

TABLE 4: CAPACITY FOR ADDITIONAL CINEMAS

Year	Study Area Population	Participation Rate (%)	Cinemagoing Population	City's Market Share (%)	Catchment Population	Cinema visits per person	Attendance (000s)	Number of Visitors Required to Support a Cinema Screen	Screens Supported
2013	557,909	47	262,697	92	241,442	2.7	1,506,354	47,250	32
2018	572,873	47	269,743	92	247,918	2.8	1,604,044	47,250	34
2023	586,964	47	276,378	92	254,016	2.8	1,643,499	47,250	35
2028	600,057	47	282,543	92	259,682	2.8	1,680,160	47,250	36

Notes:

- a. Population from Experian MMG3 Micromarketer
- b. Participation rates and markets shares derived from Stoke Household Survey (July 2013) - excludes 'None mentioned'. Taken from Table 3
- c. Cinema market share taken from total within Study Area (also covering facilities in NuL)
- d. Cinema visits per person based on the 2012 admissions (172m) identified by Mintel (2012) divided by UK population (63.7m) (ONS National Population Projections 2012-based Statistical Bulletin) at mid 2012
- e. Number of visitors which support a cinema screen during 2010 (Mintel Cinema Market - June 2011) comparable to Dodona Research (2009) which estimates that 2.7 cinema trips per person at 2009
- f. Currently 10 cinema screens at Odeon Cinema, Festival Park, and 8 screens at Vue, Newcastle Under Lyme, 1 screen at Theatre (excluding one-off cinema viewings at independent venues)
- g. Cinema Exhibitors Association found that 3,651 screens in UK (2,985 multiplex) shows that admission per screen at 2012 was 47,426 which steady declined from 49,050 admissions per screen in 2005 (Dodona Research; Film Council RSU analysis)
- h. WYG

TABLE 5: LEISURE PATTERNS (BOWLING)

DESTINATION	TOTAL BOWLING (%)	ZONE 1 BOWLING (%)	ZONE 2 BOWLING (%)	ZONE 3 BOWLING (%)	ZONE 4 BOWLING (%)	ZONE 5 BOWLING (%)	ZONE 6 BOWLING (%)	ZONE 7 BOWLING (%)	ZONE 8 BOWLING (%)	ZONE 9 BOWLING (%)	ZONE 10 BOWLING (%)	ZONE 11 BOWLING (%)
STUDY AREA												
Zone 1												
Tempin, Festival Park, Etruria Road, Stoke-on-Trent	78.3	100.0	86.8	86.6	100.0	100.0	100.0	100.0	90.0	52.9	0.0	46.4
Sub-total (Zone 1)	78.3	100.0	86.8	86.6	100.0	100.0	100.0	100.0	90.0	52.9	0.0	46.4
SUB TOTAL (STUDY AREA)	78.3	100.0	86.8	86.6	100.0	100.0	100.0	100.0	90.0	52.9	0.0	46.4
OUTSIDE STUDY AREA												
Outside the Study Area - Cheshire East												
AMF Bowling, Lyme Green Business Park, Macclesfield	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	22.3	0.0	31.5
Lakeside Superbowl, Phoenix Leisure Park, Crewe	3.5	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.1
Outside the Study Area - East Staffordshire												
Cinebowl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	5.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	24.8	5.5	0.0
Outside the Study Area - Shropshire												
Tempin, St Quentins Gate, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AMF Bowling, Briston Way, Haiescott, Shrewsbury	0.3	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stafford												
Tempin, Greyfriars Place, Stafford	5.7	0.0	4.7	11.7	0.0	0.0	0.0	0.0	0.0	0.0	94.5	0.0
SUB TOTAL	21.7	0.0	13.2	13.4	0.0	0.0	0.0	0.0	10.0	47.1	100.0	53.6
Internet / home delivery												
Don't know / can't remember												
Don't buy these items												
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
b. Market shares ' derived directly from Stoke Shopper Survey (2013) for bowling (Question 41)
c. Excludes 'Internet home/delivery, don't know/ can't remember' and 'don't buy these items'

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TABLE 6: CAPACITY FOR ADDITIONAL BOWLING FACILITIES

Year	Study Area Population	Participation Rate (%)	Catchment Population	City's Market Share (%)	Person Active in Bowling	Persons per Lane	Provision		Residual Capacity
							Current	Lanes Supported	
2012	557,909	20	109,936	78	86,092	10,947	30	51	21
2017	572,873	20	112,885	78	88,401	10,947	30	52	22
2022	586,964	20	115,661	78	90,575	10,947	30	54	24
2028	600,057	20	118,241	78	92,596	10,947	30	55	25

Notes:

