

SAFEWAY

TRAFFIC & PARKING at FOOD RETAILING



A P P E N D I C E S **TRICS REPORT 95/4**

Price:
£100.00

Preface

These traffic surveys were undertaken by TRICS as a joint data collection exercise funded by TRICS and Safeway. As part of the study additional automatic traffic counters were installed by the Highway Authorities of Berkshire, Gloucestershire, Hereford & Worcester, Humberside, Lancashire and Manchester.

The co-operation of all contributions is warmly acknowledged.

This report is presented as a database of information that can be used within the current debate on the locational aspects of food retailing.

The report should not be construed as establishing policy of any of the contributors.



These Appendices have been prepared for the TRICS members by JMP Consultants Ltd. The study was part financed from TRICS research funds. TRICS is owned by the seven county councils of Berkshire, Dorset, East Sussex, Hampshire, Kent, West Sussex and Surrey and is managed on their behalf by JMP Consultants Ltd. For further information contact Colin Eastman at JMP Consultants Ltd, 172 Tottenham Court Road, London, W1P 0NA. Tel: 0171-388-5331 Fax: 0171-387-0078.

DISCLAIMER: This document does not necessarily represent the current views of the TRICS Consortium. This research report was commissioned by the TRICS Consortium, and while all data contained within it was correct at the time of the report's production, it should be noted that policies and methods change over time. Therefore the contents of this report should be used with regard to the time when the report was originally written.



Background

Questionnaire surveys were undertaken at the following nine Safeway stores in late November / early December 1994:

| | | |
|---------------|---|------------|
| Town Centre | - | Reigate |
| | - | Southport |
| | - | St Helens |
| Out-of-Centre | - | Harwood |
| | - | Cheltenham |
| | - | Willerby |
| | - | Tewkesbury |
| | - | Malvern |
| | - | Reading |

Detailed analysis was undertaken of the questionnaire surveys and the results of the analysis appear in this Appendix. Where available the following information has been included for each store.

| | | | |
|--------|------------------|---|---|
| (i) | Introduction | - | Store location |
| | | - | Opening date of store |
| (ii) | Site Details | - | Gross Floor Area |
| | | - | Retail Floor Area |
| | | - | Number of staff |
| | | - | Number of car parking spaces |
| | | - | Store facilities |
| | | - | Opening hours |
| | | - | Public transport provision |
| (iii) | Survey Details | - | Dates of Manual Traffic Counts |
| | | - | Dates of Automatic Traffic Counts |
| | | - | Number of interviews undertaken |
| (iv) | Traffic Counts | - | All day counts |
| | | - | Busiest hour counts |
| | | - | Maximum parking demand |
| | | - | No. of trips per week - Typical Week |
| | | - | No. of trips per week - Pre-Christmas Week |
| (v) | Parking Demand | - | Maximum demand - Typical Week |
| | | - | Maximum demand - Pre-Christmas Week |
| | | - | Average Duration of Stay |
| (vi) | Travel Mode | - | Mode of Travel to store |
| | | - | Mode of Travel away from store |
| (vii) | Travel Purpose | - | Purpose of Trip Origins |
| | | - | Purpose of Trip Destinations |
| (viii) | Local Activities | - | 'Other' store activities utilised by shoppers |
| (ix) | Catchment Areas | - | Postcode catchment area by mode of travel |
| | | - | Distances travelled by mode of travel |

- | | | | |
|-------|-----------------|---|--|
| (x) | Pass-by Trips | - | Primary Trips |
| | | - | Non-Primary Trips |
| | | - | Pass-by Trips |
| | | - | Diverted Trips |
| (xi) | Impact of Store | - | Average Distances travelled by shoppers before and after store opening |
| (xii) | TRICS output | - | Friday Arrivals / Departures |
| | | - | Saturday Arrivals / Departures |
| | | - | Sunday Arrivals / Departures |

STORE DAY TIME

① TRIP TO STORE

| FROM (POSTCODE) | ACTIVITY (Work, Home, Shop..) | MODE (Car, Walk, Bus, Taxi, Cycle, Other,..) |
|----------------------|----------------------------------|---|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

①a DID YOU PARK IN THE STORE CAR PARK ☐ YES ☐ NO (ONLY FOR TOWN CENTRE STORE)

IF NO WHERE?

② TRIP FROM STORE

| TO (POSTCODE) | ACTIVITY (Work, Home, Shop..) | MODE (Car, Walk, Bus, Taxi, Cycle, Other,..) |
|----------------------|----------------------------------|---|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

③

WHAT FACILITIES HAVE YOU USED WITHIN THE STORE

NONE ☐
PETROL ☐
CASH TILL ☐
PHARMACY ☐
DRY CLEANER ☐
CAFE ☐

(SITE SPECIFIC LIST)

④

WHAT FACILITIES HAVE YOU USED LOCALLY

NONE ☐
BANKS, BUILDING SOCIETY, POST OFFICE, CASH TILLS ☐
OTHER SERVICES (INCLUDING HEALTH) ☐
OTHER FOOD ☐
NON FOOD ☐
OTHER ☐

(AREA SPECIFIC LIST)

⑤ FOR NEW STORES (SITE SPECIFIC)

THIS STORE OPENED IN . BEFORE THE STORE OPENED WHERE DID YOU USUALLY SHOP (LIST OPTIONS)

(SITE SPECIFIC LIST)

WHAT MODE DID YOU USE

SPEND £ MALE/FEMALE AGE <25 ☐ 25 - 55 ☐ 55 > ☐

Safeway / TRICS Research Project Site Report - Reigate

Introduction

The store at Reigate is a 25,000 sq ft retail store located immediately adjacent to the town centre. The store opened in 1993.

Site Details

| | |
|------------------------------|---|
| Gross Floor Area | 51,465 sq.ft. (including shop units) (4,782 sq.m) |
| Retail Floor Area | 24,500 sq.ft. (2,279 sq.m) |
| Number of staff | 226 |
| Number of car parking spaces | 420 + adjacent school |

The store contains the following facilities:

Post Office
Cash Till
Pharmacy
Cafe
Dry Cleaning

There is no petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0800 - 2000 hours |
| Friday | 0800 - 2100 hours |
| Saturday | 1000 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a good bus service to the centre of Reigate with the main stops being located within a few minutes walk of the store.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 18th November to Sunday 20th November. An automatic counter was installed by JMP Consultants at the site on 14th December and was left in place until 7th January.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 280 | 11 |
| Friday Evening-peak | 144 | 18 |
| Saturday | 306 | 9 |
| Sunday | 181 | 9 |
| Total | 911 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 3,430 | 3,430 | 3,567 | 3,567 | 2,056 | 2,056 |
| Busiest Hour | 378 ⁽¹⁾ | 374 ⁽²⁾ | 394 ⁽³⁾ | 416 ⁽⁴⁾ | 378 ⁽⁵⁾ | 364 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 288 | 323 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 303 | | 387 | | 281 | |

(1) 1400 - 1500 hours

(2) 1500 - 1600 hours

(3) 1100 - 1200 hours

(4) 1600 - 1700 hours

(5) 1200 - 1300 hours

(6) 1200 - 1300 hours

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week's data was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December.

| No of Trips per Week | Pre-Christmas Week * | |
|----------------------|----------------------|------|
| | Trips | % |
| Monday | 3,492 | 14.6 |
| Tuesday | 3,616 | 15.1 |
| Wednesday | 3,448 | 14.4 |
| Thursday | 3,187 | 13.3 |
| Friday | 3,676 | 15.3 |
| Saturday | 4,094 | 17.1 |
| Sunday | 2,455 | 10.2 |
| Total | 23,968 | 100 |

* Note: Data from Monday 12th, Tuesday 13th and Wednesday 14th December was unavailable, therefore data from Monday 19th, Tuesday 20th and Wednesday 21st was used as a substitute.

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | | 420 |
| Friday | 1400 - 1500 hours | 303 |
| Saturday | 1100 - 1200 hours | 387 |
| Sunday | 1200 - 1300 hours | 281 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period | Average Duration (Minutes) | | |
|-------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 65 | 46 | - |
| 0900 hours | 61 | 49 | 68 |
| 1000 hours | 79 | 58 | 39 |
| 1100 hours | 77 | 58 | 34 |
| 1200 hours | 61 | 56 | 33 |
| 1300 hours | 55 | 47 | 28 |
| 1400 hours | 58 | 56 | 28 |
| 1500 hours | 55 | 47 | 17 |
| 1600 hours | 48 | 43 | - |
| 1700 hours | 41 | 29 | - |
| 1800 hours | 34 | 21 | - |
| 1900 hours | 30 | 14 | - |
| 2000 hours | 13 | - | - |
| Average | 56 | 45 | 32 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 77.9 | 95.8 | 86.3 | 92.3 |
| Walk | 20.0 | 2.8 | 10.8 | 6.6 |
| Bus | 1.4 | - | 1.0 | - |
| Taxi | - | 0.7 | 1.0 | - |
| Cycle | - | - | 0.6 | 1.1 |
| Other | 0.7 | 0.7 | 0.3 | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 280 | 144 | 306 | 181 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 77.9 | 96.5 | 86.6 | 92.3 |
| Walk | 19.6 | 2.8 | 10.1 | 6.6 |
| Bus | 1.4 | - | 1.0 | - |
| Taxi | 0.4 | 0.7 | 1.3 | - |
| Cycle | - | - | 0.7 | 1.1 |
| Other | 0.7 | - | 0.3 | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 280 | 144 | 306 | 181 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 18.6 | 29.2 | 2.9 | - |
| Home | 79.6 | 68.0 | 95.7 | 97.2 |
| Shop | 0.7 | - | 0.7 | 0.6 |
| Other | 1.1 | 2.8 | 0.7 | 2.2 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 280 | 144 | 306 | 181 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 7.5 | 0.7 | 0.7 | - |
| Home | 88.9 | 94.4 | 93.8 | 96.1 |
| Shop | - | - | 2.6 | 0.6 |
| Other | 3.6 | 4.9 | 2.9 | 3.3 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 280 | 144 | 306 | 181 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the adjacent town centre.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|----------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Post Office | 51 (18%) | 17 (12%) | 50 (16%) | 30 (17%) |
| Cash Till | 8 (3%) | 0 (0%) | 1 (0%) | 8 (4%) |
| Pharmacy | 52 (19%) | 16 (11%) | 35 (11%) | 16 (9%) |
| Dry Cleaning | 4 (1%) | 3 (2%) | 24 (8%) | 6 (3%) |
| Cafe | 5 (2%) | 5 (3%) | 24 (8%) | 15 (8%) |
| Other | 17 (6%) | 5 (31%) | 0 (0%) | 0 (0%) |
| None | 187 (67%) | 103 (71%) | 199 (65%) | 128 (70%) |
| SAMPLE | 280 (100%) | 144 (100%) | 306 (100%) | 181 (100%) |
| Outside Store | | | | |
| Banks | 91 (33%) | 29 (20%) | 43 (14%) | 4 (2%) |
| Other Services | 9 (3%) | 7 (5%) | 6 (2%) | 0 (0%) |
| Other Food | 21 (8%) | 12 (8%) | 35 (11%) | 2 (1%) |
| Non-Food | 68 (24%) | 19 (13%) | 102 (33%) | 12 (7%) |
| School | 15 (5%) | 9 (6%) | 0 (0%) | 0 (0%) |
| Other | 14 (5%) | 1 (1%) | 5 (2%) | 4 (2%) |
| None | 149 (53%) | 55 (38%) | 163 (53%) | 160 (88%) |
| SAMPLE | 280 (100%) | 144 (100%) | 306 (100%) | 181 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 0.9 | RH27 | 88 | 4 | 33 | 125 |
| 1.2 | RH28 | 82 | 7 | 9 | 98 |
| 1.5 | RH20 | 124 | 2 | 18 | 144 |
| 1.6 | RH29 | 66 | 4 | 41 | 111 |
| 2.6 | RH11 | 13 | 2 | - | 15 |
| 3.1 | RH16 | 70 | - | 5 | 75 |
| 3.3 | RH12 | 32 | 1 | 1 | 34 |
| 4.7 | RH14 | 22 | 1 | - | 23 |
| 5.0 | RH27 | 31 | - | - | 31 |
| 5.3 | KT20 7 | 7 | - | - | 7 |
| 5.5 | KT20 6 | 11 | - | - | 11 |
| 5.8 | RH15 | 36 | - | - | 36 |
| 6.1 | RH13 | 39 | - | - | 39 |
| 8.2 | RH60 | 4 | - | - | 4 |
| 9.1 | RH41 | 8 | - | - | 8 |
| 9.1 | RH54 | 16 | - | - | 16 |
| 9.1 | RH68 | 11 | - | - | 11 |
| Over 10 | | 132 | - | - | 132 |
| Total | | 792 | 21 | 107 | 920 |

| Distance from Store | Percentage of Visitors | | | |
|---------------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | 11 | 19 | 31 | 14 |
| 1 - 2 km | 34 | 61 | 63 | 38 |
| 2 - 3 km | 2 | 10 | - | 2 |
| 3 - 4 km | 13 | - | 6 | 12 |
| 4 - 5 km | 7 | 5 | - | 6 |
| 5 - 6 km | 7 | 5 | - | 6 |
| 6 - 10 km | 10 | - | - | 8 |
| Over 10 km | 16 | - | - | 14 |
| Total | 100 | 100 | 100 | 100 |

Note: Distances based on postcode sector centroids.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 77% | 65% | 91% | 94% |
| Non-Primary ⁽²⁾ | 23% | 35% | 9% | 6% |
| Pass-by ⁽³⁾ | 6% | 12% | 4% | 1% |
| Diverted ⁽⁴⁾ | 17% | 23% | 5% | 5% |
| Sample Size | 144 | 280 | 360 | 181 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.

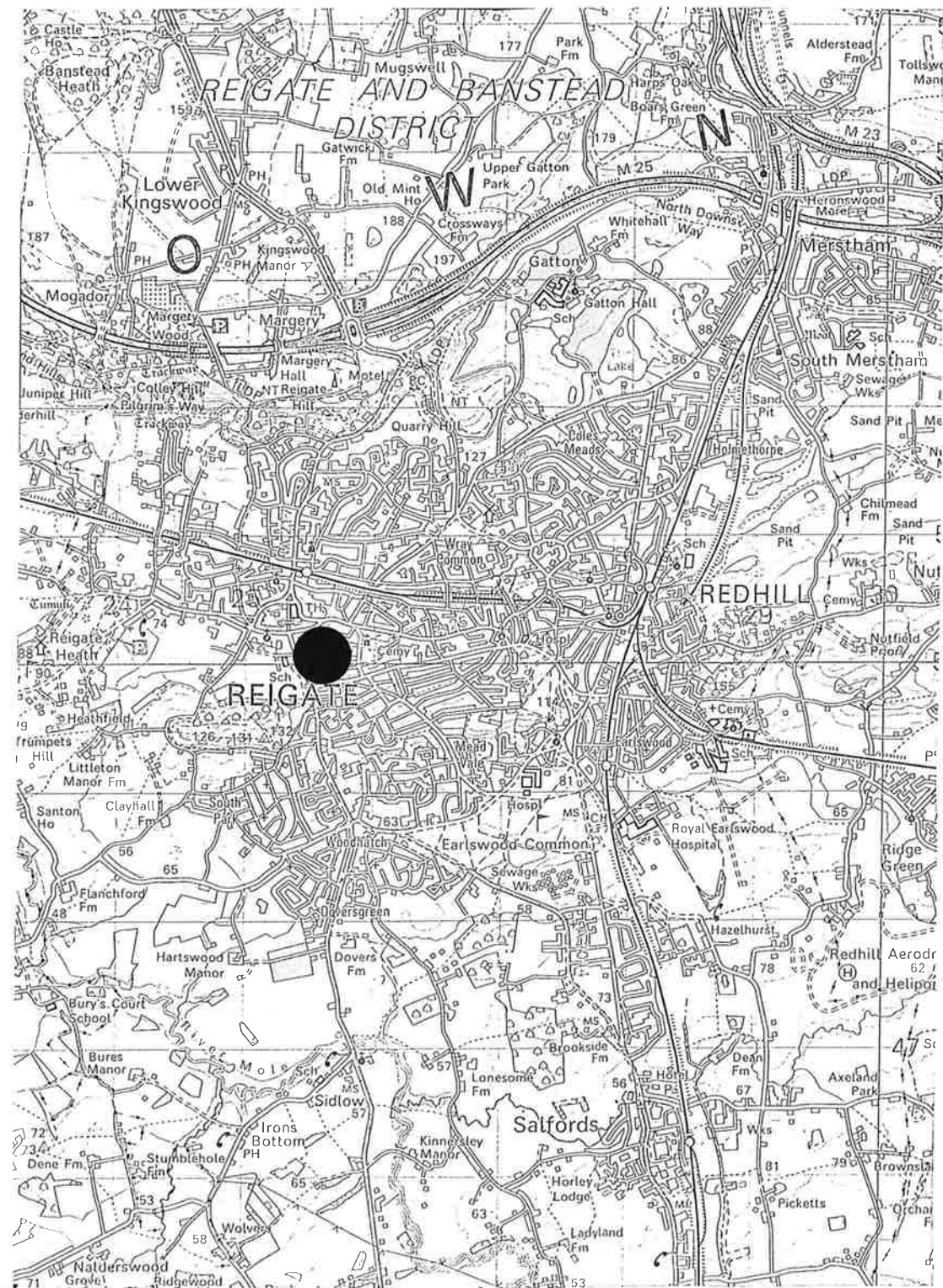
Impact of New Store

The table overleaf indicates that the new Town Centre Store in Reigate has resulted in approximately a 42% saving in travel distance for its customers. Before the store opened the average customer travelled 4.8 kilometres to undertake a shopping trip, whereas now they travel an average 2.8 kilometres each.

The table shows that the main savings are made by those closest to the new store (located in postcodes such as RH27, RH28, RH20 and RH29). Residents of these postcodes used to have a fairly limited choice of foodstores to shop at. Some used to shop at the Safeway store in Redhill (which has now closed) whilst some used to shop at the smaller Sainsburys store in Redhill. Beyond those two stores many people used to travel further afield to stores such as Tesco's at Hookwood and Crawley. These stores are bigger and provide more choice than the stores in Reigate and Redhill. However, once the large new Safeway superstore opened in Reigate many people no longer felt the need to travel to places such as Hookwood and Crawley to undertake their shopping.

