prevent the redevelopment of the site coming forward.
Flood Risk	The site is located in Flood Zone 1
Contamination	No significant contamination issues.
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	The provision of any noise sensitive developments would need to pay regard to the presence of the railway line, which forms the eastern boundary of the site.
Amenity Considerations	
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None
Accessibility	
Public Transport Infrastructure	The Barnsley Public Transport Interchange lies to the direct north of the site and it therefore enjoys excellent public transport connectivity.
Pedestrian Environment	The site is located within the pedestrianised heart of Barnsley Town Centre and therefore enjoys excellent pedestrian connectivity. It is however considered that new / improved pedestrian linkages with the wider town centre could be provided as part of any future redevelopment.

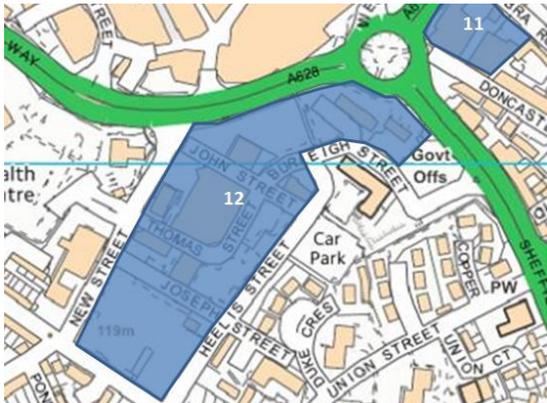
SITE AVAILABILITY	
	Comments
Is the site subject to multiple ownerships?	The site is currently in multiple ownership, however, it is likely that it will soon be entirely owned by the LPA as negotiations are at an advanced stage.
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?	The site has been identified as a long term redevelopment option and there is a clear intention to bring forward redevelopment.

Are there any existing uses that would need to be relocated to facilitate development?			The site currently accommodates the market and a number of retail units and the redevelopment of the site will need to be phased and undertaken in consultation with existing tenants.
Current Planning Status	Yes	No	
Under Construction		X	N/A
Benefits from extant planning permission for main town centre uses	X		Planning permission was granted for the comprehensive redevelopment of the site in September 2011 (see below).
Planning permission previously refused for main town centre uses		X	N/A
Benefits from extant planning permission for other uses (e.g. residential)		X	N/A
Details of Planning Permission	LPA Reference		2011/0714
	Description of Development		Mixed use redevelopment comprising of demolition of existing buildings on application site and replacement with retail and leisure elements, including new market, multi-storey car park and surface level car park, new pedestrian routes, public realm, means of access and landscaping.
	Date of Decision		7 th September 2011
	Expiry Date		7 th September 2014
CONCLUSIONS			
Can the site be considered suitable and available for main town centre uses?			<p>The site lies at the heart of the primary shopping area and constitutes the key regeneration opportunity within the town centre. The site enjoys extant planning permission for a mixed-use scheme and is therefore clearly suitable and available for redevelopment for main town centre uses. It is considered that the redevelopment of the site provides an opportunity to provide new links to and within the town centre and the creation of an improved public realm, including the provision of a new high quality public space.</p> <p>Potential Uses:</p> <ul style="list-style-type: none"> ▪ Retail (including replacement market) ▪ Leisure ▪ Offices ▪ Cultural / Community ▪ Car Parking

Barnsley Town Centre Site Appraisals Pro-Forma

SITE OVERVIEW			
Site Location	Heelis Street & New Street	Site Reference	BTC005
Existing Land Use	<p>The site lies to the south of Westway to the southern edge of Barnsley Town Centre. New Street and Heelis Street form the western and eastern boundaries of the site respectively and are linked by Joseph Street, Thomas Street and John Street, which run through the site. There are existing office buildings and a surface level car park towards the north eastern corner of the site, adjacent to Westway. There is a large vacant warehouse building that was previously occupied by Gala Bingo towards the northern edge of the site and a range of retail warehouse and light industrial units within the northern and central parts of the site. The southern parts of the site are predominantly cleared parcels of land and are currently occupied by a hand car wash and surface level car parking.</p>		
Surrounding Land Uses	<p>The northern boundary of the site is formed by Westway beyond which lies the primary shopping area of Barnsley Town Centre. Morrisons and the associated petrol filling station lies to the west of the site beyond New Street and the New Street Health Centre also lies to the west. There is existing residential development to the south beyond Princess Street and there is also further housing to the east beyond Heelis Street.</p>		