- a. Population from Experian MMG3 Micromarketer
- b. Market shares ' derived directly from Stoke Shopper Survey (2013) for bowling (Question 41)
- c. Persons per lane based on UK annual visits of **6.3 million** people supporting 5,773 lanes (Mintel Bowling UK - November 2011). With a UK population of circa 63.2m at 2011 equates to 10,947 lanes per person
- d. Number of current lanes equals 30 lanes at Ten Pin, Stoke

TABLE 7: LEISURE PATTERNS (BINGO)

DESTINATION	TOTAL BINGO (%)	ZONE 1 BINGO (%)	ZONE 2 BINGO (%)	ZONE 3 BINGO (%)	ZONE 4 BINGO (%)	ZONE 5 BINGO (%)	ZONE 6 BINGO (%)	ZONE 7 BINGO (%)	ZONE 8 BINGO (%)	ZONE 9 BINGO (%)	ZONE 10 BINGO (%)	ZONE 11 BINGO (%)
STUDY AREA												
Zone 1												
Gala Bingo, Albion Square, City Centre (Hanley)	18.1	4.5	9.3	0.0	0.0	18.4	41.4	62.3	0.0	100.0	0.0	16.6
Gala Bingo, Victoria Road, Fenton	53.1	86.6	36.7	70.5	100.0	44.7	0.0	0.0	39.9	0.0	73.4	37.2
Mecca Bingo, Octagon Retail Park, Stoke-on-Trent	16.5	4.5	48.4	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.2
Berry Hill Local Centre	0.9	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	88.5	100.0	94.4	77.5	100.0	63.2	41.4	62.3	39.9	100.0	73.4	90.9
Zone 2												
Newcastle-Under-Lyme Town Centre	1.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3												
Blurton (Burton Road) Local Centre	0.8	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	0.8	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local Centre	0.7	0.0	0.0	0.0	0.0	18.4	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorne Local Centre (Ford Green)	0.7	0.0	0.0	0.0	0.0	18.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.8	0.0	0.0	14.0	0.0	36.8	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5												
Top Ten Bingo, High Street, Tunstall	1.7	0.0	0.0	0.0	0.0	0.0	30.8	17.0	20.2	0.0	0.0	0.0
Sub Total	1.7	0.0	0.0	0.0	0.0	0.0	30.8	17.0	20.2	0.0	0.0	0.0
Zone 6												
Goldenhill Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	13.9	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	13.9	0.0	0.0	0.0	0.0	0.0
Zone 7												
Kidsgrove Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	20.7	0.0	0.0	0.0	0.0
Packmoor Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	13.9	0.0	0.0	0.0	0.0	0.0
Biddulph Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.9	0.0	0.0	0.0
Eccleshall Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0
Congleton Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Sub Total	2.9	0.0	0.0	0.0	0.0	0.0	13.9	20.7	39.9	0.0	9.0	4.5
SUB TOTAL (STUDY AREA)	97.3	100.0	100.0	91.5	100.0	100.0	100.0	100.0	99.9	100.0	82.4	95.5
SUB TOTAL (STOKE CITY)	93.4	100.0	94.4	91.5	100.0	100.0	86.1	79.3	60.1	100.0	73.4	90.9
OUTSIDE STUDY AREA												
Outside the Study Area - Cheshire East												
Mecca Bingo, Phoenix Leisure Park, Crewe	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
Outside the Study Area - Stafford												
Gala Bingo, Queens Retail Park, Stafford	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.7	0.0
Outside the Study Area - Wolverhampton												
Gala Bingo, Boshbury Lane, Wolverhampton	0.9	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	2.7	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	17.7	4.5
Internet / home delivery												
Don't know / can't remember												
Don't buy these items												
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0

Notes:
b. Market shares¹ derived directly from Stoke Shopper Survey (2013) for bingo (Question 42)
c. Excludes 'Internet home/delivery, don't know/ can't remember' and 'don't buy these items'

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TABLE 8: CAPACITY FOR ADDITIONAL BINGO FACILITIES

	Study Area Population	Study Area Poulation over 18	Participation Rate (%)	Catchment Population	City's Market Share (%)	Catchment Population	Average Visits per year	Total Visits	Catchment Required to Support Club	Existing Clubs	Residual Capacity
2013	557,909	440,469	7	28,630	93.4	26,754	8.0	214,035	136,650	4	0.1
2018	572,873	452,283	7	29,398	93.4	27,472	8.0	219,775	136,650	4	0.2
2023	586,964	463,408	7	30,122	93.4	28,148	8.0	225,181	136,650	4	0.3
2028	600,057	473,745	7	30,793	93.4	28,776	8.0	230,204	136,650	4	0.4

Notes:

- a. Population from Experian MMG3 Micromarketer
- b. Participation rates and markets shares derived from Stoke Household Survey (July 2013) - excludes 'None mentioned'
- c. Information obtained from Casinos & Bingo (June 2012) by Mintel. Average visits per year:
 - GB Admissions (2011 est) - 45.5m
 - GB Participation - 5.7m (9%)
 - Average 8 visits / participating person /year
 - 461 clubs in Uk in 2011, = approximately 100,000 admissions per club
- e. Assumes that a bingo facility requires a potential catchment population of 136,650 people to support an additional facility based on UK population of 63.2m divide by 461 clubs. This is then applied to the total Study Area population
- f. Existing 4 multiple clubs comprise: two Gala Bingo in Hanley and Fenton, Mecca at Octagon Retail Park and Top Ten Bingo in Tunstall. There are also a number of independents
- g. Proportion of population over 18 assumed to be 79.0%, taken from the 2011 census

TABLE 9: POPULATION AND EXPENDITURE (HEALTH & FITNESS)

ZONE	POPULATION					PER CAPITA EXPENDITURE Health & Fitness (£)				
	2013	2018	2023	2028	2031	2013	2018	2023	2028	2031
1	82,810	85,674	88,249	90,494	91,760	59	63	68	72	75
2	98,279	100,489	102,855	105,399	106,900	64	69	74	79	82
3	75,576	77,521	79,209	80,830	81,755	54	58	63	67	69
4	44,609	45,999	47,096	48,053	48,585	59	63	68	72	75
5	41,170	42,358	43,357	44,254	44,701	44	47	51	54	56
6	23,608	24,455	25,365	26,126	26,608	45	48	51	55	57
7	25,862	26,685	27,274	27,976	28,294	57	62	66	71	73
8	20,987	21,497	22,041	22,507	22,759	61	66	70	75	78
9	64,233	65,463	66,877	68,111	68,697	80	86	92	99	103
10	30,816	31,587	32,265	32,893	33,224	97	104	112	120	124
11	49,959	51,145	52,376	53,414	53,927	61	65	70	75	78
TOTAL	557,909	572,873	586,964	600,057	607,210					

Notes:
a. Post code sectors
Zone 1; ST 1 1, ST 1 2, ST 1 3, ST 1 4, ST 1 5, ST 1 6, ST 2 0, ST 2 7, ST 2 8, ST 2 9, ST 4 2, ST 4 3
Zone 2; CW 3 9, ST 5 0, ST 5 1, ST 5 2, ST 5 3, ST 5 4, ST 5 5, ST 5 6, ST 5 7, ST 5 8, ST 5 9, ST 7 8
Zone 3; ST 3 1, ST 3 2, ST 3 3, ST 3 4, ST 3 5, ST 3 6, ST 3 7, ST11 9
Zone 4; ST 4 1, ST 4 4, ST 4 5, ST 4 6, ST 4 7, ST 4 8
Zone 5; ST 6 1, ST 6 2, ST 6 3, ST 6 4, ST 6 7, ST 6 8
Zone 6; ST 6 5, ST 6 6
Zone 7; ST 7 1, ST 7 4
Zone 8; ST 8 6, ST 8 7
Zone 9; ST 9 0, ST 9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
Zone 10; ST12 9, ST15 0, ST15 8, ST21 6
Zone 11; CW12 1, CW12 2, CW12 3, CW12 4, ST 7 2, ST 7 3
b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period
c. Per Capita for leisure classes/subscriptions to sports/social club/participant Sports expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Not

2011 PRICES

TABLE 10: TOTAL EXPENDITURE AVAILABLE (HEALTH & FITNESS

ZONE	EXPENDITURE (£m) HEALTH & FITNESS					GROWTH (£m) HEALTH & FITNESS			
	2013	2018	2023	2028	2031	13-'18	13-'23	13-'28	13-'31
1	4.9	5.4	6.0	6.5	6.9	0.5	1.1	1.7	2.0
2	6.3	6.9	7.6	8.3	8.8	0.6	1.3	2.0	2.5
3	4.1	4.5	5.0	5.4	5.7	0.4	0.8	1.3	1.6
4	2.6	2.9	3.2	3.5	3.7	0.3	0.6	0.8	1.0
5	1.8	2.0	2.2	2.4	2.5	0.2	0.4	0.6	0.7
6	1.1	1.2	1.3	1.4	1.5	0.1	0.2	0.4	0.5
7	1.5	1.6	1.8	2.0	2.1	0.2	0.3	0.5	0.6
8	1.3	1.4	1.6	1.7	1.8	0.1	0.3	0.4	0.5
9	5.2	5.6	6.2	6.7	7.1	0.5	1.0	1.6	1.9
10	3.0	3.3	3.6	3.9	4.1	0.3	0.6	0.9	1.1
11	3.0	3.3	3.7	4.0	4.2	0.3	0.6	1.0	1.2
TOTAL	34.8	38.3	42.0	45.9	48.3	3.5	7.2	11.1	13.5