The table overleaf also shows that shoppers from a number of postcodes undertake significantly longer journeys now than they did before the new Safeways store opened. This may be explained by the fact that the new store provides facilities as good as, if not better, than anywhere else in the area and subsequently shoppers are prepared to travel a little further afield. It should also be noted that only a very small (and therefore relatively insignificant) number of shoppers actually make these longer trips as the table overleaf indicates.

| Postcode | No | Before | | After | | Change in Distance (Km's) | % Change |
|----------|-----|-----------------------|-------------------------|-----------------------|-------------------------|---------------------------|----------|
| | | Total Distance (Km's) | Average Distance (Km's) | Total Distance (Km's) | Average Distance (Km's) | | |
| RH 27 | 98 | 470 | 4.8 | 98 | 1.0 | -3.8 | -79 |
| RH 28 | 69 | 397.5 | 5.8 | 103.5 | 1.5 | -4.3 | -74 |
| RH 20 | 128 | 538 | 4.2 | 192 | 1.5 | -2.7 | -64 |
| RH 29 | 73 | 379.5 | 5.2 | 73 | 1.0 | -4.2 | -81 |
| RH 11 | 14 | 24.4 | 1.7 | 35 | 2.5 | +0.8 | +47 |
| RH 16 | 49 | 143.5 | 2.9 | 122.5 | 2.5 | -0.4 | -14 |
| RH 12 | 35 | 135 | 3.9 | 87.5 | 2.5 | -1.4 | -36 |
| RH 14 | 15 | 51 | 3.4 | 75 | 5.0 | +1.6 | +47 |
| RH20 7 | 9 | 56.5 | 6.3 | 45 | 5.0 | -1.3 | -21 |
| KT20 6 | 5 | 16 | 3.2 | 30 | 6.0 | +2.8 | +88 |
| RH 15 | 26 | 152 | 5.8 | 143 | 5.5 | -0.3 | -5 |
| RH 13 | 33 | 125 | 3.8 | 165 | 5.0 | +1.2 | +32 |
| RH 60 | 2 | 5 | 2.5 | 15 | 7.5 | +5.0 | +200 |
| RH 41 | 8 | 53.5 | 6.7 | 68 | 8.5 | +1.8 | +27 |
| RH 54 | 17 | 139.5 | 8.2 | 144.5 | 8.5 | +0.3 | +4 |
| RH 68 | 8 | 20.5 | 2.6 | 52 | 6.5 | +3.9 | +150 |
| RH 37 | 30 | 239 | 8.0 | 135 | 4.5 | -3.5 | -44 |
| SM 72 | 1 | 0.2 | 0.2 | 9.5 | 9.5 | +9.3 | * |
| CR 53 | 3 | 13.5 | 4.5 | 21 | 7.0 | +2.5 | +56 |
| CR 35 | 2 | 5.7 | 2.9 | 20 | 10.0 | +8.1 | +279 |
| CR 29 | 1 | 5 | 5.0 | 14 | 14.0 | +9.0 | +180 |
| RH 69 | 5 | 19.5 | 4.0 | 42.5 | 8.5 | +4.5 | +113 |
| RH 67 | 3 | 3.5 | 1.2 | 24 | 8.0 | +6.8 | +567 |
| KT22 7 | 2 | 8.5 | 4.3 | 23 | 11.5 | +7.2 | +167 |
| RH 55 | 2 | 21 | 10.5 | 27 | 13.5 | +3.0 | +29 |
| RH42 | 4 | 32.5 | 8.1 | 36 | 9.0 | +0.9 | +11 |
| RH 43 | 3 | 27 | 9.0 | 30 | 10.0 | +1.0 | +11 |
| Total | 645 | 3082.3 | 4.8 | 1831 | 2.8 | -2.0 | -42 |



Store Location

Site Reference: SC A 04 Grid Reference: 5252015010
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: SURREY Region: SOUTH EAST

Description: SAFEWAY SUPERSTORE
Street: BELL STREET
District:
Town: REIGATE

Location: Town Centre Use Class: A1

Population within 1 mile: 25,001 to 50,000
Population within 5 miles: 100,001 to 125,000
Car Ownership within 5 miles: 1.1 to 1.5
Public Transport provision: Not Known

Total GROSS FLOOR AREA : 4782 SQM
Total RETAIL FLOOR AREA : 2578 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: SC A 04 Trade Name: SAFEWAYS SUPERSTORE

Site Area (h/a): -1.0

Gross Floor Area (100 sqm): 4782

Retail Floor Area (100 sqm): 2578

Open Since: 1980

Employees: 226

No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs 08:00 to 20:00

Friday 08:00 to 21:00

Saturday 08:00 to 20:00

Sunday 10:00 to 16:00

No. of Parking Spaces: 420

Surface Parking: YES

Parking Charges: YES

Filling Station: NO

Distance to next Similar Site (km): 2

Comment:

THE STORE FACILITIES INCLUDE: CASH TILLS, CAFE, PHARMACY,
DRY CLEANERS, POST OFFICE

Site Reference: SC A 04 Survey Date: 18/11/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 10 Final: 10

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 69 | 36 | 105 | 43 |
| 08:00 to 09:00 | 239 | 104 | 343 | 178 |
| 09:00 to 10:00 | 297 | 225 | 522 | 250 |
| 10:00 to 11:00 | 336 | 286 | 622 | 300 |
| 11:00 to 12:00 | 303 | 303 | 606 | 300 |
| 12:00 to 13:00 | 280 | 314 | 594 | 266 |
| 13:00 to 14:00 | 292 | 313 | 605 | 245 |
| 14:00 to 15:00 | 378 | 320 | 698 | 303 |
| 15:00 to 16:00 | 313 | 374 | 687 | 242 |
| 16:00 to 17:00 | 288 | 342 | 630 | 188 |
| 17:00 to 18:00 | 288 | 323 | 611 | 153 |
| 18:00 to 19:00 | 234 | 316 | 550 | 71 |
| 19:00 to 20:00 | 103 | 164 | 267 | 10 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: SC A 04 Survey Date: 19/11/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 19 Final: 29

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 12 | 0 | 12 | 31 |
| 08:00 to 09:00 | 191 | 78 | 269 | 144 |
| 09:00 to 10:00 | 306 | 205 | 511 | 245 |
| 10:00 to 11:00 | 363 | 284 | 647 | 324 |
| 11:00 to 12:00 | 394 | 331 | 725 | 387 |
| 12:00 to 13:00 | 361 | 394 | 755 | 354 |
| 13:00 to 14:00 | 325 | 363 | 688 | 316 |
| 14:00 to 15:00 | 384 | 348 | 732 | 352 |
| 15:00 to 16:00 | 382 | 383 | 765 | 351 |
| 16:00 to 17:00 | 360 | 416 | 776 | 295 |
| 17:00 to 18:00 | 276 | 412 | 688 | 159 |
| 18:00 to 19:00 | 150 | 244 | 394 | 65 |
| 19:00 to 20:00 | 44 | 80 | 124 | 29 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: SC A 04 Survey Date: 20/11/94 Day Of Week: Sunday

Survey Type: Manual Count

Car Park Occupancy - Initial: 38 Final: 159

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | 94 | 3 | 97 | 129 |
| 10:00 to 11:00 | 376 | 231 | 607 | 274 |
| 11:00 to 12:00 | 350 | 357 | 707 | 267 |
| 12:00 to 13:00 | 378 | 364 | 742 | 281 |
| 13:00 to 14:00 | 294 | 350 | 644 | 225 |
| 14:00 to 15:00 | 334 | 308 | 642 | 251 |
| 15:00 to 16:00 | 192 | 284 | 476 | 159 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Safeway / TRICS Research Project Site Report - Southport

Introduction

The store at Southport is a 30,000 sq ft retail store located immediately adjacent to the town centre. The store opened in 1993.

Site Details

| | |
|------------------------------|----------------------------|
| Gross Floor Area | 57,450 sq.ft (5,338 sq.m.) |
| Retail Floor Area | 30,500 sq.ft. (2,834 sq.m) |
| Number of staff | 150 |
| Number of car parking spaces | 480 |

The store contains the following facilities:

Dry Cleaning
Cash Till
Cafe

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0830 - 2000 hours |
| Friday | 0830 - 2100 hours |
| Saturday | 0830 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a good bus service to the centre of Southport with the main stops being located within 100m of the store.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 2nd December to Sunday 4th December. An automatic counter was installed by Lancashire County Council at the site on 14th November and was left in place until 12th December. Due to equipment failure, data was not available for the weeks leading up to and including Christmas.

The number of interviews undertaken were as set out below:

| Time period | Number of interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 223 | 13 |
| Friday Evening-peak | 134 | 25 |
| Saturday | 253 | 10 |
| Sunday | 139 | 9 |
| Total | 749 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 2,280 | 2,280 | 2,655 | 2,655 | 1,479 | 1,479 |
| Busiest Hour | 241 ⁽¹⁾ | 281 ⁽²⁾ | 336 ⁽³⁾ | 393 ⁽⁴⁾ | 317 ⁽⁵⁾ | 314 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 207 | 202 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 279 | | 460 | | 230 | |

(1) 1100 - 1200 hours

(2) 1500 - 1600 hours

(3) 1400 - 1500 hours

(4) 1600 - 1700 hours

(5) 1400 - 1500 hours

(6) 1400 - 1500 hours.

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of November was chosen together with the week beginning Monday 5th December (as ATC data for the week beginning 12th December was unreliable).

| No of Trips per Week | Typical Week | | Pre-Christmas Week | |
|----------------------|--------------|------|--------------------|------|
| | Trips | % | Trips | % |
| Monday | 2,915 | 15.8 | 2,843 | 14.0 |
| Tuesday | 2,752 | 14.9 | 2,649 | 13.1 |
| Wednesday | 2,874 | 15.6 | 2,605 | 12.8 |
| Thursday | 2,180 | 11.8 | 2,927 | 14.4 |
| Friday | 2,368 | 12.9 | 3,136 | 15.4 |
| Saturday | 3,062 | 16.6 | 3,881 | 19.1 |
| Sunday | 2,288 | 12.4 | 2,278 | 11.2 |
| Total | 18,439 | 100 | 20,319 | 100 |

From the traffic counters it was possible to look at how traffic flow increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow. (Due to unreliable ATC data for outbound traffic, it was not possible to calculate parking demand).

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 14th November | 304 | 432 | 449 |
| 21st November | 266 | 369 | 446 |
| 28th November | 241 | 336 | 317 |
| 5th December | 322 | 471 | 431 |
| 12th December | * | * | * |
| 19th December | * | * | Christmas Day |
| 26th December | * | * | New Year's Day |
| Maximum Flow | 322 | 471 | 449 |

* Data unavailable

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Max. demand |
|------------------|-------------------|-------------|
| Parking capacity | - | 480 |
| Friday | 1100 - 1200 hours | 279 |
| Saturday | 1400 - 1500 hours | 460 |
| Sunday | 1400 - 1500 hours | 230 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period Start | Duration of Stay (minutes) | | |
|----------------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 62 | 53 | - |
| 0900 hours | 59 | 61 | - |
| 1000 hours | 64 | 66 | 46 |
| 1100 hours | 64 | 65 | 46 |
| 1200 hours | 62 | 71 | 55 |
| 1300 hours | 67 | 52 | 47 |
| 1400 hours | 62 | 74 | 40 |
| 1500 hours | 50 | 64 | 20 |
| 1600 hours | 42 | 43 | - |
| 1700 hours | 37 | 28 | - |
| 1800 hours | 29 | 25 | - |
| 1900 hours | 27 | 20 | - |
| 2000 hours | 17 | - | - |
| Average | 53 | 58 | 45 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 82.5 | 87.3 | 83.4 | 84.2 |
| Walk | 8.5 | 7.5 | 9.9 | 12.2 |
| Bus | 4.0 | 4.5 | 5.5 | 2.2 |
| Taxi | 1.4 | - | 0.4 | 0.7 |
| Cycle | 1.4 | - | 0.4 | - |
| Other | 2.2 | 0.7 | 0.4 | 0.7 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 223 | 134 | 253 | 139 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 82.5 | 87.3 | 83.4 | 83.5 |
| Walk | 5.8 | 6.7 | 10.7 | 12.2 |
| Bus | 4.9 | 4.5 | 4.7 | 2.9 |
| Taxi | 2.2 | 0.7 | 0.4 | 0.7 |
| Cycle | 1.4 | - | 0.4 | - |
| Other | 3.2 | 0.8 | 0.4 | 0.7 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 223 | 134 | 253 | 139 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 12.1 | 29.1 | 2.0 | - |
| Home | 83.4 | 64.9 | 97.2 | 90.6 |
| Shop | 0.9 | 1.5 | 0.8 | - |
| Other | 3.6 | 4.5 | - | 9.4 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 223 | 134 | 253 | 139 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 5.4 | 2.2 | 0.4 | - |
| Home | 89.2 | 93.3 | 98.8 | 92.1 |
| Shop | 0.5 | - | 0.8 | 1.4 |
| Other | 4.9 | 4.5 | - | 6.5 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 223 | 134 | 253 | 139 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the adjacent town centre.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|----------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Petrol | 36 (16%) | 16 (12%) | 38 (15%) | 25 (18%) |
| Cash Till | 20 (9%) | 26 (19%) | 32 (13%) | 50 (36%) |
| Dry Cleaning | 13 (6%) | 21 (16%) | 14 (6%) | 0 (0%) |
| Cafe | 39 (17%) | 19 (14%) | 61 (24%) | 19 (14%) |
| Other | 2 (1%) | 3 (2%) | 6 (2%) | 3 (2%) |
| None | 146 (65%) | 73 (55%) | 138 (55%) | 108 (78%) |
| SAMPLE | 223 (100%) | 134 (100%) | 253 (100%) | 139 (100%) |
| Outside Store | | | | |
| Beach | 0 (0%) | 0 (0%) | 0 (0%) | 1 (1%) |
| Funfair | 0 (0%) | 0 (0%) | 0 (0%) | 1 (1%) |
| Banks | 23 (10%) | 25 (19%) | 23 (9%) | 1 (1%) |
| Other Services | 9 (4%) | 3 (2%) | 8 (3%) | 2 (1%) |
| Other Food | 9 (4%) | 11 (8%) | 19 (8%) | 9 (6%) |
| Non-Food | 56 (25%) | 28 (21%) | 82 (32%) | 21 (15%) |
| Other | 19 (9%) | 20 (15%) | 20 (8%) | 17 (12%) |
| None | 108 (48%) | 77 (57%) | 126 (50%) | 111 (80%) |
| SAMPLE | 223 (100%) | 134 (100%) | 253 (100%) | 139 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 0.5 | PR81 | 28 | 2 | 38 | 68 |
| 1.7 | PR90 | 44 | - | 5 | 49 |
| 2.5 | PR82 | 100 | 5 | 17 | 122 |
| 2.5 | PR97 | 15 | 5 | - | 20 |
| 2.5 | PR85 | 16 | - | 3 | 19 |
| 2.7 | PR86 | 39 | 3 | 3 | 45 |
| 3.0 | PR84 | 61 | 6 | 2 | 69 |
| 4.0 | PR99 | 66 | 2 | - | 68 |
| 5.5 | PR98 | 33 | 2 | 2 | 37 |
| 7.0 | PR83 | 44 | 3 | 1 | 48 |
| 10.0 | L409 | 5 | - | - | 5 |
| Over 10.0 | | 173 | 6 | - | 179 |
| | Not known | 8 | - | - | 8 |
| Total | | 632 | 34 | 71 | 737 |

| Distance | Percentage of Visitors | | | |
|-------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | 4 | 6 | 54 | 9 |
| 1 - 2 kms | 7 | - | 7 | 7 |
| 2 - 3 kms | 37 | 56 | 35 | 38 |
| 3 - 4 kms | 10 | 6 | - | 9 |
| 4 - 5 kms | - | - | - | - |
| 5 - 6 kms | 5 | 6 | 3 | 5 |
| 6 - 10 kms | 8 | 9 | 1 | 7 |
| Over 10 kms | 29 | 17 | - | 25 |
| Total (%) | 100 | 100 | 100 | 100 |

Note: Distances based on postcode sector centroids.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

| | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 86% | 69% | 96% | 91% |
| Non-Primary ⁽²⁾ | 14% | 31% | 4% | 9% |
| Pass-by ⁽³⁾ | 8% | 26% | 2% | 5% |
| Diverted ⁽⁴⁾ | 6% | 15% | 2% | 4% |
| Sample Size | 314 | 166 | 342 | 192 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.

Impact of New Store

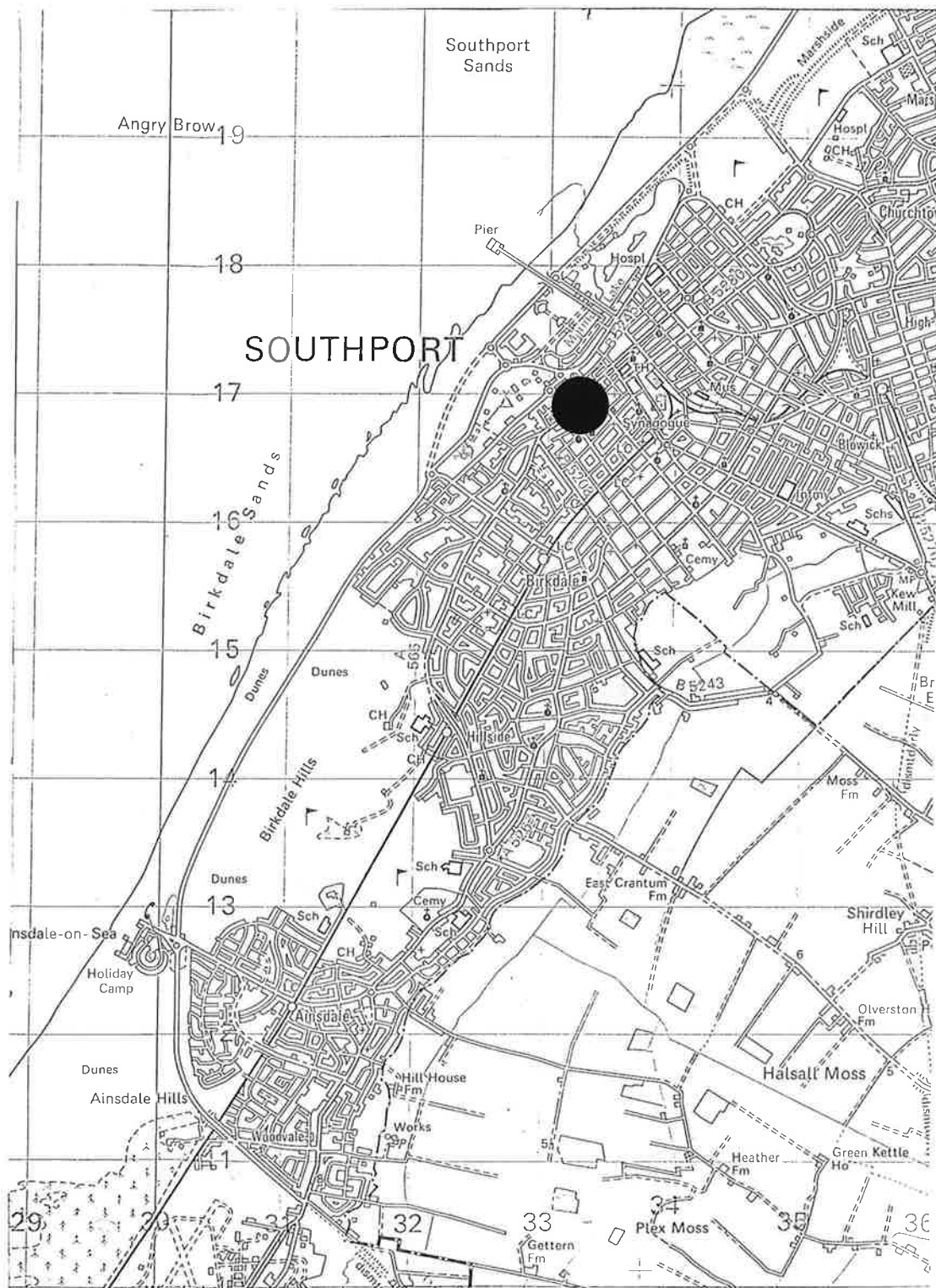
The table overleaf indicates that the new Town Centre Store in Southport has resulted in approximately a 2% increase in travel distance for its customers. Before the store opened the average customer travelled 4.3 kilometres to undertake a shopping trip, whereas now they travel an average 4.4 kilometres each.