Location Plan & Site Photograph

	
---	--

SITE SUITABILITY	
Policy Considerations	Comments
Existing Development Plan Allocation	The site lies within the defined Town Centre boundary and the Southern Development Area. A number of Development Sites are designated within

			the site.
Retail Policy Status	Yes	No	
In-Centre	X		The site is in-centre for non-retail purposes
Edge-of-Centre	X		The site is edge of centre for retail purposes.
Out-of Centre		X	
Edge of Centre and Out of Centre Sites Only			
Connectivity with Centre	Westway acts as a physical barrier between the site and the wider town centre, however, pedestrian crossings are available and, as such, the site is considered to enjoy relatively good pedestrian connectivity with the wider town centre.		
Heritage Considerations			
Designated Heritage Assets (e.g. Conservation Area, Listed Buildings etc.)	N/A		
Physical Limitations			
Transport / Access	It is not anticipated that there would be any significant transport / access issues that would prevent the redevelopment of the site coming forward, although the presence of existing public highways running through the site will need to be considered.		
Flood Risk	The site is located in Flood Zone 1		
Contamination	The existing uses of the site may have caused contamination issues and any future proposals will need to be accompanied by appropriate Contaminated Land Assessments.		
Other Physical Limitations (e.g. topography, ground conditions, utilities etc.)	There is a significant rise in levels across the site from Westway towards the south eastern corner of the site. The provision of any noise sensitive developments would need to pay regard to the presence of the A61, which forms the northern boundary of the site.		
Amenity Considerations			
Are there any neighbouring uses that would be sensitive to commercial redevelopment of the site?	None		
Accessibility			
Public Transport Infrastructure	There are existing bus stops located within easy walking distance of the site, which offer regular services to a range of local destinations.		
Pedestrian Environment	Westway acts as a physical barrier between the site and the wider town centre, however, pedestrian crossings are available and, as such, the site is considered to enjoy relatively good pedestrian connectivity with the wider town centre.		

SITE AVAILABILITY			
			Comments
Is the site subject to multiple ownerships?			The site is in multiple ownership, although the LPA owns a large part of the site.
Is the site being actively marketed for sale or has the landowner shown a willingness to sell?			No
Are there any existing uses that would need to be relocated to facilitate development?			There are a number of existing uses occupying the site and land ownership / tenancy issues will need to be resolved before the comprehensive redevelopment of the site can be brought forward.
Current Planning Status	Yes	No	
Under Construction		X	N/A
Benefits from extant planning permission for main town centre uses	X		Extant planning permission for a superstore development (see below)
Planning permission previously refused for main town centre uses		X	N/A
Benefits from extant planning permission for other uses (e.g. residential)		X	N/A
Details of Planning Permission	LPA Reference		2012/0196
	Description of Development		Erection of new superstore with associated petrol filling station, car parking, access, servicing and landscaping
	Date of Decision		6 th September 2012
	Expiry Date		6 th September 2015
CONCLUSIONS			
Can the site be considered suitable and available for main town centre uses?			The site lies to the southern edge of Barnsley Town Centre and is currently occupied by a range of office, retail warehouse and light industrial uses. There are also a number of vacant units and large areas of cleared land within the site, which contribute to the area having a relatively rundown appearance. Whilst Westway acts as a physical barrier between the site and the wider town centre, there are pedestrian crossings available which ensures that the site enjoys relatively good connectivity with the centre. The site occupies a prominent position adjacent to Westway, however, due to the presence of a number of vacant units, cleared sites and premises in poor repair, the site does little to enhance the visual amenity of the

	<p>wider area. The comprehensive redevelopment of the site therefore provides an opportunity to improve the visual appearance of the site, with particular reference to the prominent frontage adjoining Westway. There are no physical, heritage or amenity issues that are considered likely to prevent the site coming forward for redevelopment, although there is a substantial rise in levels across the site from Westway towards the south eastern corner of the site.</p> <p>There are a number of existing uses occupying the site and land ownership / tenancy issues will need to be resolved before the comprehensive redevelopment of the site can be brought forward.</p> <p>Potential Uses:</p> <ul style="list-style-type: none">▪ Retail▪ Offices▪ Leisure▪ Residential
--	--