Notes:
a. Post code sectors
Zone 1; ST 1 1, ST 1 2, ST 1 3, ST 1 4, ST 1 5, ST 1 6, ST 2 0, ST 2 7, ST 2 8, ST 2 9, ST 4 2, ST 4 3
Zone 2; CW 3 9, ST 5 0, ST 5 1, ST 5 2, ST 5 3, ST 5 4, ST 5 5, ST 5 6, ST 5 7, ST 5 8, ST 5 9, ST 7 8
Zone 3; ST 3 1, ST 3 2, ST 3 3, ST 3 4, ST 3 5, ST 3 6, ST 3 7, ST11 9
Zone 4; ST 4 1, ST 4 4, ST 4 5, ST 4 6, ST 4 7, ST 4 8
Zone 5; ST 6 1, ST 6 2, ST 6 3, ST 6 4, ST 6 7, ST 6 8
Zone 6; ST 6 5, ST 6 6
Zone 7; ST 7 1, ST 7 4
Zone 8; ST 8 6, ST 8 7
Zone 9; ST 9 0, ST 9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
Zone 10; ST12 9, ST15 0, ST15 8, ST21 6
Zone 11; CW12 1, CW12 2, CW12 3, CW12 4, ST 7 2, ST 7 3
b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period
c. Per Capita for leisure classes/subscriptions to sports/social club/participant Sports expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note

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TABLE 11: LEISURE PATTERNS (HEALTH & FITNESS)

SUBSTATION	TOTAL HEALTHY AREA (%)	Zone 1 HEALTHY + FITNESS		Zone 2 HEALTHY + FITNESS		Zone 3 HEALTHY + FITNESS		Zone 4 HEALTHY + FITNESS		Zone 5 HEALTHY + FITNESS		Zone 6 HEALTHY + FITNESS		Zone 7 HEALTHY + FITNESS		Zone 8 HEALTHY + FITNESS		Zone 9 HEALTHY + FITNESS		Zone 10 HEALTHY + FITNESS		Zone 11 HEALTHY + FITNESS	
		HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)	HEALTHY (%)	HEALTHY + FITNESS (%)
STUDY AREA																							
Zone 1																							
Bathurst Fitness, Festival Hms, Festival Park, Stoke-on-Trent	0.9	6.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 - Northampton, Elmore Hall, Festival Hms, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Arden Manor Sports Complex, City Road, Stoke-on-Trent	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stoke-on-Trent High School	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stoke-on-Trent Community Park, Stoke-on-Trent	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stoke-on-Trent Community Park, Stoke-on-Trent	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Stn 1 Club Site + Fitness (Former Sports), Festival Hms, Stoke-on-Trent	0.3	27.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.										

b. Market shares^a derived directly from Telford Shopper Survey (March 2013) for indoor sports or health and fitness activity (Question 37).
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

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TABLE 12: POPULATION AND EXPENDITURE (RESTAURANTS)

ZONE	POPULATION					PER CAPITA EXPENDITURE CINEMA (£)				
	2013	2018	2023	2028	2031	2013	2018	2023	2028	2031
1	82,810	85,674	88,249	90,494	91,760	300	321	345	368	383
2	98,279	100,489	102,855	105,399	106,900	112	120	129	138	143
3	75,576	77,521	79,209	80,830	81,755	332	356	381	408	424
4	44,609	45,999	47,096	48,053	48,585	355	381	408	437	454
5	41,170	42,358	43,357	44,254	44,701	284	305	326	349	363
6	23,608	24,455	25,365	26,126	26,608	277	297	319	341	354
7	25,862	26,685	27,274	27,976	28,294	369	396	425	454	472
8	20,987	21,497	22,041	22,507	22,759	104	112	120	128	133
9	64,233	65,463	66,877	68,111	68,697	112	120	129	138	143
10	30,816	31,587	32,265	32,893	33,224	118	126	135	144	150
11	49,959	51,145	52,376	53,414	53,927	131	141	151	161	168
TOTAL	557,909	572,873	586,964	600,057	607,210					

Notes:

a. Post code sectors

Zone 1; ST 1 1, ST 1 2, ST 1 3, ST 1 4, ST 1 5, ST 1 6, ST 2 0, ST 2 7, ST 2 8, ST 2 9, ST 4 2, ST 4 3

Zone 2; CW 3 9, ST 5 0, ST 5 1, ST 5 2, ST 5 3, ST 5 4, ST 5 5, ST 5 6, ST 5 7, ST 5 8, ST 5 9, ST 7 8

Zone 3; ST 3 1, ST 3 2, ST 3 3, ST 3 4, ST 3 5, ST 3 6, ST 3 7, ST11 9

Zone 4; ST 4 1, ST 4 4, ST 4 5, ST 4 6, ST 4 7, ST 4 8

Zone 5; ST 6 1, ST 6 2, ST 6 3, ST 6 4, ST 6 7, ST 6 8

Zone 6; ST 6 5, ST 6 6

Zone 7; ST 7 1, ST 7 4

Zone 8; ST 8 6, ST 8 7

Zone 9; ST 9 0, ST 9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8

Zone 10; ST12 9, ST15 0, ST15 8, ST21 6

Zone 11; CW12 1, CW12 2, CW12 3, CW12 4, ST 7 2, ST 7 3

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita for restaurants/cafe means (Within restaurants/cafes) expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 11