The table shows that shoppers from postcode PR81 experience a 50% saving, however this amounts to only 0.5 kilometres per person in distance terms. For the remaining postcode origins some people experience fairly small savings, whilst many also experience generally small increases in travel distance.

The reason for the very small changes in distances travelled are two-fold. Firstly, the main destination visited by shoppers before the Safeway store opened in 1993 was an old Safeway store which no longer exists. It was located within 100-200 metres of the new store and those customers who continue to shop at Safeways have effectively experienced no change in travel distance. Secondly, the remainder of the competing stores are located fairly close to the new store. For example, Sainsburys and Morrisons are both located within approximately 500 metres of Safeways.

Due to the geographical location of Southport (on the north west coast of England) most of Safeway's customers travel from the east to visit the store. A number of Safeway's customers used to shop at Tesco's which lies on the eastern fringe of Southport. By transferring to the new Safeway store they have chosen to travel up to 3 kilometres further. This decision could either have been made as a direct result of the choice of food products provided at the Safeway store, or due to the parking facilities provided which enable customers to undertake other non-food shopping, in the Town Centre, at the same time, whilst utilising free parking facilities.

| Postcode | No. | Before | | After | | Change in Distance (Km's) | % Change |
|----------|-----|-----------------------|-------------------------|-----------------------|-------------------------|---------------------------|----------|
| | | Total Distance (Km's) | Average Distance (Km's) | Total Distance (Km's) | Average Distance (Km's) | | |
| PR 81 | 67 | 68.5 | 1.0 | 33.5 | 0.5 | -0.5 | -50 |
| PR 84 | 82 | 203 | 2.5 | 164 | 2.0 | -0.5 | -20 |
| PR 86 | 51 | 156.5 | 3.1 | 204 | 4.0 | +0.9 | +29 |
| PR 82 | 113 | 287 | 2.5 | 226 | 2.0 | -0.5 | -20 |
| PR 99 | 61 | 232.5 | 3.8 | 244 | 4.0 | +0.2 | +5 |
| PR 85 | 21 | 49.5 | 2.4 | 42 | 2.0 | -0.4 | -17 |
| PR 97 | 33 | 78.5 | 2.4 | 82.5 | 2.5 | +0.1 | +4 |
| PR 83 | 54 | 329.5 | 6.1 | 324 | 6.0 | -0.1 | -2 |
| L 23 | 14 | 227 | 16.2 | 238 | 17.0 | +0.8 | +5 |
| PR 57 | 2 | 31 | 15.5 | 31 | 15.5 | 0 | 0 |
| PR 46 | 15 | 171 | 11.4 | 180 | 12.0 | +0.6 | +5 |
| PR 44 | 1 | 19 | 19.0 | 19.5 | 19.5 | +0.5 | +3 |
| PR 90 | 42 | 65.5 | 1.6 | 63 | 1.5 | -0.1 | +6 |
| L 39 | 20 | 215 | 10.8 | 240 | 12.0 | +1.2 | +11 |
| L 31 | 4 | 52.5 | 13.1 | 62 | 15.5 | +2.4 | +18 |
| L 21 | 7 | 135 | 19.3 | 136.5 | 19.5 | +0.2 | +1 |
| L 37 | 12 | 66 | 5.5 | 126 | 10.5 | +5.0 | +91 |
| PR 98 | 39 | 257.5 | 6.6 | 273 | 7.0 | +0.4 | +6 |
| PR 53 | 1 | 17.5 | 17.5 | 19.5 | 19.5 | +2.0 | +11 |
| L 30 | 3 | 45.5 | 15.2 | 54 | 18.0 | +2.8 | +18 |
| L 40 | 8 | 89.5 | 11.2 | 96 | 12.0 | +0.8 | +7 |
| Total | 650 | 2797 | 4.3 | 2858.5 | 4.4 | +0.1 | +2 |



Store Location

Site Reference: MS A 01 Grid Reference: 3337041750
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: MERSEYSIDE Region: NORTH WEST

Description: SUPERSTORE
Street: GARDEN LORD ST.
District: WINTER GARDENS
Town: SOUTHPORT

Location: Town Centre Use Class: A1

Population within 1 mile: 20,001 to 25,000
Population within 5 miles: 75,001 to 100,000
Car Ownership within 5 miles: 0.6 to 1.0
Public Transport provision: Medium

Total GROSS FLOOR AREA : 5338 SQM
Total RETAIL FLOOR AREA : 2834 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: MS A 01 Trade Name: SAFEWAYS SUPERSTORE

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 5338
Retail Floor Area (100 sqm): 2834

Open Since: 1980 Employees: 150 No. of Units: -1

OPENING TIMES (24 hour format):

| | | | |
|--------------|----------------|------------------------|-----|
| Mon to Thurs | 08:30 to 20:00 | No. of Parking Spaces: | 480 |
| Friday | 08:30 to 21:00 | Surface Parking: | YES |
| Saturday | 08:30 to 20:00 | Parking Charges: | NO |
| Sunday | 10:00 to 16:00 | Filling Station: | YES |

Distance to next Similar Site (km): 3

Comment:

Facilities at store - Cash tills, Cafe, Pharmacy, Dry cleaners.

Site Reference: MS A 01 Survey Date: 02/12/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 14 Final: 27

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 6 | 2 | 8 | 18 |
| 08:00 to 09:00 | 69 | 29 | 98 | 58 |
| 09:00 to 10:00 | 172 | 63 | 235 | 167 |
| 10:00 to 11:00 | 190 | 119 | 309 | 238 |
| 11:00 to 12:00 | 241 | 200 | 441 | 279 |
| 12:00 to 13:00 | 209 | 217 | 426 | 271 |
| 13:00 to 14:00 | 210 | 232 | 442 | 249 |
| 14:00 to 15:00 | 213 | 197 | 410 | 265 |
| 15:00 to 16:00 | 238 | 281 | 519 | 222 |
| 16:00 to 17:00 | 214 | 255 | 469 | 181 |
| 17:00 to 18:00 | 207 | 202 | 409 | 186 |
| 18:00 to 19:00 | 164 | 213 | 377 | 137 |
| 19:00 to 20:00 | 100 | 151 | 251 | 86 |
| 20:00 to 21:00 | 33 | 92 | 125 | 27 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: MS A 01 Survey Date: 03/12/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 27 Final: 22

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 2 | 2 | 4 | 27 |
| 08:00 to 09:00 | 82 | 15 | 97 | 94 |
| 09:00 to 10:00 | 185 | 85 | 270 | 194 |
| 10:00 to 11:00 | 249 | 146 | 395 | 297 |
| 11:00 to 12:00 | 334 | 231 | 565 | 400 |
| 12:00 to 13:00 | 268 | 264 | 532 | 404 |
| 13:00 to 14:00 | 253 | 285 | 538 | 372 |
| 14:00 to 15:00 | 336 | 248 | 584 | 460 |
| 15:00 to 16:00 | 317 | 330 | 647 | 447 |
| 16:00 to 17:00 | 268 | 393 | 661 | 322 |
| 17:00 to 18:00 | 189 | 325 | 514 | 186 |
| 18:00 to 19:00 | 101 | 203 | 304 | 84 |
| 19:00 to 20:00 | 39 | 81 | 120 | 42 |
| 20:00 to 21:00 | 5 | 25 | 30 | 22 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: MS A 01 Survey Date: 04/12/94 Day Of Week: Sunday

Survey Type: Manual Count

Car Park Occupancy - Initial: 16 Final: 107

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | 31 | 6 | 37 | 41 |
| 10:00 to 11:00 | 160 | 108 | 268 | 93 |
| 11:00 to 12:00 | 212 | 152 | 364 | 153 |
| 12:00 to 13:00 | 267 | 215 | 482 | 205 |
| 13:00 to 14:00 | 293 | 271 | 564 | 227 |
| 14:00 to 15:00 | 317 | 314 | 631 | 230 |
| 15:00 to 16:00 | 183 | 306 | 489 | 107 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Safeway / TRICS Research Project Site Report - St Helens

Introduction

The store at St Helens is a 35,000 sq ft retail store located immediately adjacent to the town centre. The store opened in 1989.

Site Details

| | |
|------------------------------|-----------------------------|
| Gross Floor Area | 61,200 sq.ft (5,687 sq.m.) |
| Retail Floor Area | 40,900 sq.ft. (3,800 sq.m.) |
| Number of staff | 190 |
| Number of car parking spaces | 580 |

The store contains the following facilities:

Cash Till
Cafe

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|--------------------|-------------------|
| Monday | 0800 - 1900 hours |
| Tuesday - Thursday | 0800 - 2000 hours |
| Friday | 0800 - 2100 hours |
| Saturday | 0800 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a good bus service to the centre of the town with the main stops being located within 100m of the store.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 25th November to Sunday 27th November. An automatic counter was installed by St Helens Metropolitan Borough on 22nd November and was left in place until 10th January. The counters operated intermittently with periods of missing data.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 343 | 15 |
| Friday Evening-peak | 142 | 20 |
| Saturday | 304 | 10 |
| Sunday | 200 | 13 |
| Total | 989 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 3,074 | 3,074 | 2,992 | 2,992 | 1,498 | 1,498 |
| Busiest Hour | 363 ⁽¹⁾ | 326 ⁽²⁾ | 361 ⁽³⁾ | 349 ⁽⁴⁾ | 375 ⁽⁵⁾ | 341 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 215 | 326 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 395 | | 383 | | 228 | |

(1) 1000 - 1100 hours

(2) 1700 - 1800 hours

(3) 1400 - 1500 hours

(4) 1200 - 1300 hours

(5) 1000 - 1100 hours

(6) 1200 - 1300 hours.

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of November was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December.

| No of Trips per Week | Typical Week | | Pre-Christmas Week | |
|----------------------|--------------|------|--------------------|------|
| | Trips | % | Trips | % |
| Monday | 2,239 | 12.5 | 2,158 | 12.0 |
| Tuesday | 2,137 | 12.1 | 2,185 | 12.1 |
| Wednesday | 2,244 | 12.7 | 2,303 | 12.7 |
| Thursday | 2,868 | 16.2 | 3,014 | 16.7 |
| Friday | 2,887 | 16.3 | 3,138 | 17.4 |
| Saturday | 3,168 | 17.9 | 3,232 | 17.9 |
| Sunday | 2,188 | 12.3 | 2,035 | 11.2 |
| Total | 17,731 | 100 | 18,065 | 100 |

From the traffic counters it was possible to look at how traffic flow increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow. (Due to unreliable ATC data for the inbound and outbound flows, it was not possible to calculate parking demand).

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 21st November | 394 | 415 | 352 |
| 28th November | 389 | * | * |
| 5th December | 380 | 395 | 386 |
| 12th December | 405 | 414 | 382 |
| 19th December | 448 | 426 | Christmas Day |
| 26th December | 437 | 478 | New Year's Day |
| Maximum Demand | 448 | 478 | 386 |

* Unreliable data.

Note: These figures include cars using the petrol filling station that do not enter the store car park as the ATC's recording of the traffic flow into and out of the store only, were too unreliable.

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | - | 580 |
| Friday | 1300 - 1400 hours | 395 |
| Saturday | 1500 - 1600 hours | 383 |
| Sunday | 1100 - 1200 hours | 228 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below:

| Time Period | Duration of Stay (Minutes) | | |
|-------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 53 | 73 | - |
| 0900 hours | 74 | 73 | - |
| 1000 hours | 79 | 70 | 77 |
| 1100 hours | 83 | 75 | 59 |
| 1200 hours | 73 | 71 | 49 |
| 1300 hours | 72 | 73 | 46 |
| 1400 hours | 68 | 76 | 38 |
| 1500 hours | 61 | 74 | 19 |
| 1600 hours | 58 | 61 | - |
| 1700 hours | 62 | 46 | - |
| 1800 hours | 43 | 27 | - |
| 1900 hours | 38 | 16 | - |
| 2000 hours | 25 | - | - |
| Average | 66 | 68 | 54 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 82.8 | 90.2 | 85.2 | 91.5 |
| Walk | 2.3 | 3.5 | 2.9 | 4.5 |
| Bus | 14.0 | 4.9 | 10.5 | 3.0 |
| Taxi | - | - | 0.7 | 0.5 |
| Cycle | - | - | - | 0.5 |
| Other | 0.9 | 1.4 | 0.7 | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 343 | 142 | 304 | 200 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 85.4 | 89.5 | 87.2 | 93.0 |
| Walk | 1.2 | 2.8 | 2.3 | 2.5 |
| Bus | 12.5 | 2.8 | 8.2 | 3.0 |
| Taxi | 0.9 | 2.8 | 1.6 | 1.0 |
| Cycle | - | - | - | 0.5 |
| Other | - | 2.1 | 0.7 | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 343 | 142 | 304 | 200 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 13.4 | 41.6 | 5.0 | 3.0 |
| Home | 81.9 | 56.3 | 88.8 | 90.0 |
| Shop | 3.5 | 1.4 | 3.6 | 1.0 |
| Other | 1.2 | 0.7 | 2.6 | 6.0 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 343 | 142 | 304 | 200 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 1.2 | 1.4 | 0.7 | 0.5 |
| Home | 95.0 | 97.2 | 91.8 | 89.5 |
| Shop | 1.5 | - | 2.6 | - |
| Other | 2.3 | 1.4 | 4.9 | 10.0 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 343 | 142 | 304 | 200 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the adjacent town centre.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|----------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Petrol | 60 (17%) | 23 (16%) | 41 (13%) | 22 (11%) |
| Cash Till | 16 (5%) | 9 (6%) | 69 (23%) | 19 (10%) |
| Cafe | 72 (21%) | 19 (13%) | 27 (9%) | 27 (14%) |
| Other | 5 (1%) | 2 (1%) | 3 (1%) | 2 (1%) |
| None | 217 (63%) | 123 (87%) | 223 (73%) | 162 (81%) |
| SAMPLE | 343 (100%) | 142 (100%) | 304 (100%) | 200 (100%) |
| Outside Store | | | | |
| Banks | 67 (20%) | 24 (17%) | 113 (37%) | 22 (11%) |
| Other Services | 18 (5%) | 0 (0%) | 34 (11%) | 11 (6%) |
| Other Food | 41 (12%) | 3 (2%) | 66 (22%) | 10 (5%) |
| Non-Food | 78 (23%) | 34 (24%) | 142 (47%) | 7 (4%) |
| Other | 28 (8%) | 0 (0%) | 15 (5%) | 48 (24%) |
| None | 214 (62%) | 87 (61%) | 91 (30%) | 114 (57%) |
| SAMPLE | 343 (100%) | 142 (100%) | 304 (100%) | 200 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 0.2 | WA101 | 27 | 6 | 11 | 44 |
| 1.3 | WA102 | 9 | 1 | 5 | 15 |
| 2.2 | WA104 | 35 | 5 | 2 | 42 |
| 2.2 | WA106 | 48 | 2 | - | 50 |
| 2.4 | WA91 | 13 | 1 | 3 | 17 |
| 2.6 | WA103 | 46 | 8 | 5 | 59 |
| 2.8 | WA118 | 55 | 5 | - | 60 |
| 3.7 | WA105 | 54 | 1 | - | 55 |
| 3.9 | WA119 | 51 | 5 | 2 | 58 |
| 4.0 | WA92 | 7 | 5 | - | 12 |
| 4.0 | WA93 | 16 | 4 | - | 20 |
| 4.5 | WA95 | 31 | 6 | 2 | 39 |
| 4.8 | WA110 | 50 | 2 | - | 52 |
| 4.9 | WA117 | 37 | 6 | - | 43 |
| 5.0 | WA94 | 44 | 3 | - | 47 |
| 5.0 | L342 | 20 | - | - | 20 |
| 5.5 | L345 | 3 | 1 | - | 4 |
| 6.0 | L346 | 6 | - | - | 6 |
| 6.5 | L357 | 7 | - | - | 7 |
| 6.5 | L358 | 10 | 1 | - | 11 |
| 6.9 | WA80 | 7 | - | - | 7 |
| 7.2 | WA54 | 4 | 1 | - | 5 |
| 7.2 | L352 | 2 | - | - | 2 |
| 7.5 | L353 | 8 | - | - | 8 |
| 7.5 | L354 | 20 | - | - | 20 |
| 7.5 | L355 | 5 | 1 | - | 6 |
| 8.0 | L356 | 9 | - | - | 9 |
| 8.0 | WN57 | 32 | 1 | - | 33 |
| 8.0 | L350 | 20 | 1 | - | 21 |
| 8.0 | L351 | 8 | - | - | 8 |
| 9.0 | L341 | 2 | - | - | 2 |
| 9.0 | L364 | 4 | - | - | 4 |
| 9.5 | L120 | 3 | - | - | 3 |
| 10.0 | WN40 | 15 | 4 | - | 19 |
| 10.0 | WN49 | 11 | - | - | 11 |
| 10.0 | L340 | 2 | - | - | 2 |
| 10.0 | WA89 | 6 | 1 | - | 7 |
| 10.0 | WA129 | 9 | - | - | 9 |
| Over 10 | | 118 | 12 | - | 130 |
| Total | | 854 | 83 | 30 | 967 |

| Distance | % of Visitors | | | |
|------------|---------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | 3 | 7 | 37 | 4 |
| 1-2 km | 1 | 1 | 16 | 2 |
| 2-3 km | 23 | 25 | 33 | 24 |
| 3-4 km | 12 | 7 | 7 | 15 |
| 4-5 km | 17 | 28 | 7 | 21 |
| 5-6 km | 8 | 5 | - | 1 |
| 6-10 km | 22 | 12 | - | 20 |
| Over 10 km | 14 | 15 | - | 13 |
| Total (%) | 100 | 100 | 100 | 100 |

Note: Distances based on postcode sector centroids.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

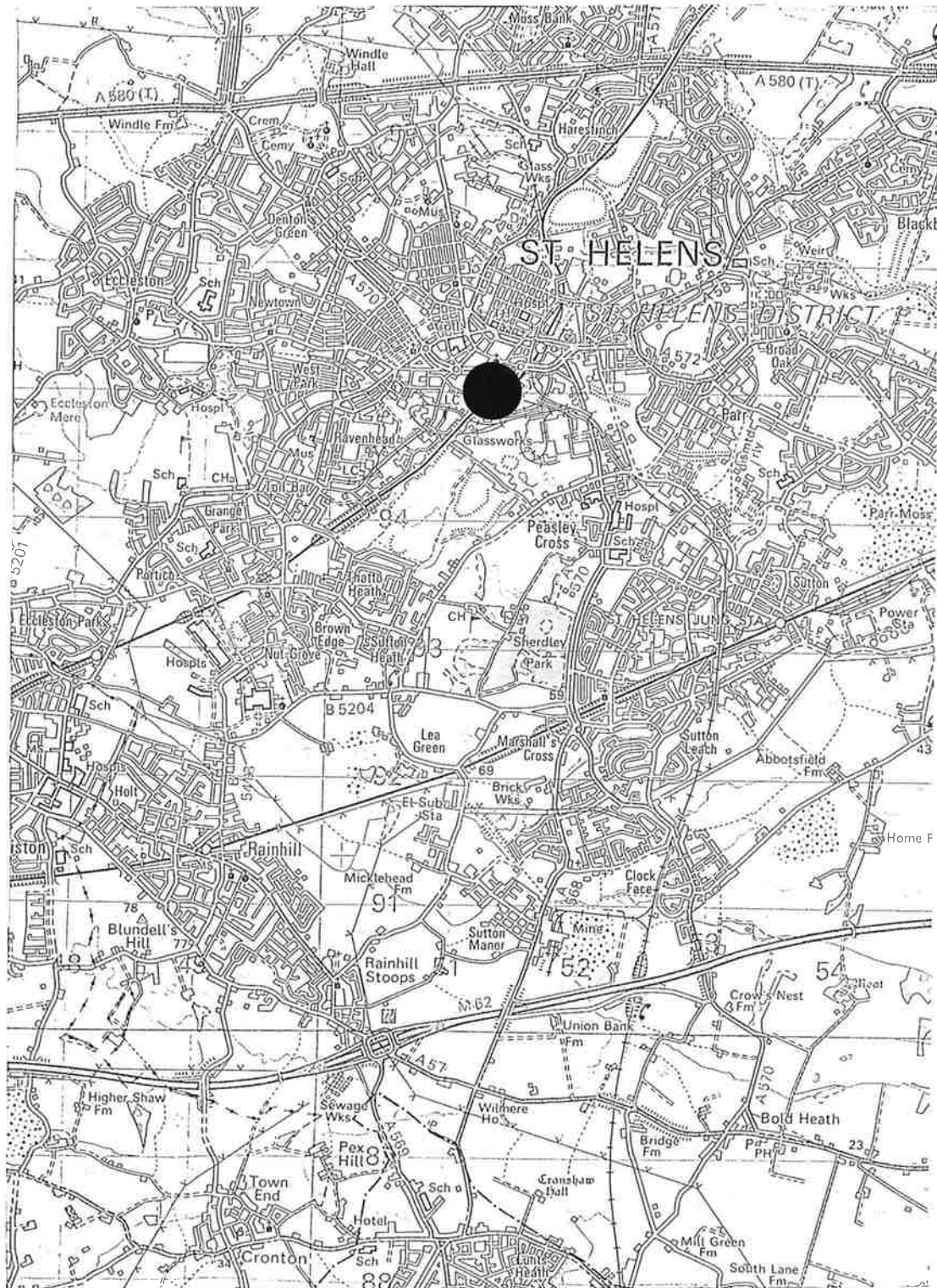
| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 78% | 58% | 89% | 90% |
| Non-Primary ⁽²⁾ | 22% | 42% | 11% | 10% |
| Pass-by ⁽³⁾ | 9% | 23% | 6% | 3% |
| Diverted ⁽⁴⁾ | 13% | 19% | 5% | 7% |
| Sample Size | 343 | 142 | 304 | 200 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.