2011 PRICES

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TABLE 13: TOTAL EXPENDITURE AVAILABLE (RESTRAURANTS

ZONE	EXPENDITURE (£m) Restaurants					GROWTH (£m) Restaurants			
	2013	2018	2023	2028	2031	13-'18	13-'23	13-'28	13-'31
1	24.8	27.5	30.4	33.3	35.1	2.7	5.6	8.5	10.3
2	11.0	12.1	13.2	14.5	15.3	1.1	2.2	3.5	4.3
3	25.1	27.6	30.2	33.0	34.7	2.5	5.1	7.9	9.6
4	15.9	17.5	19.2	21.0	22.1	1.7	3.4	5.1	6.2
5	11.7	12.9	14.2	15.4	16.2	1.2	2.5	3.7	4.5
6	6.5	7.3	8.1	8.9	9.4	0.7	1.5	2.4	2.9
7	9.6	10.6	11.6	12.7	13.3	1.0	2.0	3.1	3.8
8	2.2	2.4	2.6	2.9	3.0	0.2	0.5	0.7	0.8
9	7.2	7.9	8.6	9.4	9.9	0.7	1.4	2.2	2.6
10	3.6	4.0	4.4	4.7	5.0	0.4	0.7	1.1	1.4
11	6.6	7.2	7.9	8.6	9.0	0.6	1.3	2.1	2.5
TOTAL	124.2	136.9	150.5	164.4	173.0	12.8	26.3	40.3	48.8

Notes:

a. Post code sectors

Zone 1; ST 1 1, ST 1 2, ST 1 3, ST 1 4, ST 1 5, ST 1 6, ST 2 0, ST 2 7, ST 2 8, ST 2 9, ST 4 2, ST 4 3

Zone 2; CW 3 9, ST 5 0, ST 5 1, ST 5 2, ST 5 3, ST 5 4, ST 5 5, ST 5 6, ST 5 7, ST 5 8, ST 5 9, ST 7 8

Zone 3; ST 3 1, ST 3 2, ST 3 3, ST 3 4, ST 3 5, ST 3 6, ST 3 7, ST11 9

Zone 4; ST 4 1, ST 4 4, ST 4 5, ST 4 6, ST 4 7, ST 4 8

Zone 5; ST 6 1, ST 6 2, ST 6 3, ST 6 4, ST 6 7, ST 6 8

Zone 6; ST 6 5, ST 6 6

Zone 7; ST 7 1, ST 7 4

Zone 8; ST 8 6, ST 8 7

Zone 9; ST 9 0, ST 9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8

Zone 10; ST12 9, ST15 0, ST15 8, ST21 6

Zone 11; CW12 1, CW12 2, CW12 3, CW12 4, ST 7 2, ST 7 3

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita for restaurants/cafe means (Within restaurants/cafes) expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 11

2011 PRICES

TABLE 14: LEISURE PATTERNS (RESTAURANT)

[illegible]

Notes:
a. Post code sectors
b. Market shares ^a derived directly from Tailored Shopper Survey (March 2012) for restaurant visits (Question 26 c). Excludes Internet home-deliveries, don't know/can't remember^b and don't buy these items^c

TABLE 15: LEISURE PATTERNS (PUB, NIGHTCLUB, SOCIAL CLUB)

[illegible]

Notes:
a. Post code orders
b. Market share: derived directly from Stoke Shopper Survey (March 2017) for pubs, nightclubs and social club visits (Question 40)
c. Excludes 'Internet home delivery, don't know/ can't remember' and 'don't buy these items'

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TABLE 16: POPULATION AND EXPENDITURE (THEATRE, MUSEUMS)

ZONE	POPULATION					PER CAPITA EXPENDITURE CINEMA (£)				
	2013	2018	2023	2028	2031	2013	2018	2023	2028	2031
1	82,810	85,674	88,249	90,494	91,760	32	34	37	39	41
2	98,279	100,489	102,855	105,399	106,900	41	44	47	50	52
3	75,576	77,521	79,209	80,830	81,755	36	38	41	44	46
4	44,609	45,999	47,096	48,053	48,585	26	28	30	32	33
5	41,170	42,358	43,357	44,254	44,701	30	32	34	37	38
6	23,608	24,455	25,365	26,126	26,608	29	31	33	35	37
7	25,862	26,685	27,274	27,976	28,294	39	42	45	48	50
8	20,987	21,497	22,041	22,507	22,759	40	43	46	49	51
9	64,233	65,463	66,877	68,111	68,697	46	49	53	57	59
10	30,816	31,587	32,265	32,893	33,224	32	35	37	40	41
11	49,959	51,145	52,376	53,414	53,927	36	38	41	44	45
TOTAL	557,909	572,873	586,964	600,057	607,210					

Notes:

a. Post code sectors

Zone 1; ST 1 1, ST 1 2, ST 1 3, ST 1 4, ST 1 5, ST 1 6, ST 2 0, ST 2 7, ST 2 8, ST 2 9, ST 4 2, ST 4 3

Zone 2; CW 3 9, ST 5 0, ST 5 1, ST 5 2, ST 5 3, ST 5 4, ST 5 5, ST 5 6, ST 5 7, ST 5 8, ST 5 9, ST 7 8

Zone 3; ST 3 1, ST 3 2, ST 3 3, ST 3 4, ST 3 5, ST 3 6, ST 3 7, ST11 9

Zone 4; ST 4 1, ST 4 4, ST 4 5, ST 4 6, ST 4 7, ST 4 8

Zone 5; ST 6 1, ST 6 2, ST 6 3, ST 6 4, ST 6 7, ST 6 8

Zone 6; ST 6 5, ST 6 6

Zone 7; ST 7 1, ST 7 4

Zone 8; ST 8 6, ST 8 7

Zone 9; ST 9 0, ST 9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8

Zone 10; ST12 9, ST15 0, ST15 8, ST21 6

Zone 11; CW12 1, CW12 2, CW12 3, CW12 4, ST 7 2, ST 7 3

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita for theatre/museum (Within Cultural services) expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 11

2011 PRICES

WYG PLANNING & ENVIRONMENT
STOKE RETAIL & LEISURE STUDY UPDATE

TABLE 17: TOTAL EXPENDITURE AVAILABLE (THEATRE, MUSEUM)

ZONE	EXPENDITURE £(m) THEATRE/MUSEUM					GROWTH THEATRE/MUSEUM			
	2013	2018	2023	2028	2031	13-'18	13-'23	13-'28	13-'31
1	2.7	2.9	3.3	3.6	3.8	0.3	0.6	0.9	1.1
2	4.0	4.4	4.9	5.3	5.6	0.4	0.8	1.3	1.6
3	2.7	3.0	3.3	3.6	3.7	0.3	0.6	0.8	1.0
4	1.2	1.3	1.4	1.5	1.6	0.1	0.2	0.4	0.5
5	1.2	1.4	1.5	1.6	1.7	0.1	0.3	0.4	0.5
6	0.7	0.8	0.8	0.9	1.0	0.1	0.2	0.2	0.3
7	1.0	1.1	1.2	1.3	1.4	0.1	0.2	0.3	0.4
8	0.8	0.9	1.0	1.1	1.2	0.1	0.2	0.3	0.3
9	3.0	3.2	3.5	3.9	4.0	0.3	0.6	0.9	1.1
10	1.0	1.1	1.2	1.3	1.4	0.1	0.2	0.3	0.4
11	1.8	1.9	2.1	2.3	2.4	0.2	0.4	0.6	0.7
TOTAL	20.1	22.1	24.2	26.5	27.9	2.0	4.2	6.4	7.8

Notes:

a. Post code sectors

Zone 1; ST 1 1, ST 1 2, ST 1 3, ST 1 4, ST 1 5, ST 1 6, ST 2 0, ST 2 7, ST 2 8, ST 2 9, ST 4 2, ST 4 3

Zone 2; CW 3 9, ST 5 0, ST 5 1, ST 5 2, ST 5 3, ST 5 4, ST 5 5, ST 5 6, ST 5 7, ST 5 8, ST 5 9, ST 7 8

Zone 3; ST 3 1, ST 3 2, ST 3 3, ST 3 4, ST 3 5, ST 3 6, ST 3 7, ST11 9

Zone 4; ST 4 1, ST 4 4, ST 4 5, ST 4 6, ST 4 7, ST 4 8

Zone 5; ST 6 1, ST 6 2, ST 6 3, ST 6 4, ST 6 7, ST 6 8

Zone 6; ST 6 5, ST 6 6

Zone 7; ST 7 1, ST 7 4

Zone 8; ST 8 6, ST 8 7

Zone 9; ST 9 0, ST 9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8

Zone 10; ST12 9, ST15 0, ST15 8, ST21 6

Zone 11; CW12 1, CW12 2, CW12 3, CW12 4, ST 7 2, ST 7 3

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita for theatre/museum (Within Cultural services) expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 11

2011 PRICES

TABLE 18: LEISURE PATTERNS (THEATRE, GALLERIES, MUSEUMS)