Store Location

Site Reference: MS A 02 Grid Reference: 3510039500
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: MERSEYSIDE Region: NORTH WEST

Description: SUPERSTORE
Street: CHALON WAY
District: GREENBANK
Town: ST. HELENS

Location: Town Centre Use Class: A1

Population within 1 mile: 20,001 to 25,000
Population within 5 miles: 250,001 to 500,000
Car Ownership within 5 miles: 0.6 to 1.0
Public Transport provision: Medium

Total GROSS FLOOR AREA : 5687 SQM
Total RETAIL FLOOR AREA : 3800 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: MS A 02 Trade Name: SAFEWAYS SUPERSTORES

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 5687
Retail Floor Area (100 sqm): 3800

Open Since: 1989 Employees: 190 No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs 08:00 to 20:00
Friday 08:00 to 21:00
Saturday 08:00 to 20:00
Sunday 10:00 to 16:00

No. of Parking Spaces: 580
Surface Parking: YES
Parking Charges: NO
Filling Station: YES

Distance to next Similar Site (km): 1

Comment:

FACILITIES AT STORE - CASH TILLS, CAFE.

Site Reference: MS A 02 Survey Date: 25/11/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 22 Final: 51

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 22 | 5 | 27 | 39 |
| 08:00 to 09:00 | 84 | 35 | 119 | 88 |
| 09:00 to 10:00 | 291 | 140 | 431 | 239 |
| 10:00 to 11:00 | 363 | 233 | 596 | 369 |
| 11:00 to 12:00 | 266 | 276 | 542 | 359 |
| 12:00 to 13:00 | 303 | 288 | 591 | 374 |
| 13:00 to 14:00 | 272 | 252 | 524 | 394 |
| 14:00 to 15:00 | 292 | 291 | 583 | 395 |
| 15:00 to 16:00 | 238 | 270 | 508 | 363 |
| 16:00 to 17:00 | 291 | 276 | 567 | 378 |
| 17:00 to 18:00 | 215 | 326 | 541 | 267 |
| 18:00 to 19:00 | 191 | 257 | 448 | 201 |
| 19:00 to 20:00 | 151 | 229 | 380 | 123 |
| 20:00 to 21:00 | 73 | 145 | 218 | 51 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: MS A 02 Survey Date: 26/11/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 18 Final: 19

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 9 | 8 | 17 | 19 |
| 08:00 to 09:00 | 168 | 44 | 212 | 143 |
| 09:00 to 10:00 | 236 | 161 | 397 | 218 |
| 10:00 to 11:00 | 350 | 272 | 622 | 296 |
| 11:00 to 12:00 | 320 | 324 | 644 | 292 |
| 12:00 to 13:00 | 290 | 349 | 639 | 233 |
| 13:00 to 14:00 | 321 | 292 | 613 | 262 |
| 14:00 to 15:00 | 361 | 297 | 658 | 326 |
| 15:00 to 16:00 | 318 | 261 | 579 | 383 |
| 16:00 to 17:00 | 285 | 303 | 588 | 365 |
| 17:00 to 18:00 | 154 | 323 | 477 | 196 |
| 18:00 to 19:00 | 102 | 212 | 314 | 86 |
| 19:00 to 20:00 | 60 | 127 | 187 | 19 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: MS A 02 Survey Date: 27/11/94 Day Of Week: Sunday

Survey Type: Manual Count

Car Park Occupancy - Initial: 14 Final: 35

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | -1 | -1 | -1 | -1 |
| 10:00 to 11:00 | 375 | 167 | 542 | 222 |
| 11:00 to 12:00 | 269 | 263 | 532 | 228 |
| 12:00 to 13:00 | 221 | 341 | 562 | 108 |
| 13:00 to 14:00 | 213 | 254 | 467 | 67 |
| 14:00 to 15:00 | 240 | 207 | 447 | 100 |
| 15:00 to 16:00 | 166 | 231 | 397 | 35 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Safeway / TRICS Research Project Site Report - Harwood

Introduction

The store at Harwood is a 25,000 sq ft retail store located centrally within the Harwood neighbourhood of North Bolton. The store opened in 1994. The access road to the store connects two parts of a residential estate; hence at peak times the road carries a proportion of through traffic and in and out traffic flows are not reliable.

Site Details

| | |
|------------------------------|----------------------------|
| Gross Floor Area | 40,000 sq.ft. (3,717 sq.m) |
| Retail Floor Area | 25,000 sq.ft. (2,323 sq.m) |
| Number of staff | 163 |
| Number of car parking spaces | 350 |

The store contains the following facilities:

Cash Till
Cafe

There is a petrol station on the site.

As part of the site development a bank and a further small retail unit (currently empty) was constructed immediately next to the store.

The opening hours are as set out below:

| | |
|--------------------|-------------------|
| Monday - Wednesday | 0830 - 2000 hours |
| Thursday | 0830 - 2100 hours |
| Friday | 0800 - 2000 hours |
| Saturday | 0830 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a good bus service to the store with stops being located inside the car park of the store.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 18th November to Sunday 20th November. An automatic counter was installed by Humberside County Council at the site on 29th November and was left in place until 18th January.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 349 | 15 |
| Friday Evening-peak | 129 | 12 |
| Saturday | 361 | ?? |
| Sunday | 201 | ?? |
| Total | 1040 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 3,380 | 3,380 | 3,621 | 3,373 | 1,452 | 1,379 |
| Busiest Hour | 427 ⁽¹⁾ | 493 ⁽²⁾ | 406 ⁽³⁾ | 392 ⁽⁴⁾ | 325 ⁽⁵⁾ | 299 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 427 | 450 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 375 | | 389 | | 138 | |

Note: This data contains some non-Safeway traffic.

- (1) 1700 - 1800 hours
- (2) 1600 - 1700 hours
- (3) 1400 - 1500 hours
- (4) 1700 - 1800 hours
- (5) 1200 - 1300 hours
- (6) 1300 - 1400 hours

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the middle of January (9th - 15th) was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December.

| No of Trips per Week | Typical Week | | Pre-Christmas Week * | |
|----------------------|--------------|------|----------------------|------|
| | Trips | % | Trips | % |
| Monday | 3,986 | 13.6 | 4,594 * | 14.3 |
| Tuesday | 3,837 | 13.1 | 4,672 * | 14.6 |
| Wednesday | 3,970 | 13.5 | 4,670 * | 14.6 |
| Thursday | 4,332 | 14.8 | 4,531 | 14.1 |
| Friday | 4,949 | 16.9 | 5,088 | 15.9 |
| Saturday | 5,616 | 19.1 | 5,486 | 17.1 |
| Sunday | 2,639 | 9.0 | 3,015 | 9.4 |
| Total | 29,329 | 100 | 32,056 | 100 |

Note: This data contains some non-Safeway traffic.

* Data was not available for Monday 12th, Tuesday 13th and Wednesday 14th December therefore data from Monday 19th, Tuesday 20th and Wednesday 21st has been used as a substitute.

From the traffic counters it was possible to look at how traffic flows increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow.

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 14th November | * | * | * |
| 21st November | * | * | * |
| 28th November | 308 | 328 | 289 |
| 5th December | 349 | 354 | 294 |
| 12th December | 331 | 364 | 294 |
| 19th December | 403 | 461 | Christmas Day |
| 26th December | 366 | 440 | New Year's Day |
| Maximum Demand | 403 | 461 | 294 |

* No data available

Note: Counts include some non-Safeway traffic.

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | - | 350 |
| Friday | 1400 - 1500 hours | 375 |
| Saturday | 1500 - 1600 hours | 281 |
| Sunday | 1200 - 1300 hours | 166 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period | Average Duration (Minutes) | | |
|-------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 48 | 38 | - |
| 0900 hours | 46 | 38 | 29 |
| 1000 hours | 42 | 39 | 32 |
| 1100 hours | 35 | 42 | 33 |
| 1200 hours | 35 | 39 | 32 |
| 1300 hours | 33 | 45 | 26 |
| 1400 hours | 39 | 44 | 26 |
| 1500 hours | 25 | 48 | 14 |
| 1600 hours | 27 | 38 | - |
| 1700 hours | 29 | 29 | - |
| 1800 hours | 30 | 16 | - |
| 1900 hours | 15 | 12 | - |
| 2000 hours | - | - | - |
| Average | 37 | 38 | 29 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 80.5 | 93.0 | 90.0 | 87.0 |
| Walk | 18.0 | 5.4 | 9.4 | 12.0 |
| Bus | 1.2 | 1.6 | 0.3 | 0.5 |
| Taxi | 0.3 | - | - | - |
| Cycle | - | - | 0.3 | - |
| Other | - | - | - | 0.5 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 349 | 129 | 361 | 201 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 80.2 | 93.0 | 90.3 | 87.6 |
| Walk | 18.3 | 5.4 | 9.4 | 11.4 |
| Bus | 0.6 | 1.6 | - | 0.5 |
| Taxi | 0.9 | - | - | - |
| Cycle | - | - | 0.3 | - |
| Other | - | - | - | 0.5 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 349 | 129 | 361 | 201 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 20.6 | 33.4 | 0.6 | - |
| Home | 78.8 | 63.6 | 88.9 | 97.5 |
| Shop | - | 1.5 | 8.3 | - |
| Other | 0.6 | 1.5 | 2.2 | 2.5 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 349 | 129 | 361 | 201 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 6.9 | 2.3 | 0.5 | 0.5 |
| Home | 85.9 | 86.8 | 92.0 | 89.5 |
| Shop | 0.6 | 0.8 | 4.2 | 2.5 |
| Other | 6.6 | 10.1 | 3.3 | 7.5 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 349 | 129 | 361 | 201 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the adjacent village centre. It should be noted that the bank was constructed as part of the store and is an integral part of the development but in the analysis it is assumed to be part of the wider community.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|----------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Cash Till | 49 (14%) | 12 (9%) | 51 (14%) | 27 (13%) |
| Cafe | 81 (23%) | 21 (16%) | 87 (24%) | 28 (14%) |
| Other | 3 (1%) | 2 (2%) | 2 (1%) | 0 (0%) |
| None | 235 (67%) | 101 (78%) | 244 (68%) | 153 (76%) |
| SAMPLE | 349 (100%) | 129 (100%) | 361 (100%) | 201 (100%) |
| Outside Store | | | | |
| Banks | 145 (42%) | 28 (22%) | 74 (20%) | 13 (6%) |
| Other Services | 66 (19%) | 18 (14%) | 14 (4%) | 8 (4%) |
| Other Food | 25 (7%) | 7 (5%) | 25 (7%) | 3 (1%) |
| Non-Food | 62 (18%) | 16 (12%) | 58 (16%) | 21 (10%) |
| Library | 52 (15%) | 15 (12%) | 40 (11%) | 1 (0%) |
| Other | 3 (1%) | 1 (1%) | 9 (2%) | 5 (2%) |
| None | 146 (42%) | 82 (64%) | 210 (58%) | 156 (78%) |
| SAMPLE | 349 (100%) | 129 (100%) | 361 (100%) | 201 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 0.6 | BL24 | 236 | * | 49 | 285 |
| 0.9 | BL23 | 238 | * | 68 | 306 |
| 2.0 | BL25 | 50 | * | - | 50 |
| 2.7 | BL22 | 15 | - | 2 | 17 |
| 2.8 | BL29 | 85 | - | 3 | 88 |
| 3.2 | BL18 | 6 | - | - | 6 |
| 3.7 | BL26 | 11 | - | - | 11 |
| 4.2 | BL17 | 7 | - | - | 7 |
| 4.8 | BL70 | 39 | - | - | 39 |
| 5.5 | BL83 | 38 | - | - | 38 |
| 5.8 | BL14 | 3 | - | - | 3 |
| 5.9 | BL31 | 4 | - | - | 4 |
| 6.0 | BL81 | 16 | - | - | 16 |
| 7.0 | BL82 | 31 | - | - | 31 |
| 8.0 | BL95 | 4 | - | - | 4 |
| 8.3 | BL83 | 3 | - | - | 3 |
| 8.3 | BL84 | 32 | - | - | 32 |
| 8.5 | | 23 | - | - | 23 |
| Over 10 | | 85 | - | - | 85 |
| Total | | 926 | * | 122 | 1,048 |

| Distance from Store | Percentage of Visitors | | | |
|---------------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | 51 | * | 96 | 56 |
| 1 - 2 km | 5 | * | 4 | 5 |
| 2 - 3 km | 11 | - | - | 10 |
| 3 - 4 km | 2 | - | - | 2 |
| 4 - 5 km | 5 | - | - | 4 |
| 5 - 6 km | 7 | - | - | 5 |
| 6 - 10 km | 10 | - | - | 9 |
| Over 10 km | 9 | - | - | 8 |
| Total (%) | 100 | * | 100 | 100 |

Note: Distances based on postcode sector centroids.
 * Figures considered to be too small to be significant.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 77% | 65% | 84% | 88% |
| Non-Primary ⁽²⁾ | 23% | 35% | 16% | 12% |
| Pass-by ⁽³⁾ | 16% | 24% | 10% | 7% |
| Diverted ⁽⁴⁾ | 7% | 11% | 6% | 5% |
| Sample Size | 349 | 129 | 361 | 201 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.

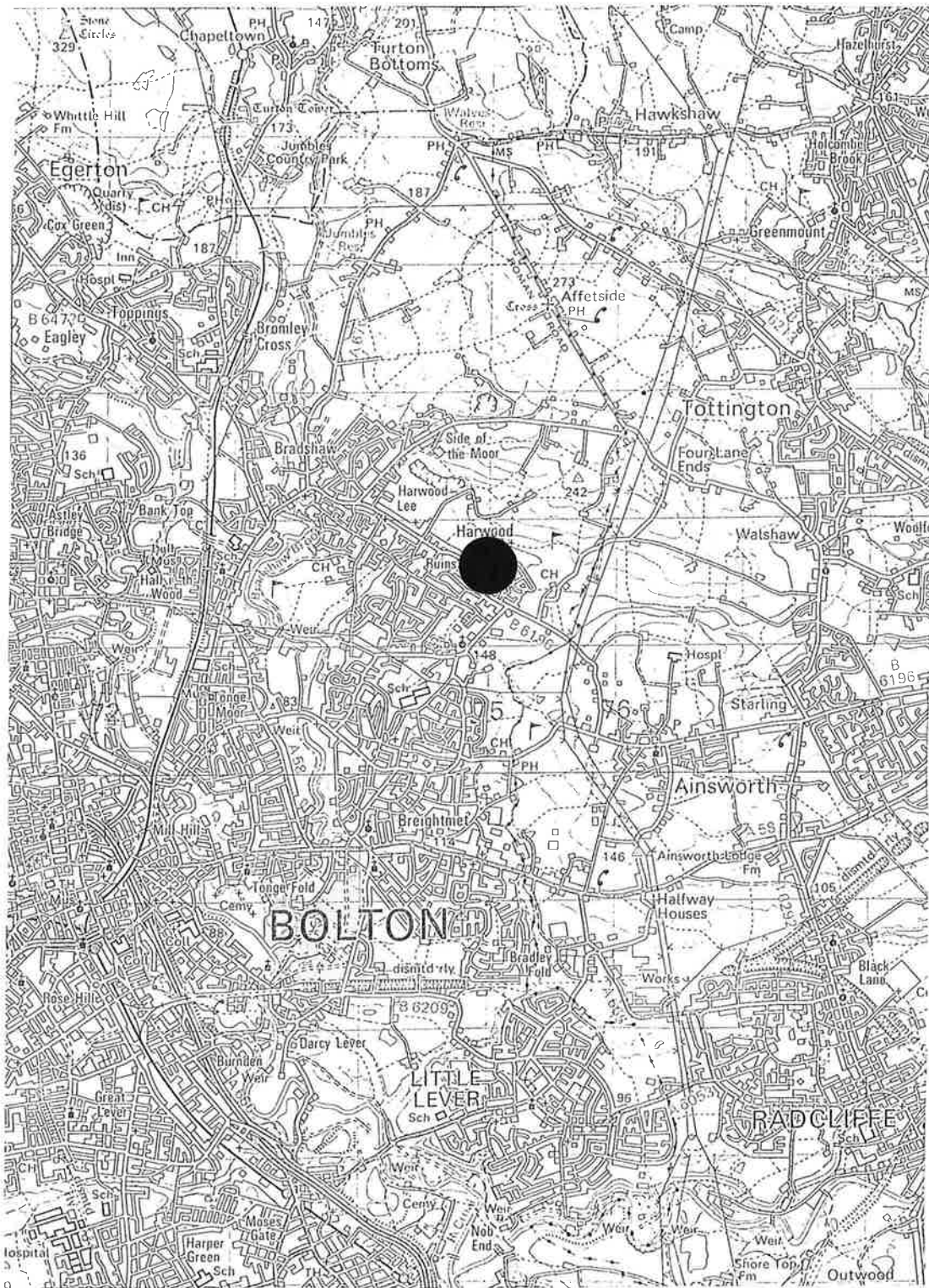
Impact of New Store

The table overleaf indicates that the new out-of-centre store in Harwood (Greater Manchester) has resulted in approximately a 54% saving in travel distance for its customers. Before the store opened the average customer travelled 3.7 kilometres to undertake a shopping trip, whereas now they travel an average 1.7 kilometres each.