DESTINATION	TOTAL THEATRE (%)	ZONE 1 THEATRE (%)	ZONE 2 THEATRE (%)	ZONE 3 THEATRE (%)	ZONE 4 THEATRE (%)	ZONE 5 THEATRE (%)	ZONE 6 THEATRE (%)	ZONE 7 THEATRE (%)	ZONE 8 THEATRE (%)	ZONE 9 THEATRE (%)	ZONE 10 THEATRE (%)	ZONE 11 THEATRE (%)
STUDY AREA												
Zone 1												
Stoke City Centre (Hanley)	65.6	80.7	72.3	70.9	49.7	78.8	88.2	74.5	71.6	62.7	38.7	34.9
Etruria - Etruria Old Road Local Centre	0.2	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shelton - Stoke Road Local Centre	0.1	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	0.5	3.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	66.5	83.8	72.3	70.9	54.5	78.8	88.2	74.5	71.6	64.0	38.7	34.9
Zone 2												
Audley	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basford Local Centre	0.7	0.0	1.0	1.3	2.4	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle-under-Lyme Town Centre	6.5	0.9	9.4	2.2	28.9	5.3	5.9	4.5	3.3	2.2	10.0	2.2
Brampton Park, Newcastle-under-Lyme	0.4	0.0	0.6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Longton Town Centre	0.6	3.1	0.0	0.8	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0
Sub Total	8.3	4.0	11.6	4.3	32.8	7.4	5.9	4.5	5.0	2.2	10.0	4.1
Zone 4												
Stoke Town Centre	1.6	0.0	1.8	0.8	1.5	0.0	0.0	2.4	2.1	2.2	7.4	0.9
Hartshill - Hartshill Road Local Centre	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.0	1.8	1.5	1.5	0.0	0.0	2.4	2.1	2.2	7.4	0.9
Zone 4												
Burslem Town Centre	0.4	0.0	0.0	0.0	1.5	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	1.5	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8												
Biddulph Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Zone 9												
Leek Town Centre	0.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Zone 10												
Eccleshall Town Centre	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stone Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Sub-total (Zone 8)	0.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Zone 11												
Compton Town Centre	0.7	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	4.8
Sub Total	0.7	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	4.8
SUB TOTAL (STUDY AREA)	78.4	89.4	85.7	78.0	91.4	90.1	96.9	81.4	80.4	70.6	56.1	46.5
SUB TOTAL (STOKE CITY)	68.6	83.8	74.1	72.4	57.4	82.7	88.2	76.9	73.6	66.2	46.1	35.8
OUTSIDE STUDY AREA												
Outside the Study Area - Birmingham												
Birmingham City Centre	1.3	0.0	1.3	1.3	0.0	0.0	0.0	0.0	0.0	1.1	9.1	1.1
Outside the Study Area - Cheshire East												
Crewe Town Centre	0.9	0.0	1.3	0.0	0.0	0.0	1.7	12.6	0.0	0.0	0.0	1.1
Macclesfield Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0
Outside the Study Area - Cheshire West & Chester												
Chester City Centre	0.3	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Outside the Study Area - East Midlands Region												
Buxton Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0
Outside the Study Area - East Staffordshire												
Uttoxeter Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.0	0.0
Outside the Study Area - Manchester												
Manchester City Centre	6.2	0.0	4.1	6.2	4.4	5.0	0.0	4.5	5.0	6.2	7.9	23.2
Outside the Study Area - Merseyside												
Liverpool City Centre	1.2	0.0	0.0	2.5	1.5	0.0	0.0	0.0	0.0	0.0	1.2	7.0
Outside the Study Area - Staffordshire												
Stafford Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	1.1
Telford Town Centre	0.3	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Other												
Other - Outside Study Area	8.6	10.6	7.7	10.6	2.7	1.1	1.4	1.5	11.3	6.0	14.1	19.9
SUB TOTAL	21.6	10.6	14.3	22.0	8.6	9.9	3.1	18.6	19.6	29.4	43.9	53.5
Internet / home delivery												
Don't know / can't remember												
Don't buy these items												
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for theatre, galleries, museums (Question 43)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

TABLE 19: LEISURE PATTERNS (WALKING, CYCLING, OUTDOOR ACTIVITIES)