The table shows that the main savings are made by people who live closest to the new store (postcodes BL24 and BL23). Residents of the two closest postcode areas used to have to travel further afield to such places as Asda (Astley), Safeway (Breighmet), Morrisons (Bolton) and Sainsburys (Bolton). Beyond postcodes BL24 and BL23 the changes in the number and distance of shopping trips is relatively insignificant as the table overleaf indicates.

The fact that the major savings in journey distances are experienced by people from the two closest postcodes (BL24 and BL23) emphasises the Safeway store's importance as a local District Centre. It is an important local centre but has less significant appeal to those coming from further afield, as Bolton and, indeed, Manchester are not too far away.

| Postcode | No | Before | | After | | Change in Distance (Km's) | %Change |
|----------|-----|-----------------------|-------------------------|-----------------------|-------------------------|---------------------------|---------|
| | | Total Distance (Km's) | Average Distance (Km's) | Total Distance (Km's) | Average Distance (Km's) | | |
| BL 24 | 253 | 904 | 3.6 | 126.5 | 0.5 | -3.1 | -86 |
| BL 23 | 275 | 840 | 3.1 | 137.5 | 0.5 | -2.6 | -84 |
| BL 25 | 47 | 93 | 2.0 | 94 | 2.0 | 0 | 0 |
| BL 22 | 11 | 23 | 2.1 | 27.5 | 2.5 | +0.4 | +19 |
| BL 18 | 6 | 10.5 | 1.8 | 15 | 2.5 | +0.7 | +39 |
| BL 26 | 11 | 22 | 2.0 | 33 | 3.0 | +1.0 | +50 |
| BL 17 | 9 | 25.5 | 2.8 | 27 | 3.0 | +0.2 | +7 |
| BL 70 | 27 | 189.5 | 7.0 | 121.5 | 4.5 | -2.5 | -36 |
| BL 83 | 1 | 6.5 | 6.5 | 3.5 | 3.5 | -3.0 | -46 |
| BL 14 | 2 | 4 | 2.0 | 10 | 5.0 | +3.0 | +150 |
| BL 31 | 2 | 10.5 | 5.3 | 10 | 5.0 | -0.3 | -6 |
| BL 81 | 10 | 56.5 | 5.7 | 50 | 5.0 | -0.7 | -12 |
| BL 82 | 23 | 124 | 5.4 | 103.5 | 4.5 | -0.9 | -17 |
| BL 95 | 1 | 11 | 11.0 | 6.5 | 6.5 | -4.5 | -41 |
| BL 83 | 23 | 91.5 | 4.0 | 80.5 | 3.5 | -0.5 | -13 |
| BL 84 | 20 | 143.5 | 7.2 | 90 | 4.5 | -2.7 | -38 |
| BL 33 | 4 | 11 | 2.8 | 26 | 6.5 | +3.7 | +132 |
| BL 79 | 71 | 282 | 4.0 | 213 | 3.0 | -1.0 | -25 |
| M 26 | 14 | 67.5 | 4.8 | 77 | 5.5 | +0.7 | +15 |
| BL 32 | 2 | 14 | 7.0 | 10 | 5.0 | -2.0 | -29 |
| BL 09 | 17 | 154 | 9.1 | 110.5 | 6.5 | -2.6 | -29 |
| BL 35 | 2 | 2 | 1.0 | 11 | 5.5 | +4.5 | +450 |
| BL 34 | 1 | 3 | 3.0 | 7 | 7.0 | +4.0 | +133 |
| BL49 | 1 | 4 | 4.0 | 7 | 7.0 | +3.0 | +75 |
| BB 44 | 1 | 11.5 | 11.5 | 10 | 10.0 | -1.5 | -13 |
| Total | 834 | 3104 | 3.7 | 1407.5 | 1.7 | -2.0 | -54 |



Store Location

Safeway / TRICS Research Project Site Report - Cheltenham

Introduction

The store at Up Hatherley, Cheltenham is a 30,000 sq ft retail store located centrally within the Up Hatherley neighbourhood of Cheltenham some 2 miles from the town centre. The store opened in 1988.

Site Details

| | |
|------------------------------|-----------------------------|
| Gross Floor Area | 61,220 sq.ft. (5,687 sq.m.) |
| Retail Floor Area | 31,800 sq.ft. (2,954 sq.m) |
| Number of staff | 235 |
| Number of car parking spaces | 520 |

The store contains the following facilities:

Cash Till
Pharmacy
Cafe
Newsagent

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0800 - 2000 hours |
| Friday | 0800 - 2100 hours |
| Saturday | 0800 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a bus service that operates hourly with a stop directly outside the store.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 18th November to Sunday 20th November. An automatic counter was installed by the County Council at the site on 15th November and was left in place until 23rd January.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 314 | 11 |
| Friday Evening-peak | 166 | 18 |
| Saturday | 342 | 8 |
| Sunday | 192 | 8 |
| Total | 1,014 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 3,671 | 3,671 | 4,204 | 4,204 | 2,510 | 2,510 |
| Busiest Hour | 388 ⁽¹⁾ | 393 ⁽²⁾ | 485 ⁽³⁾ | 471 ⁽⁴⁾ | 530 ⁽⁵⁾ | 499 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 299 | 393 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 358 | | 369 | | 298 | |

(1) 1400 - 1500 hours

(2) 1700 - 1800 hours

(3) 1100 - 1200 hours

(4) 1600 - 1700 hours

(5) 1200 - 1300 hours

(6) 1200 - 1300 hours.

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of November was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December. A summary is set out below:

| Day | Typical Week | | Pre-Christmas Week | |
|-----------|--------------|-------|--------------------|-------|
| | Trips | % | Trips | % |
| Monday | 3,245 | 13.0 | 3,491 | 13.3 |
| Tuesday | 3,106 | 12.4 | 3,408 | 13.0 |
| Wednesday | 3,344 | 13.3 | 3,555 | 13.6 |
| Thursday | 3,599 | 14.4 | 3,789 | 14.5 |
| Friday | 4,443 | 17.7 | 4,376 | 16.8 |
| Saturday | 4,671 | 18.6 | 4,847 | 18.5 |
| Sunday | 2,665 | 10.6 | 2,695 | 10.3 |
| Total | 25,073 | 100.0 | 26,161 | 100.0 |

From the traffic counters it was possible to look at how traffic flow increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow. (Due to unreliable ATC data for inbound traffic, it was not possible to calculate parking demand).

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 14th November | 480 | 502 | 512 |
| 21st November | 462 | 486 | 460 |
| 28th November | 434 | 506 | 420 |
| 5th December | 438 | 490 | 465 |
| 12th December | 429 | 500 | 458 |
| 19th December | 526 | 543 | Christmas Day |
| 26th December | 501 | 545 | New Year's Day |
| Maximum Flow | 526 | 545 | 512 |

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | - | 520 |
| Friday | 1400 - 1500 hours | 358 |
| Saturday | 1200 - 1300 hours | 369 |
| Sunday | 1200 - 1300 hours | 298 |

The table below shows a comparison between the maximum parking accumulations for a 'typical week' derived from the manual traffic count (in late November / early December) and the peak week before Christmas (on the basis of the ATC data for the site). It also shows the expected maximum parking accumulation on the basis of the customer records which were available for the two time periods.

| | Parking Accumulation | | |
|----------|----------------------|--------------------------|---------------------------------------|
| | Typical Week | Pre-Christmas Week (ATC) | Pre-Christmas Week (Customer Records) |
| Friday | 358 | 336 | 484 |
| Saturday | 369 | 347 | 456 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period Start | Duration of Stay (Minutes) | | |
|-------------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 39 | 40 | - |
| 0900 hours | 47 | 29 | - |
| 1000 hours | 40 | 38 | 32 |
| 1100 hours | 47 | 38 | 24 |
| 1200 hours | 40 | 36 | 32 |
| 1300 hours | 43 | 40 | 23 |
| 1400 hours | 50 | 40 | 26 |
| 1500 hours | 49 | 37 | 16 |
| 1600 hours | 73 | 39 | - |
| 1700 hours | 50 | 38 | - |
| 1800 hours | 32 | 23 | - |
| 1900 hours | 32 | 10 | - |
| 2000 hours | 19 | - | - |
| Average | 43 | 36 | 28 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 93.0 | 94.6 | 93.9 | 87.5 |
| Walk | 6.7 | 3.0 | 5.3 | 10.4 |
| Bus | 0.3 | - | 0.3 | - |
| Taxi | - | - | - | 0.5 |
| Cycle | - | 1.8 | 0.5 | 1.6 |
| Other | - | 0.6 | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 314 | 166 | 342 | 192 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 93.0 | 95.2 | 94.2 | 88.5 |
| Walk | 7.0 | 2.4 | 5.3 | 9.4 |
| Bus | - | - | - | - |
| Taxi | - | - | - | 0.5 |
| Cycle | - | 1.8 | 0.5 | 1.6 |
| Other | - | 0.6 | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 314 | 166 | 342 | 192 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 19.7 | 31.3 | 3.5 | 2.6 |
| Home | 72.3 | 65.1 | 83.9 | 88.5 |
| Shop | 6.1 | 0.6 | 5.0 | 2.6 |
| Other | 1.9 | 3.0 | 7.6 | 6.3 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 314 | 166 | 342 | 192 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 4.1 | - | 0.6 | 2.1 |
| Home | 89.8 | 93.4 | 95.3 | 89.6 |
| Shop | 1.6 | 4.2 | 0.6 | 2.6 |
| Other | 4.5 | 2.4 | 3.5 | 5.7 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 314 | 166 | 342 | 192 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the immediate vicinity.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|---------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Petrol | 56 (18%) | 31 (19%) | 58 (17%) | 39 (20%) |
| Cash Till | 39 (12%) | 28 (17%) | 49 (14%) | 32 (17%) |
| Pharmacy | 44 (14%) | 21 (13%) | 44 (13%) | 15 (8%) |
| Cafe | 25 (8%) | 5 (3%) | 24 (7%) | 11 (6%) |
| Newsagents | 19 (6%) | 7 (4%) | 66 (19%) | 27 (14%) |
| Other | 3 (1%) | 1 (1%) | 9 (3%) | 6 (3%) |
| None | 182 (58%) | 96 (58%) | 167 (49%) | 101 (53%) |
| SAMPLE | 314 (100%) | 166 (100%) | 342 (100%) | 192 (100%) |
| Outside Store | | | | |
| Pub | 6 (3%) | 5 (3%) | 18 (5%) | 11 (6%) |
| Village Hall | 0 (0%) | 1 (1%) | 3 (1%) | 0 (0%) |
| Dry Cleaning | 14 (6%) | 4 (2%) | 11 (3%) | 0 (0%) |
| Other Shops | 73 (31%) | 31 (19%) | 62 (18%) | 50 (26%) |
| None | 234 (75%) | 134 (81%) | 279 (82%) | 138 (72%) |
| TOTAL | 314 (100%) | 166 (100%) | 342 (100%) | 192 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100% due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (kms) | Post Code | Number of Visitors | | | |
|---------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 0.6 | GL515 | 297 | 1 | 56 | 358 |
| 2.0 | GL516 | 113 | 1 | 1 | 117 |
| 2.4 | GL530 | 84 | - | - | 84 |
| 2.5 | GL502 | 45 | - | - | 46 |
| 3.1 | GL517 | 8 | - | - | 8 |
| 3.2 | GL539 | 52 | - | - | 52 |
| 3.5 | GL518 | 4 | - | - | 4 |
| 3.5 | GL501 | 8 | - | - | 8 |
| 3.5 | GL537 | 48 | - | - | 48 |
| 3.9 | GL503 | 6 | - | - | 6 |
| 4.3 | GL522 | 5 | - | - | 5 |
| 4.4 | GL510 | 20 | - | - | 20 |
| 4.7 | GL519 | 7 | - | - | 7 |
| 4.7 | GL526 | 32 | - | - | 32 |
| 4.9 | GL539 | 33 | - | - | 33 |
| 5.4 | GL504 | 5 | - | - | 5 |
| 5.5 | GL525 | 8 | - | - | 8 |
| 5.5 | GL34 | 37 | - | - | 37 |
| 6.0 | GL32 | 33 | - | - | 33 |
| 6.4 | GL523 | 7 | - | - | 7 |
| 8.0 | GL31 | 3 | - | - | 3 |
| 8.5 | GL33 | 3 | - | - | 3 |
| 10.5 | GL524 | 8 | - | - | 8 |
| Longer | | 76 | - | - | 76 |
| Total | | 942 | 2 | 57 | 1,008 |

| Distance | Percentage of Visitors | | | |
|------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | 32 | * | 98 | 36 |
| 1-2 km | 12 | * | 2 | 12 |
| 2-3 km | 14 | - | - | 13 |
| 3-4 km | 13 | - | - | 12 |
| 4-5 km | 10 | - | - | 10 |
| 5-6 km | 9 | - | - | 8 |
| 6-10 km | 2 | - | - | 1 |
| Over 10 km | 8 | - | - | 8 |
| Total (%) | 100 | * | 100 | 100 |

Note: Distances based on post code sector centroids.
 * Figures are considered to be too small to be significant.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

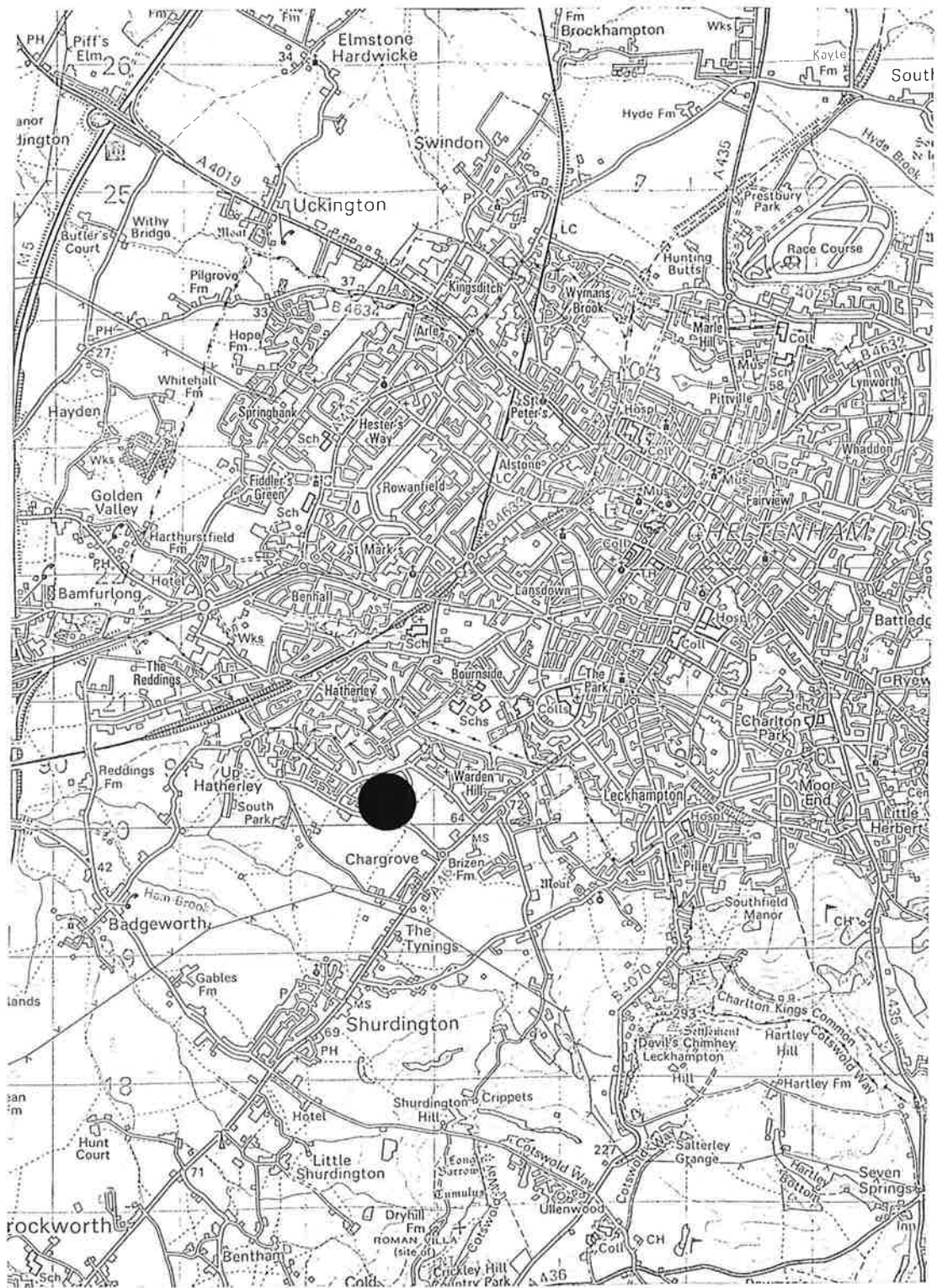
| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 71% | 62% | 79% | 79% |
| Non-Primary ⁽²⁾ | 29% | 38% | 21% | 21% |
| Pass-by ⁽³⁾ | 6% | 10% | 4% | 4% |
| Diverted ⁽⁴⁾ | 23% | 28% | 17% | 17% |
| Sample Size | 314 | 166 | 342 | 192 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.



Store Location

Site Reference: GS A 01 Grid Reference: 3933022120
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: GLOUCESTERSHIRE Region: SOUTH WEST

Description: SUPERSTORE
Street: OFF SHURDINGTON RD
District: UP HATHERLEY
Town: CHELTENHAM

Location: Neighbourhood Centre Use Class: A1

Population within 1 mile: 20,001 to 25,000
Population within 5 miles: 125,001 to 250,000
Car Ownership within 5 miles: 0.6 to 1.0
Public Transport provision: Not Known

Total GROSS FLOOR AREA : 5687 SQM
Total RETAIL FLOOR AREA : 2954 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: GS A 01 Trade Name: SAFEWAY STORES

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 5687
Retail Floor Area (100 sqm): 2954

Open Since: 1988 Employees: 235 No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs 08:00 to 20:00
Friday 08:30 to 21:00
Saturday 08:30 to 20:00
Sunday 10:00 to 16:00

No. of Parking Spaces: 520
Surface Parking: YES
Parking Charges: NO
Filling Station: YES

Distance to next Similar Site (km): 2

Comment:

Facilities at store - Cash tills, Cafe, Pharmacy, Dry cleaners.

Site Reference: GS A 01 Survey Date: 18/11/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 34 Final: 50

Data Proportions - (Total = 0):

Motor Cars: 0 Motor Cycles: 0 Public Service: 0
 Light Goods: 0 Heavy Goods(1): 0 Heavy Goods(2): 0

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | 190 | 112 | 302 | 112 |
| 09:00 to 10:00 | 241 | 195 | 436 | 158 |
| 10:00 to 11:00 | 330 | 292 | 622 | 196 |
| 11:00 to 12:00 | 344 | 319 | 663 | 221 |
| 12:00 to 13:00 | 361 | 290 | 651 | 292 |
| 13:00 to 14:00 | 250 | 269 | 519 | 273 |
| 14:00 to 15:00 | 388 | 303 | 691 | 358 |
| 15:00 to 16:00 | 327 | 347 | 674 | 338 |
| 16:00 to 17:00 | 315 | 343 | 658 | 310 |
| 17:00 to 18:00 | 299 | 393 | 692 | 216 |
| 18:00 to 19:00 | 305 | 344 | 649 | 177 |
| 19:00 to 20:00 | 173 | 263 | 436 | 87 |
| 20:00 to 21:00 | 114 | 151 | 265 | 50 |
| 21:00 to 22:00 | -1 | -1 | 17 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: GS A 01 Survey Date: 19/11/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 43 Final: 26

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 56 | 14 | 70 | 85 |
| 08:00 to 09:00 | 217 | 135 | 352 | 167 |
| 09:00 to 10:00 | 387 | 276 | 663 | 278 |
| 10:00 to 11:00 | 442 | 435 | 877 | 285 |
| 11:00 to 12:00 | 485 | 423 | 908 | 347 |
| 12:00 to 13:00 | 444 | 422 | 866 | 369 |
| 13:00 to 14:00 | 317 | 416 | 733 | 270 |
| 14:00 to 15:00 | 397 | 376 | 773 | 291 |
| 15:00 to 16:00 | 379 | 422 | 801 | 248 |
| 16:00 to 17:00 | 460 | 471 | 931 | 237 |
| 17:00 to 18:00 | 260 | 363 | 623 | 134 |
| 18:00 to 19:00 | 225 | 258 | 483 | 101 |
| 19:00 to 20:00 | 92 | 167 | 259 | 26 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: GS A 01 Survey Date: 20/11/94 Day Of Week: Sunday

Survey Type: Manual Count

Car Park Occupancy - Initial: 44 Final: 72

Data Proportions - (Total = 0):

Motor Cars: 0 Motor Cycles: 0 Public Service: 0
 Light Goods: 0 Heavy Goods(1): 0 Heavy Goods(2): 0

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | 96 | 23 | 119 | 117 |
| 10:00 to 11:00 | 390 | 340 | 730 | 167 |
| 11:00 to 12:00 | 510 | 410 | 920 | 267 |
| 12:00 to 13:00 | 530 | 499 | 1029 | 298 |
| 13:00 to 14:00 | 349 | 408 | 757 | 239 |
| 14:00 to 15:00 | 279 | 386 | 665 | 132 |
| 15:00 to 16:00 | 312 | 372 | 684 | 72 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Safeway / TRICS Research Project

Site Report - Willerby

Introduction

The store at Willerby is a 35,000 sq ft retail store located centrally within the Willerby neighbourhood. The store opened in 1990. The site also contains a number of other retail outlets including a DIY store and hence the traffic flow figures can not be taken as a guide to the Safeway store alone.

Site Details

| | |
|------------------------------|----------------------------|
| Gross Floor Area | 61,312 sq.ft. (5,697 sq.m) |
| Retail Floor Area | 38,700 sq.ft. (3,595 sq.m) |
| Number of staff | 196 |
| Number of car parking spaces | 550 |

The store contained the following facilities:

Cash Till
Cafe
Pharmacy

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0830 - 2000 hours |
| Friday | 0800 - 2100 hours |
| Saturday | 0800 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a good bus services to the site with the main stops being located within 200 m of the store.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 25th November to Sunday 27th November. An automatic counter was installed by Humberside County Council at the site on 6th December and was left in place until 25th January.

The number of interviews undertaken were as set out below:

| Time period | Number of interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 438 | 13 |
| Friday Evening-peak | 137 | 12 |
| Saturday | 212 | 4 |
| Sunday | 138 | 5 |
| Total | 925 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 4,480 | 4,480 | 5,232 | 5,232 | 2,749 | 2,749 |
| Busiest Hour | 472 ⁽¹⁾ | 483 ⁽²⁾ | 631 ⁽³⁾ | 683 ⁽⁴⁾ | 536 ⁽⁵⁾ | 528 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 401 | 483 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 356 | | 460 | | 330 | |

Note: Figures contain non-Safeway traffic.

- (1) 1400 - 1500 hours
(2) 1700 - 1800 hours
(3) 1100 - 1200 hours
(4) 1500 - 1600 hours
(5) 1400 - 1500 hours
(6) 1500 - 1600 hours

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of January was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December.

| No of Trips per Week | Typical Week | | Pre-Christmas Week | |
|----------------------|--------------|------|--------------------|------|
| | Trips | % | Trips | % |
| Monday | 2,300 | 11.0 | 2,842 | 11.9 |
| Tuesday | 2,433 | 11.7 | 2,929 | 12.3 |
| Wednesday | 2,578 | 12.4 | 3,092 | 13.0 |
| Thursday | 2,881 | 13.9 | 3,440 | 14.4 |
| Friday | 3,775 | 18.1 | 3,925 | 16.4 |
| Saturday | 4,465 | 21.5 | 4,733 | 19.8 |
| Sunday | 2,364 | 11.4 | 2,924 | 12.2 |
| Total | 20,796 | 100 | 23,885 | 100 |

Note: Figures contain non-Safeway traffic.

From the traffic counters it was possible to look at how traffic flow fluctuated over the Christmas period and immediately afterwards. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow.

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 5th December | 407 | 556 | 485 |
| 12th December | 426 | 582 | 495 |
| 19th December | 472 | 534 | Christmas Day |
| 26th December | 465 | 573 | New Year's Day |
| 2nd January | 384 | 538 | 433 |
| 9th January | 382 | 524 | 448 |
| 16th January | 404 | 547 | 418 |
| Maximum flow | 472 | 582 | 495 |

Parking Demand

Analysis of the manual traffic indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | - | 550 |
| Friday | 1100 - 1200 hours | 356 |
| Saturday | 1100 - 1200 hours | 460 |
| Sunday | 1400 - 1500 hours | 330 |

Note: Contains non-Safeway traffic.

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period | Duration of Stay (Minutes) | | |
|-------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 35 | 50 | - |
| 0900 hours | 36 | 36 | 46 |
| 1000 hours | 39 | 37 | 27 |
| 1100 hours | 41 | 41 | 29 |
| 1200 hours | 34 | 38 | 31 |
| 1300 hours | 39 | 40 | 27 |
| 1400 hours | 38 | 41 | 26 |
| 1500 hours | 38 | 38 | 19 |
| 1600 hours | 35 | 32 | - |
| 1700 hours | 33 | 24 | - |
| 1800 hours | 32 | 25 | - |
| 1900 hours | 27 | 15 | - |
| 2000 hours | 13 | - | - |
| Average | 35 | 37 | 28 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 94.2 | 98.6 | 98.1 | 97.8 |
| Walk | 3.2 | 0.7 | 1.4 | 2.2 |
| Bus | 2.1 | - | - | - |
| Taxi | - | 0.7 | - | - |
| Cycle | 0.5 | - | 0.5 | - |
| Other | - | - | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 438 | 137 | 212 | 138 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 94.4 | 98.6 | 98.1 | 98.5 |
| Walk | 3.0 | 0.7 | 1.4 | 1.5 |
| Bus | 2.1 | - | - | - |
| Taxi | - | 0.7 | - | - |
| Cycle | 0.5 | - | 0.5 | - |
| Other | - | - | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 438 | 137 | 212 | 138 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 11.9 | 34.3 | 4.3 | 3.6 |
| Home | 85.1 | 60.6 | 82.5 | 90.6 |
| Shop | 0.9 | 2.2 | 7.1 | 0.7 |
| Other | 2.1 | 2.9 | 6.1 | 5.1 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 438 | 137 | 212 | 138 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 2.3 | 0.7 | 2.8 | - |
| Home | 92.7 | 95.7 | 85.4 | 86.2 |
| Shop | 1.6 | 0.7 | 5.7 | 2.9 |
| Other | 3.4 | 2.9 | 6.1 | 10.9 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 438 | 137 | 212 | 138 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the adjacent town centre.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|----------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Petrol | 36 (8%) | 19 (14%) | 22 (10%) | 14 (10%) |
| Cash Till | 48 (11%) | 19 (14%) | 27 (13%) | 8 (6%) |
| Pharmacy | 3 (1%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Cafe | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Other | 45 (10%) | 32 (23%) | 51 (24%) | 33 (24%) |
| None | 314 (72%) | 81 (59%) | 123 (58%) | 90 (65%) |
| SAMPLE | 438 (100%) | 137 (100%) | 212 (100%) | 138 (100%) |
| Outside Store | | | | |
| DIY Store | 23 (5%) | 3 (2%) | 6 (3%) | 19 (14%) |
| Banks | 7 (2%) | 2 (1%) | 9 (4%) | 3 (2%) |
| Other Services | 0 (0%) | 0 (0%) | 13 (6%) | 0 (0%) |
| Other Food | 31 (7%) | 8 (6%) | 19 (9%) | 11 (8%) |
| Non-Food | 59 (13%) | 7 (5%) | 28 (13%) | 16 (12%) |
| Other | 13 (3%) | 4 (3%) | 4 (2%) | 6 (4%) |
| None | 329 (75%) | 115 (84%) | 154 (73%) | 93 (67%) |
| SAMPLE | 438 (100%) | 137 (100%) | 212 (100%) | 138 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 1.9 | HU10 0 | 144 | - | 12 | 157 |
| 2.3 | HU10 7 | 136 | 1 | 2 | 140 |
| 3.5 | HU16 5 | 94 | - | 3 | 97 |
| 4.3 | HU5 5 | 76 | - | - | 76 |
| 5.0 | HU16 4 | 28 | - | - | 28 |
| 5.1 | HU13 0 | 20 | - | - | 20 |
| 5.4 | HU4 6 | 19 | - | - | 19 |
| 5.5 | HU13 9 | 9 | - | - | 9 |
| 6.1 | HU3 6 | 10 | - | - | 10 |
| 6.1 | HU4 7 | 19 | - | - | 19 |
| 6.6 | HU5 4 | 15 | - | - | 15 |
| 6.8 | HU5 3 | 9 | - | - | 9 |
| 7.1 | HU6 8 | 11 | - | - | 11 |
| 7.7 | HU3 1 | 5 | - | - | 5 |
| 7.7 | HU20 3 | 8 | - | - | 8 |
| 8.0 | HU14 3 | 83 | - | - | 83 |
| 8.3 | HU17 8 | 28 | - | - | 28 |
| 8.8 | HU6 6 | 6 | - | - | 6 |
| 9.5 | HU17 7 | 21 | - | - | 21 |
| Over 10 | | 152 | - | - | 152 |
| Total | | 893 | 1 | 17 | 913 |

| Distance from Store | Percentage of Visitors | | | |
|---------------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | - | - | - | - |
| 1 - 2 km | 16 | - | 70 | 17 |
| 2 - 3 km | 15 | * | 12 | 15 |
| 3 - 4 km | 11 | - | 18 | 11 |
| 4 - 5 km | 12 | - | - | 11 |
| 5 - 6 km | 5 | - | - | 5 |
| 6 - 10 km | 24 | - | - | 24 |
| Over 10 km | 17 | - | - | 17 |
| Total (%) | 100 | * | 100 | 100 |

Note: Distances based on postcode sector centroids.

* Figures considered to be too small to be significant.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

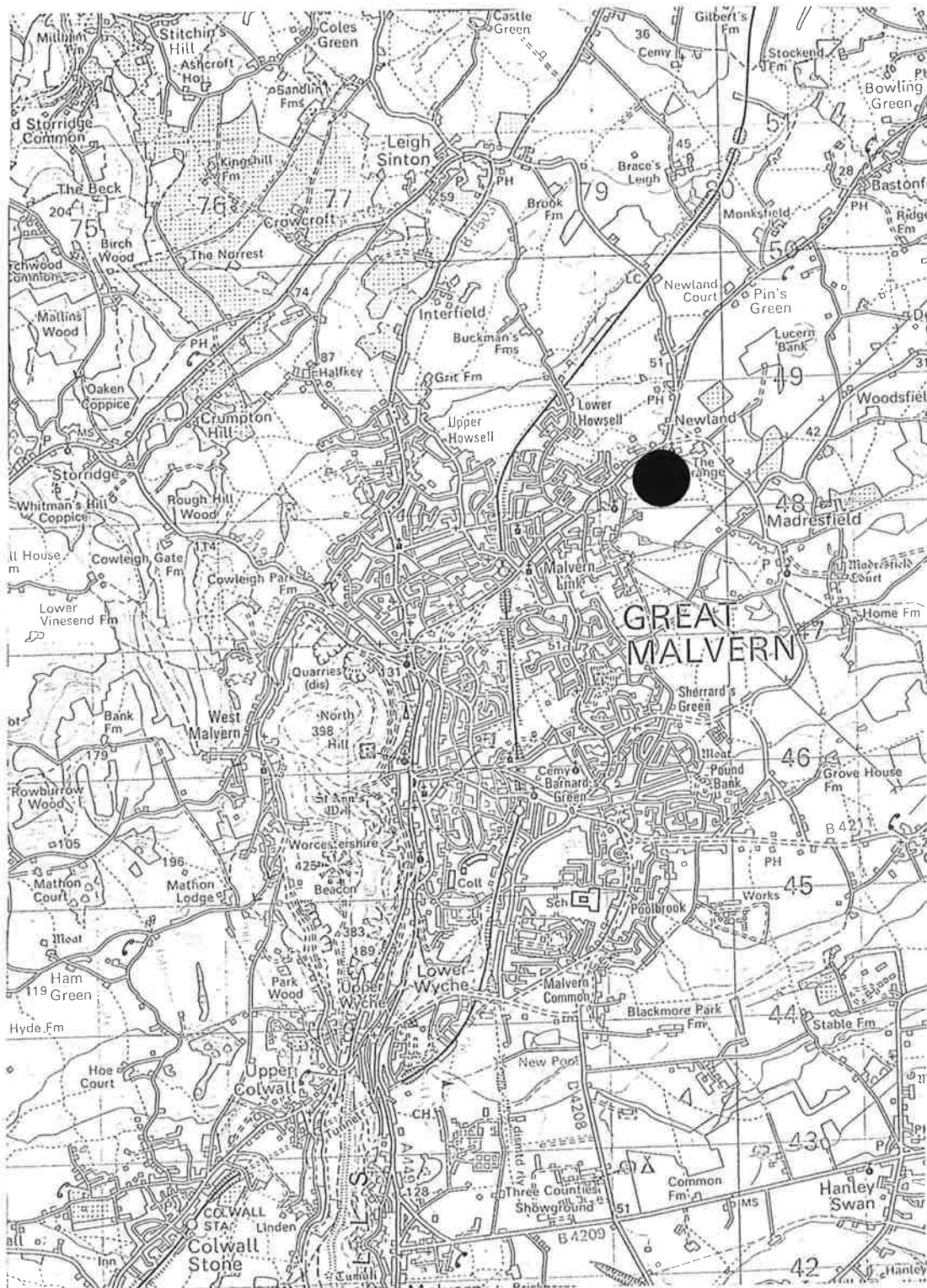
| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 72% | 58% | 71% | 77% |
| Non-Primary ⁽²⁾ | 28% | 42% | 29% | 23% |
| Pass-by ⁽³⁾ | 11% | 11% | 8% | 5% |
| Diverted ⁽⁴⁾ | 17% | 31% | 21% | 18% |
| Sample Size | 438 | 137 | 212 | 138 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the developments en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.



Store Location

Site Reference: HW A 01 Grid Reference: 3778024850
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: HEREFORD & WORCESTER Region: WEST MIDLANDS

Description: SAFEWAY SUPERSTORE
Street: ROMAN WAY
District:
Town: MALVERN

Location: Free Standing Use Class: A1

Population within 1 mile: 5,001 to 10,000
Population within 5 miles: 50,001 to 75,000
Car Ownership within 5 miles: 1.1 to 1.5
Public Transport provision: Not Known

Total GROSS FLOOR AREA : 5217 SQM
Total RETAIL FLOOR AREA : 2852 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: HW A 01 Trade Name: SAFEWAYS SUPERSTORE

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 5217
Retail Floor Area (100 sqm): 2852

Open Since: 1980 Employees: 210 No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs 08:00 to 20:00
Friday 08:00 to 21:00
Saturday 08:00 to 20:00
Sunday 10:00 to 16:00

No. of Parking Spaces: 450
Surface Parking: YES
Parking Charges: NO
Filling Station: YES

Distance to next Similar Site (km): 9

Comment:

FACILITIES OFFERED AT STORE - CAFE, DRY CLEANER.

Site Reference: HW A 01 Survey Date: 02/12/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 23 Final: 47

Data Proportions - (Total = 0):

Motor Cars: 0 Motor Cycles: 0 Public Service: 0
 Light Goods: 0 Heavy Goods(1): 0 Heavy Goods(2): 0

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 12 | 2 | 14 | 33 |
| 08:00 to 09:00 | 92 | 79 | 171 | 46 |
| 09:00 to 10:00 | 165 | 102 | 267 | 109 |
| 10:00 to 11:00 | 220 | 180 | 400 | 149 |
| 11:00 to 12:00 | 257 | 251 | 508 | 155 |
| 12:00 to 13:00 | 255 | 282 | 537 | 128 |
| 13:00 to 14:00 | 230 | 256 | 486 | 102 |
| 14:00 to 15:00 | 282 | 247 | 529 | 137 |
| 15:00 to 16:00 | 312 | 282 | 594 | 167 |
| 16:00 to 17:00 | 325 | 290 | 615 | 202 |
| 17:00 to 18:00 | 346 | 326 | 672 | 222 |
| 18:00 to 19:00 | 265 | 291 | 556 | 196 |
| 19:00 to 20:00 | 212 | 275 | 487 | 133 |
| 20:00 to 21:00 | 77 | 163 | 240 | 47 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: HW A 01 Survey Date: 03/12/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 30 Final: 32

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 56 | 19 | 75 | 67 |
| 08:00 to 09:00 | 198 | 116 | 314 | 149 |
| 09:00 to 10:00 | 283 | 217 | 500 | 215 |
| 10:00 to 11:00 | 357 | 322 | 679 | 250 |
| 11:00 to 12:00 | 432 | 402 | 834 | 280 |
| 12:00 to 13:00 | 329 | 347 | 676 | 262 |
| 13:00 to 14:00 | 312 | 331 | 643 | 243 |
| 14:00 to 15:00 | 387 | 352 | 739 | 278 |
| 15:00 to 16:00 | 410 | 407 | 817 | 281 |
| 16:00 to 17:00 | 441 | 482 | 923 | 240 |
| 17:00 to 18:00 | 303 | 374 | 677 | 169 |
| 18:00 to 19:00 | 148 | 245 | 393 | 72 |
| 19:00 to 20:00 | 34 | 74 | 108 | 32 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: HW A 01 Survey Date: 04/12/94 Day Of Week: Sunday

Survey Type: Manual Count

Car Park Occupancy - Initial: 7 Final: 79

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | 174 | 60 | 234 | 121 |
| 10:00 to 11:00 | 269 | 242 | 511 | 148 |
| 11:00 to 12:00 | 333 | 318 | 651 | 163 |
| 12:00 to 13:00 | 309 | 306 | 615 | 166 |
| 13:00 to 14:00 | 276 | 291 | 567 | 151 |
| 14:00 to 15:00 | 305 | 298 | 603 | 158 |
| 15:00 to 16:00 | 111 | 190 | 301 | 79 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Safeway / TRICS Research Project Site Report - Reading

Introduction

The store at Reading is a 35,000 sq ft retail store located away from the town centre. The store opened in 1994.