DESTINATION	TOTAL WALKING (%)	ZONE 1 WALKING (%)	ZONE 2 WALKING (%)	ZONE 3 WALKING (%)	ZONE 4 WALKING (%)	ZONE 5 WALKING (%)	ZONE 6 WALKING (%)	ZONE 7 WALKING (%)	ZONE 8 WALKING (%)	ZONE 9 WALKING (%)	ZONE 10 WALKING (%)	ZONE 11 WALKING (%)
STUDY AREA												
Zone 1												
City Centre (Hemley)	2.8	25.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arden Town Centre	1.5	2.2	0.0	0.0	0.0	7.4	0.0	0.0	12.0	0.0	0.0	0.0
Grand Green	2.0	18.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northwood	0.3	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Backwell - Whittington Road Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton - Leek Road/Milton Road Local Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Green - Milton Road Local Centre	0.5	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.1	61.5	0.0	0.0	3.9	7.4	0.0	0.0	12.0	0.0	0.0	0.0
Zone 2												
Kendle	0.3	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rudby	0.2	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huddersfield-under-Lyme Town Centre	9.3	2.2	46.4	0.0	11.2	0.0	0.0	7.1	0.0	0.0	0.0	0.0
Widdowes	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodwardton	1.9	0.0	11.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wroome	0.3	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.6	2.2	68.5	0.0	11.2	0.0	0.0	7.1	0.0	0.0	0.0	0.0
Zone 3												
Arden Town Centre	2.9	0.0	5.2	20.8	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Town Centre	0.2	0.0	0.0	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ham Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Park - Lyndon Road Local Centre	1.2	0.0	0.0	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.3	0.0	5.2	37.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4												
Backwell	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0
Sole Town Centre	4.2	15.4	1.4	3.0	6.0	12.0	17.2	3.5	0.0	0.0	0.0	0.0
Freetham	1.7	2.7	0.0	13.8	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Treenham Lakes	4.5	0.0	0.0	0.0	26.1	20.1	0.0	6.6	0.0	0.0	9.2	0.0
Trent Vale	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freetham - Wedburgh Drive Local Centre	0.4	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alcester Lakes, Stoke-on-Trent	1.7	0.0	0.0	0.0	0.0	9.0	0.0	2.1	0.0	0.0	0.0	0.0
Sub Total	13.0	16.1	0.7	16.7	49.0	41.1	17.2	13.3	3.6	0.0	9.2	0.0
Zone 5												
Burford Town Centre	1.0	0.0	0.0	0.0	0.0	13.8	0.0	0.0	0.0	0.0	0.0	0.0
Widdowes - First Green Road Local Centre	0.2	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	16.3	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6												
Chatterley Whitefield	0.8	0.0	0.0	0.0	0.0	0.0	21.6	0.0	0.0	0.0	0.0	0.0
Arden Town Centre	2.4	0.0	0.0	0.0	0.0	22.8	15.5	0.0	0.0	0.0	0.0	0.0
Cottonhill - High Street Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Great Chelford - Blithburgh Road Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	0.0	0.0	0.0	0.0	3.1	22.6	46.2	0.0	0.0	0.0	0.0
Zone 7												
Kidsgrove Town Centre	3.1	0.0	1.7	0.0	0.0	0.0	4.3	46.5	0.0	0.0	0.0	0.0
New Chapel	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Falsgrave	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Sub Total	3.4	0.0	1.7	0.0	0.0	0.0	4.3	48.9	0.0	0.0	0.0	0.0
Zone 8												
Brookhays Town Centre	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	85.9	0.0	0.0	0.0
Alcester Heath	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Sub Total	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	89.5	0.0	0.0	0.0
Zone 9												
Phoshe Town Centre	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.2	0.0	0.0
Walsingham	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
Leek Town Centre	8.0	0.0	0.0	23.0	0.0	20.1	0.0	0.0	0.0	27.3	0.0	0.0
Langdon	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Salisbury	1.5	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rudyard	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
The Meadows, Leek	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7	0.0	0.0
Widdowes	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widdowes	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0
Smithfield Centre, Leek	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.6	4.7	0.0	23.0	0.0	20.1	0.0	0.0	0.0	89.6	0.0	0.0
Zone 10												
Barlborough Local Centre	1.0	0.0	5.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Cottonhill Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0
Stone Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.6	0.0
Farfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0
Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alcester Town Centre	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.8
Langdon Town Centre	7.6	0.0	0.0	0.0	0.0	0.0	0.0	20.8	0.0	0.0	0.0	18.1
Stoke Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Sub Total	21.2	0.0	5.2	0.0	0.0	0.0	0.0	32.4	2.2	0.0	71.1	66.4
SUB TOTAL (STUDY AREA)	89.4	94.5	87.3	79.7	81.4	100.0	100.0	82.5	93.0	89.6	80.3	96.4
SUB TOTAL (STORE CITY)												
	30.0	79.6	11.9	56.7	63.4	79.9	63.4	24.3	3.6	0.0	9.2	0.0
Outside Study Area												
Outside Study Area - Cheshire East												
Macclesfield Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Lyme Green Retail Park, Blythley Way, Macclesfield	0.0	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Derbyshire Dales												
Arbours Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - East Midlands Region												
Arden Town Centre	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - East Staffordshire												
Alcester Town Centre	0.3	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Overfields Retail Park, Uttoxeter	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Manchester												
Manchester City Centre	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Staffordshire												
Stafford Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Wombourne Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Burton upon Trent Town Centre	0.3	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock Town Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	8.8	0.0	0.0	9.2	0.0
Other												
Other - Outside Study Area	6.0	5.5	3.2	5.4	18.6	0.0	0.0	6.6	7.0	10.2	8.3	1.8
SUB TOTAL	18.6	5.5	12.7	20.3	18.6	0.0	0.0	17.6	7.0	10.2	18.7	3.6
Internet / home delivery												
Don't know / can't remember												
Don't buy these items												
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0