Site Details

| | |
|------------------------------|-----------------------------|
| Gross Floor Area | 57,000 sq.ft. (5,296 sq.m.) |
| Retail Floor Area | 35,100 sq.ft. (3,261 sq.m) |
| Number of staff | 310 |
| Number of car parking spaces | 620 |

The store contains the following facilities:

Pharmacy
Cafe
Dry Cleaners
Creche

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0800 - 2000 hours |
| Friday | 0800 - 2100 hours |
| Saturday | 0800 - 1900 hours |
| Sunday | 1000 - 1600 hours |

The bus service past the site is poor.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 25th November to Sunday 27th November. An automatic counter was installed by Berkshire County Council at the site on 20th November and was left in place until 29th January.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 203 | 9 |
| Friday Evening-peak | 134 | 18 |
| Saturday | 153 | 5 |
| Sunday | 94 | 4 |
| Total | 584 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 2,980 | 2,980 | 3,151 | 3,151 | 2,185 | 2,185 |
| Busiest Hour | 317 ⁽¹⁾ | 352 ⁽²⁾ | 351 ⁽³⁾ | 359 ⁽⁴⁾ | 387 ⁽⁵⁾ | 412 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 317 | 281 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 358 | | 290 | | 256 | |

- ⁽¹⁾ 1700 to 1800 hours
⁽²⁾ 1300 to 1400 hours
⁽³⁾ 1100 to 1200 hours
⁽⁴⁾ 1600 to 1700 hours
⁽⁵⁾ 1100 to 1200 hours
⁽⁶⁾ 1200 to 1300 hours

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of November was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December. A summary is set out below:

| No of Trips per Week | Typical Week | | Pre-Christmas Week | |
|----------------------|--------------|------|--------------------|------|
| | Trips | % | Trips | % |
| Monday | 3,929 | 14.2 | 3,889 | 12.5 |
| Tuesday | 3,677 | 13.3 | 3,931 | 12.6 |
| Wednesday | 3,838 | 13.9 | 4,474 | 14.3 |
| Thursday | 4,085 | 14.7 | 4,846 | 15.5 |
| Friday | 4,439 | 16.0 | 5,184 | 16.6 |
| Saturday | 4,501 | 16.2 | 5,149 | 16.5 |
| Sunday | 3,251 | 11.7 | 3,730 | 12.0 |
| Total | 27,720 | 100 | 31,203 | 100 |

From the traffic counters it was possible to look at how traffic flow increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow.

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 14th November | 483 | 539 | 344 |
| 21st November | 428 | 488 | 488 |
| 28th November | 451 | 472 | 493 |
| 5th December | 428 | 444 | 447 |
| 12th December | 472 | 467 | 550 |
| 19th December | 683 | 655 | Christmas Day |
| 26th December | 475 | 581 | New Year's Day |
| Maximum Demand | 683 | 655 | 550 |

Note: * No Data Available.

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | | 620 |
| Friday | 1200 - 1300 hours | 358 |
| Saturday | 1400 - 1500 hours | 290 |
| Sunday | 1100 - 1200 hours | 256 |

The table below shows a comparison between the maximum parking accumulations for a 'typical week' derived from the manual traffic count (in late November / early December) and the peak week before Christmas (on the basis of the ATC data for the site). It also shows the expected maximum parking accumulation on the basis of the customer records which were available for the two time periods.

| | Parking Accumulation | | |
|----------|----------------------|--------------------------|---------------------------------------|
| | Typical Week | Pre-Christmas Week (ATC) | Pre-Christmas Week (Customer Records) |
| Friday | 358 | 322 | 377 |
| Saturday | 290 | 241 | 290 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period Start | Duration of Stay (Minutes) | | |
|-------------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 26 | 32 | - |
| 0900 hours | 35 | 36 | - |
| 1000 hours | 46 | 32 | 32 |
| 1100 hours | 81 | 42 | 31 |
| 1200 hours | 48 | 29 | 35 |
| 1300 hours | 33 | 41 | 27 |
| 1400 hours | 41 | 44 | 26 |
| 1500 hours | 35 | 41 | 19 |
| 1600 hours | 35 | 37 | - |
| 1700 hours | 40 | 29 | - |
| 1800 hours | 35 | 16 | - |
| 1900 hours | 31 | - | - |
| 2000 hours | 20 | - | - |
| Average | 39 | 37 | 28 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 79.8 | 91.0 | 88.9 | 87.2 |
| Walk | 14.7 | 5.2 | 5.9 | 10.7 |
| Bus | 3.5 | 3.8 | 4.6 | 2.1 |
| Taxi | 0.5 | - | - | - |
| Cycle | 1.5 | - | 0.6 | - |
| Other | - | - | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 203 | 134 | 153 | 95 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 79.3 | 91.0 | 89.5 | 87.2 |
| Walk | 14.7 | 5.2 | 3.9 | 10.7 |
| Bus | 3.5 | 3.0 | 4.6 | 2.1 |
| Taxi | 0.5 | 0.8 | 1.3 | - |
| Cycle | 1.5 | - | 0.7 | - |
| Other | 0.5 | - | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 203 | 134 | 153 | 95 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 28.0 | 41.0 | 5.9 | 2.1 |
| Home | 67.0 | 58.2 | 86.9 | 96.8 |
| Shop | 2.5 | - | 7.2 | 1.1 |
| Other | 2.5 | 0.8 | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 203 | 134 | 153 | 95 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 29.5 | 3.0 | 1.3 | - |
| Home | 68.5 | 93.2 | 98.0 | 100 |
| Shop | 1.0 | 1.6 | 0.7 | - |
| Other | 1.0 | 2.2 | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 203 | 134 | 153 | 95 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the immediate vicinity.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|----------------|------------|---------------|------------|-----------|
| Within Store | | | | |
| Petrol | 55 (27%) | 27 (20%) | 53 (35%) | 22 (23%) |
| Dry Cleaning | 17 (8%) | 16 (12%) | 25 (16%) | 4 (4%) |
| Pharmacy | 18 (9%) | 18 (13%) | 31 (20%) | 9 (9%) |
| Cafe | 30 (15%) | 13 (10%) | 33 (22%) | 3 (3%) |
| Creche | 18 (9%) | 4 (3%) | 13 (8%) | 2 (2%) |
| Other | 2 (1%) | 0 (0%) | 1 (1%) | 0 (0%) |
| None | 106 (52%) | 105 (78%) | 58 (38%) | 72 (75%) |
| SAMPLE | 203 (100%) | 134 (100%) | 153 (100%) | 95 (100%) |
| Outside Store | | | | |
| Cashpoint | 15 (7%) | 9 (7%) | 12 (8%) | 4 (4%) |
| Non-food store | 7 (3%) | 3 (2%) | 10 (7%) | 9 (9%) |
| Other | 4 (2%) | 2 (1%) | 6 (4%) | 3 (3%) |
| None | 180 (89%) | 123 (92%) | 127 (83%) | 79 (83%) |
| SAMPLE | 203 (100%) | 134 (100%) | 153 (100%) | 95 (100%) |

Note: Percentages quoted for activities within / outside stores add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 0.5 km | RG20 | 63 | 4 | 18 | 85 |
| 1.0 km | RG27 | 73 | 3 | 25 | 101 |
| 1.5 km | RG28 | 61 | 4 | 3 | 68 |
| 2.5 km | RG15 | 27 | 4 | 1 | 32 |
| 3.0 km | RG12 | 9 | 3 | - | 12 |
| 3.5 km | RG11 | 4 | - | - | 4 |
| 3.5 km | RG14 | 3 | - | - | 3 |
| 3.5 km | RG16 | 29 | - | - | 29 |
| 4.0 km | RG13 | 5 | - | - | 5 |
| 4.0 km | RG17 | 9 | 1 | - | 10 |
| 4.0 km | RG62 | 27 | 1 | 5 | 33 |
| 5.0 km | RG71 | 24 | - | - | 24 |
| 5.5 km | RG33 | 8 | - | - | 8 |
| 5.5 km | RG61 | 6 | - | - | 6 |
| 6.0 km | RG29 | 11 | - | - | 11 |
| 6.0 km | RG53 | 6 | - | - | 6 |
| 6.0 km | RG64 | 6 | - | - | 6 |
| 6.5 km | RG32 | 21 | - | - | 21 |
| 7.0 km | RG31 | 4 | - | - | 4 |
| 7.5 km | RG63 | 8 | 1 | - | 9 |
| 8.0 km | RG54 | 12 | - | - | 12 |
| 8.0 km | RG48 | 3 | - | - | 3 |
| 9.0 km | RG34 | 7 | - | - | 7 |
| 9.0 km | RG37 | 1 | - | - | 1 |
| 9.0 km | RG40 | 2 | - | - | 2 |
| 9.0 km | RG115 | 4 | - | - | 4 |
| 10.0 km | RG73 | 7 | - | - | 7 |
| 10.0 km | RG36 | 9 | - | - | 9 |
| Over 10 km | | 52 | 3 | - | 55 |
| | Unknown | 7 | - | - | 7 |
| Total | | 508 | 24 | 52 | 584 |

| Distance from Store (km) | Percentage of Visitors | | | |
|--------------------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| 0 - 1 kms | 27 | 29 | 82 | 32 |
| 1 - 2 kms | 12 | 17 | 6 | 12 |
| 2 - 3 kms | 7 | 29 | 2 | 8 |
| 3 - 4 kms | 15 | 8 | 10 | 14 |
| 4 - 5 kms | 5 | - | - | 4 |
| 5 - 6 kms | 7 | - | - | 6 |
| 6 - 10 kms | 15 | - | - | 13 |
| Over 10 kms | 12 | 17 | - | 11 |
| Total (%) | 100 | 100 | 100 | 100 |

Note: Distances based on postcode sector centroids.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

| | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 75% | 54% | 88% | 95% |
| Non-Primary ⁽²⁾ | 25% | 46% | 12% | 5% |
| Pass-by ⁽³⁾ | 15% | 24% | 8% | 3% |
| Diverted ⁽⁴⁾ | 10% | 22% | 4% | 2% |
| Sample Size | 203 | 134 | 153 | 95 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversions from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.

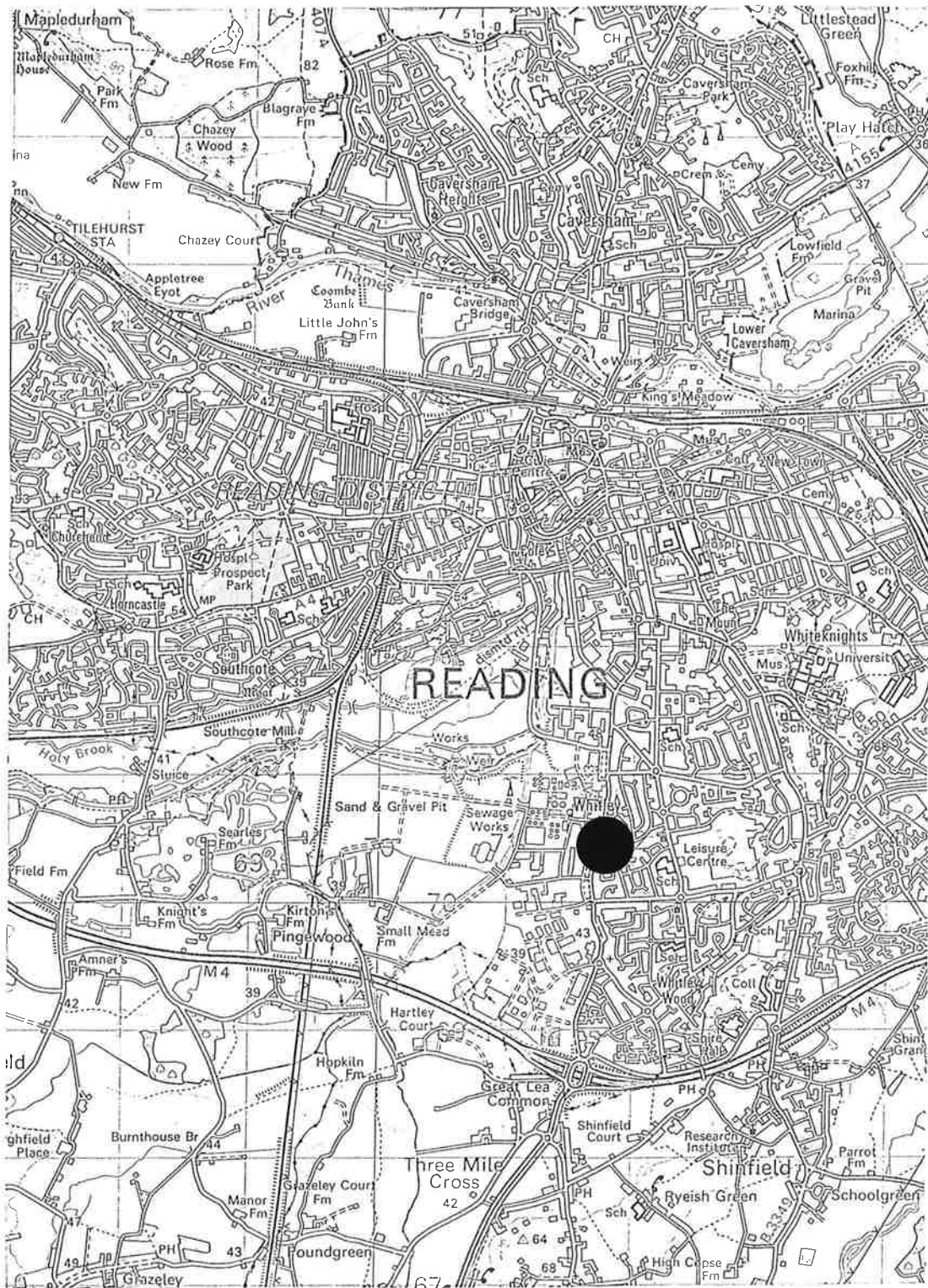
Impact of New Store

The table overleaf indicates that the new store at Reading has resulted in approximately a 33% saving in travel distance for its customers. Before the store opened the average customer travelled 3.6 kilometres to undertake a shopping trip, whereas now they travel an average 2.4 kilometres each.

The table shows that the main savings are made by those closest to the new store (located in postcodes such as RG20, RG27 and RG28). Residents of these postcodes used to have a fairly limited choice of foodstores to shop at, with the most popular destination being either the Tesco or Savacentre stores in the Town Centre or the Asda store in Lower Earley. By transferring to the new store, shoppers have generally made relatively small distance savings but nevertheless fairly significant savings.

Beyond the three closest postcodes (RG20, RG27 and RG28) which all experience significant savings, as described above - there is no real trend for the remaining postcodes. Some shoppers from the more distant postcodes now travel further than they used to, whilst others still experience distance savings. However, the significance of the savings experienced by shoppers from postcodes RG20, RG27 and RG28 is shown by the overall saving of approximately 33% as mentioned earlier.

| Postcode | No | Before | | After | | Change in Distance (Km's) | % Change |
|----------|-----|-----------------------|-------------------------|-----------------------|-------------------------|---------------------------|----------|
| | | Total Distance (Km's) | Average Distance (Km's) | Total Distance (Km's) | Average Distance (Km's) | | |
| RG 20 | 54 | 172.5 | 3.2 | 54 | 1.0 | -2.2 | -69 |
| RG 27 | 66 | 185.5 | 2.8 | 66 | 1.0 | -1.8 | -64 |
| RG 28 | 60 | 188.5 | 3.1 | 60 | 1.0 | -2.1 | -68 |
| RG 15 | 20 | 73 | 3.7 | 50 | 2.5 | -1.2 | -32 |
| RG 12 | 11 | 39.5 | 3.6 | 27.5 | 2.5 | -1.1 | -31 |
| RG 14 | 4 | 13 | 3.3 | 10 | 2.5 | -0.8 | -24 |
| RG 16 | 24 | 73 | 3.0 | 48 | 2.0 | -1.0 | -33 |
| RG 13 | 7 | 19 | 2.7 | 21 | 3.0 | +0.3 | +11 |
| RG 17 | 4 | 14 | 3.5 | 12 | 3.0 | -0.5 | -14 |
| RG 62 | 22 | 72.5 | 3.3 | 66 | 3.0 | -0.3 | -9 |
| RG 71 | 13 | 91.5 | 7.0 | 52 | 4.0 | -3.0 | -43 |
| RG 33 | 8 | 22 | 2.8 | 28 | 3.5 | +0.7 | +25 |
| RG 61 | 4 | 12 | 3.0 | 14 | 3.5 | +0.5 | +17 |
| RG 29 | 6 | 30.5 | 5.1 | 33 | 5.5 | +0.4 | +8 |
| RG 53 | 4 | 13.5 | 3.4 | 18 | 4.5 | +1.1 | +32 |
| RG 64 | 8 | 27.5 | 3.4 | 24 | 3.0 | -0.4 | -12 |
| RG 32 | 14 | 43.5 | 3.1 | 49 | 3.5 | +0.4 | +13 |
| RG 31 | 2 | 18.5 | 9.3 | 8 | 4.0 | -5.3 | -57 |
| RG 63 | 5 | 18 | 3.6 | 22.5 | 4.5 | +0.9 | +25 |
| RG 54 | 5 | 26.5 | 5.3 | 27.5 | 5.5 | +0.2 | +4 |
| RG 48 | 1 | 3 | 3.0 | 5.5 | 5.5 | +2.5 | +83 |
| RG 34 | 6 | 31 | 5.2 | 30 | 5.0 | -0.2 | -4 |
| RG 37 | 1 | 1 | 1.0 | 5.5 | 5.5 | +4.5 | +450 |
| RG 40 | 1 | 6 | 6.0 | 6 | 6.0 | 0 | 0 |
| RG11 5 | 3 | 23 | 7.7 | 19.5 | 6.5 | -1.2 | -16 |
| RG 73 | 7 | 60 | 8.6 | 56 | 8.0 | -0.6 | -7 |
| RG 36 | 7 | 29.5 | 4.2 | 45.5 | 6.5 | +2.3 | +55 |
| RG 35 | 5 | 18.5 | 3.7 | 32.5 | 6.5 | +2.8 | +76 |
| Total | 372 | 1326 | 3.6 | 891 | 2.4 | -1.2 | -33 |



Store Location

Site Reference: BC A 03 Grid Reference: 4717017110
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: BERKSHIRE Region: SOUTH EAST

Description: SUPERSTORE
Street: ROSE KILN LANE OFF BASINGSTOKE RD
District:
Town: READING

Location: Free Standing Use Class: A1

Population within 1 mile: 20,001 to 25,000
Population within 5 miles: 125,001 to 250,000
Car Ownership within 5 miles: 1.1 to 1.5
Public Transport provision: Not Known

Total GROSS FLOOR AREA : 5296 SQM
Total RETAIL FLOOR AREA : 3261 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: BC A 03 Trade Name: SAFEWAY SUPERSTORES

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 5296
Retail Floor Area (100 sqm): 3261

Open Since: 1994 Employees: 310 No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs 08:00 to 20:00
Friday 08:00 to 21:00
Saturday 08:00 to 19:00
Sunday 10:00 to 16:00

No. of Parking Spaces: 620
Surface Parking: YES
Parking Charges: NO
Filling Station: NO

Distance to next Similar Site (km): 3

Comment:

FACILITIES AT STORE - CAFE, PHARMACY, DRY CLEANERS.

Site Reference: BC A 03 Survey Date: 25/11/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 39 Final: 47

Data Proportions - (Total = 0):

Motor Cars: 0 Motor Cycles: 0 Public Service: 0
 Light Goods: 0 Heavy Goods(1): 0 Heavy Goods(2): 0

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | 70 | 29 | 99 | 80 |
| 09:00 to 10:00 | 231 | 101 | 332 | 210 |
| 10:00 to 11:00 | 201 | 132 | 333 | 279 |
| 11:00 to 12:00 | 251 | 210 | 461 | 320 |
| 12:00 to 13:00 | 278 | 240 | 518 | 358 |
| 13:00 to 14:00 | 202 | 352 | 554 | 208 |
| 14:00 to 15:00 | 237 | 254 | 491 | 191 |
| 15:00 to 16:00 | 267 | 279 | 546 | 179 |
| 16:00 to 17:00 | 297 | 270 | 567 | 206 |
| 17:00 to 18:00 | 317 | 281 | 598 | 242 |
| 18:00 to 19:00 | 301 | 345 | 646 | 198 |
| 19:00 to 20:00 | 212 | 264 | 476 | 146 |
| 20:00 to 21:00 | 77 | 176 | 253 | 47 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: BC A 03 Survey Date: 26/11/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 23 Final: 133

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | 147 | 87 | 234 | 83 |
| 09:00 to 10:00 | 255 | 161 | 416 | 177 |
| 10:00 to 11:00 | 296 | 253 | 549 | 220 |
| 11:00 to 12:00 | 351 | 290 | 641 | 281 |
| 12:00 to 13:00 | 333 | 330 | 663 | 284 |
| 13:00 to 14:00 | 305 | 345 | 650 | 244 |
| 14:00 to 15:00 | 348 | 302 | 650 | 290 |
| 15:00 to 16:00 | 350 | 354 | 704 | 286 |
| 16:00 to 17:00 | 308 | 359 | 667 | 235 |
| 17:00 to 18:00 | 296 | 303 | 599 | 228 |
| 18:00 to 19:00 | 139 | 234 | 373 | 133 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: BC A 03 Survey Date: 27/11/94 Day Of Week: Sunday

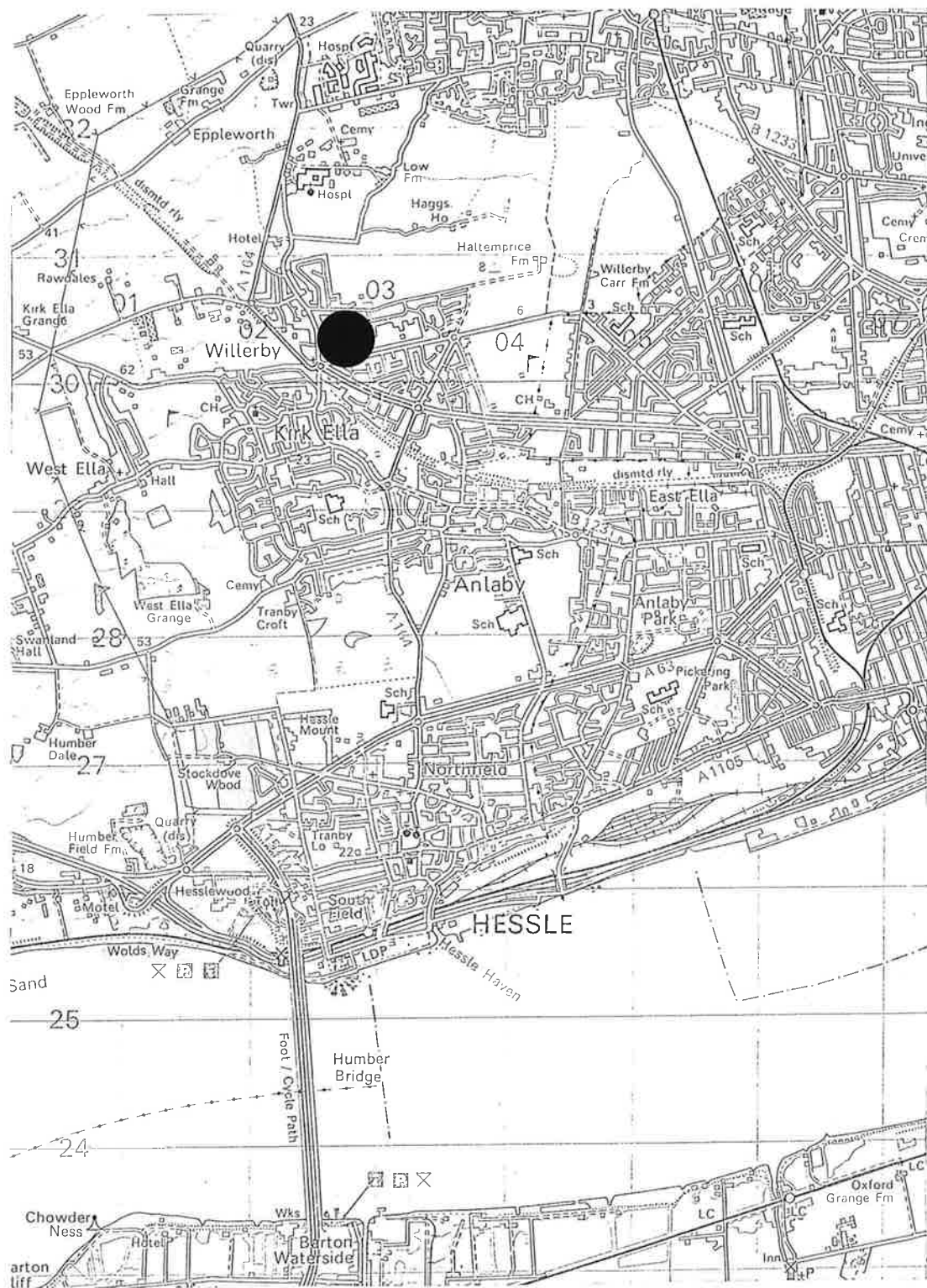
Survey Type: Manual Count

Car Park Occupancy - Initial: 36 Final: 141

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | 65 | 28 | 93 | 73 |
| 10:00 to 11:00 | 282 | 196 | 478 | 159 |
| 11:00 to 12:00 | 387 | 290 | 677 | 256 |
| 12:00 to 13:00 | 358 | 412 | 770 | 202 |
| 13:00 to 14:00 | 384 | 399 | 783 | 187 |
| 14:00 to 15:00 | 354 | 377 | 731 | 164 |
| 15:00 to 16:00 | 319 | 342 | 661 | 141 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |



Store Location

Safeway / TRICS Research Project Site Report - Tewkesbury

Introduction

The store at Tewkesbury is a 25,000 sq ft retail store located adjacent to the main road into the town from the motorway. It lies 1 km from the centre but is connected by a footpath which is much shorter. The store opened in 1993.

Site Details

| | |
|------------------------------|-----------------------------|
| Gross Floor Area | 39,900 sq.ft. (3,707 sq.m.) |
| Retail Floor Area | 25,000 sq.ft. (2,323 sq.m.) |
| Number of staff | 165 |
| Number of car parking spaces | 400 |

The store contains the following facilities:

Cafe

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0830 - 2000 hours |
| Friday | 0830 - 2100 hours |
| Saturday | 0800 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a bus service of 1 per hour past the site. In one direction the bus stop is located directly outside the site but in the other direction (towards the town centre) the bus stop is located 200 m away.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 25th November to Sunday 27th November. An automatic counter was installed by Hereford and Worcester County Council at the site on 15th November and was left in place until 23rd January.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 232 | 17 |
| Friday Evening-peak | 147 | 29 |
| Saturday | 200 | 11 |
| Sunday | 256 | 22 |
| Total | 835 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 1,892 | 1,892 | 1,894 | 1,894 | 1,141 | 1,141 |
| Busiest Hour | 211 ⁽¹⁾ | 222 ⁽²⁾ | 228 ⁽³⁾ | 230 ⁽⁴⁾ | 221 ⁽⁵⁾ | 221 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 208 | 222 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 154 | | 154 | | 115 | |

(1) 1600 - 1700 hours

(2) 1700 - 1800 hours

(3) 1500 - 1600 hours

(4) 1600 - 1700 hours

(5) 1100 - 1200 hours

(6) 1200 - 1300 hours.

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of November was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December.

| No of Trips per Week | Typical Week | | Pre-Christmas Week | |
|----------------------|--------------|------|--------------------|------|
| | Trips | % | Trips | % |
| Monday | 1,216 | 11.7 | 1,360 | 12.2 |
| Tuesday | 1,294 | 12.5 | 1,351 | 12.2 |
| Wednesday | 1,397 | 13.5 | 1,521 | 13.7 |
| Thursday | 1,535 | 14.8 | 1,613 | 14.5 |
| Friday | 1,845 | 17.8 | 1,890 | 17.0 |
| Saturday | 1,903 | 18.4 | 2,106 | 18.9 |
| Sunday | 1,180 | 11.3 | 1,285 | 11.5 |
| Total | 10,370 | 100 | 11,126 | 100 |

From the traffic counters it was possible to look at how traffic flows increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow.

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 14th November | 237 | 222 | 248 |
| 21st November | 209 | 231 | 225 |
| 28th November | 215 | 265 | 237 |
| 5th December | 232 | 218 | 203 |
| 12th December | 210 | 245 | 242 |
| 19th December | 328 | 324 | Christmas Day |
| 26th December | 240 | 331 | New Year's Day |
| Maximum Demand | 328 | 331 | 248 |

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | - | 400 |
| Friday | 1000 - 1100 hours | 154 |
| Saturday | 1500 - 1600 hours | 154 |
| Sunday | 1100 - 1200 hours | 115 |

The table below shows a comparison between the maximum parking accumulations for a 'typical' week derived from the manual traffic counts (in late November / early December) and the peak week before Christmas (on the basis of the ATC data for the site). It also shows the expected maximum parking accumulation on the basis of the customer records which were available for the two time periods.

| | Parking Accumulation | | |
|----------|----------------------|--------------------------|---------------------------------------|
| | Typical Week | Pre-Christmas Week (ATC) | Pre-Christmas Week (Customer Records) |
| Friday | 154 | 201 | 145 |
| Saturday | 154 | 178 | 164 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period Start | Average Duration of Stay (Minutes) | | |
|-------------------|------------------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 44 | 34 | - |
| 0900 hours | 42 | 38 | - |
| 1000 hours | 37 | 38 | 23 |
| 1100 hours | 40 | 35 | 25 |
| 1200 hours | 37 | 37 | 37 |
| 1300 hours | 43 | 37 | 25 |
| 1400 hours | 41 | 40 | 23 |
| 1500 hours | 36 | 41 | 10 |
| 1600 hours | 34 | 34 | - |
| 1700 hours | 36 | 28 | - |
| 1800 hours | 37 | 21 | - |
| 1900 hours | 31 | 17 | - |
| 2000 hours | 18 | - | - |
| Average | 37 | 35 | 27 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 92.6 | 93.2 | 93.9 | 87.5 |
| Walk | 5.6 | 4.1 | 4.7 | 8.6 |
| Bus | - | - | - | - |
| Taxi | - | 1.3 | 0.3 | - |
| Cycle | 0.9 | 0.7 | 0.8 | 3.9 |
| Other | 0.9 | 0.7 | 0.3 | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 232 | 147 | 381 | 256 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 92.6 | 93.2 | 93.9 | 87.5 |
| Walk | 5.6 | 4.1 | 4.7 | 8.6 |
| Bus | - | - | - | - |
| Taxi | - | 1.3 | 0.3 | - |
| Cycle | 0.9 | 0.7 | 0.8 | 3.9 |
| Other | 0.9 | 0.7 | 0.3 | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 232 | 147 | 381 | 256 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 29.8 | 34.0 | 5.5 | 1.2 |
| Home | 68.5 | 63.2 | 87.9 | 91.0 |
| Shop | 1.7 | 1.4 | 3.2 | 2.7 |
| Other | - | 1.4 | 3.4 | 5.1 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 232 | 147 | 381 | 256 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 5.2 | 1.4 | 1.6 | 0.8 |
| Home | 92.2 | 94.5 | 94.4 | 96.1 |
| Shop | 1.7 | 0.7 | 0.3 | - |
| Other | 0.9 | 3.4 | 3.7 | 3.1 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 232 | 147 | 381 | 256 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the immediate vicinity.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|---------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Petrol | 50 (21%) | 30 (20%) | 74 (19%) | 76 (30%) |
| Cafe | 32 (14%) | 18 (12%) | 46 (12%) | 37 (14%) |
| Other | 31 (13%) | 26 (18%) | 57 (15%) | 39 (15%) |
| None | 144 (62%) | 89 (61%) | 225 (59%) | 149 (58%) |
| SAMPLE | 232 (100%) | 147 (100%) | 381 (100%) | 256 (100%) |
| Outside Store | | | | |
| None | 232 (100%) | 147 (100%) | 381 (100%) | 256 (100%) |
| SAMPLE | 232 (100%) | 147 (100%) | 200 (100%) | 256 (100%) |

Note: Percentages quoted for activities within the store add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Note: There are no facilities in the vicinity of the store.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-------|------|-------|
| | | Car | Cycle | Walk | Total |
| 0.8 | GL20 5 | 121 | 4 | 24 | 149 |
| 2.6 | GL20 8 | 393 | 8 | 32 | 433 |
| 5.8 | GL20 6 | 59 | 1 | 1 | 62 |
| 7.5 | GL20 7 | 105 | - | - | 105 |
| Over 10 | | 252 | - | - | 252 |
| Total | | 930 | 13 | 57 | 1,000 |

| Distance from Store | Percentage of Visitors | | | |
|---------------------|------------------------|-------|------|-------|
| | Car | Cycle | Walk | Total |
| Under 1 km | 14 | 31 | 41 | 15 |
| 1 - 2 km | - | - | - | - |
| 2 - 3 km | 42 | 62 | 54 | 43 |
| 3 - 4 km | - | - | - | - |
| 4 - 5 km | - | - | - | - |
| 5 - 6 km | 6 | 8 | 5 | 6 |
| 6 - 10 km | 11 | - | - | 11 |
| Over 10 km | 27 | - | - | 25 |
| Total (%) | 100 | 100 | 100 | 100 |

Note: Distances based on postcode sector centroids.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 68 | 62 | 84 | 84 |
| Non-Primary ⁽²⁾ | 32 | 38 | 16 | 16 |
| Pass-by ⁽³⁾ | 11 | 7 | 5 | 6 |
| Diverted ⁽⁴⁾ | 21 | 31 | 11 | 10 |
| Sample Size | 232 | 147 | 381 | 256 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.

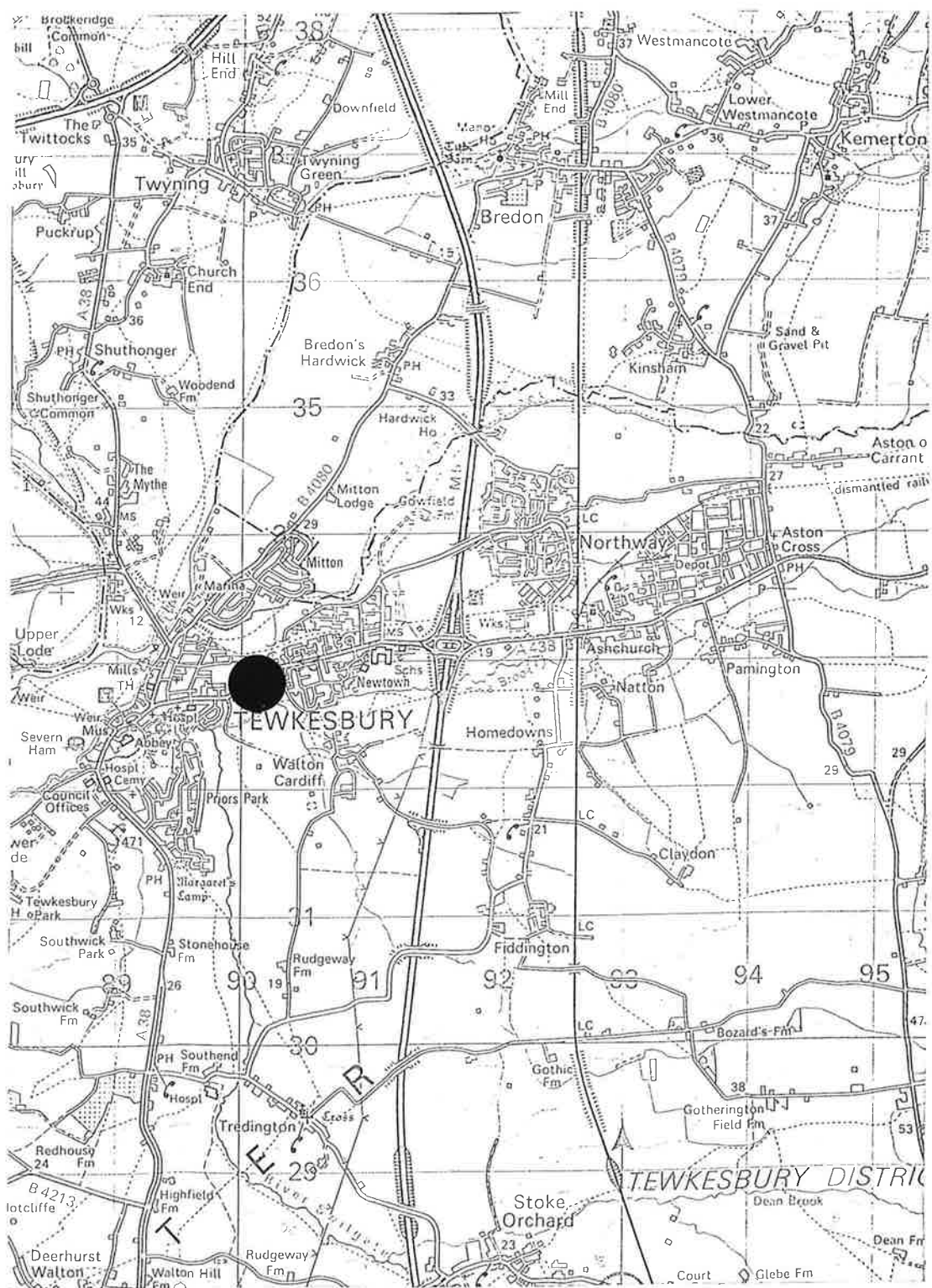
Impact of New Store

The table overleaf indicates that the new free standing store at Tewkesbury has resulted in approximately a 42% saving in travel distance for its customers. Before the store opened the average customer travelled 6.7 kilometres to undertake a shopping trip, whereas now they travel an average 3.9 kilometres each.

The table shows that the main savings are made by those closest to the new store (located in postcodes such as GL20 5, GL20 8, GL20 6 and GL20 7). Residents of these postcodes used to have to make the choice between shopping at smaller stores such as Gateway / Tesco / Kwik-Save in Tewkesbury or travelling further afield to Cheltenham, Worcester or Evesham to larger stores where more choice was available. The Sainsburys store in Cheltenham used to attract a significant number of shoppers from the Tewkesbury area. By switching from shopping in Cheltenham, for example, residents of postcodes such as GL20 5 and GL20 8 now have to travel approximately 1 to 3 kms as opposed to 10kms (or more) before - this represents a significant saving.

The table overleaf also shows that shoppers from a number of postcodes undertake significantly longer journeys now than they did before the new Safeway store opened. This may be explained by the fact that the new store provides facilities as good as, if not better, than anywhere else in the area and subsequently shoppers are prepared to travel a little further afield. It should also be noted that only a very small and, therefore, relatively insignificant, number of shoppers actually make these longer trips as the table overleaf indicates.

| Postcode | No | Before | | After | | Change in Distance (Km's) | % Change |
|----------|-----|-----------------------|-------------------------|-----------------------|-------------------------|---------------------------|----------|
| | | Total Distance (Km's) | Average Distance (Km's) | Total Distance (Km's) | Average Distance (Km's) | | |
| GL20 5 | 155 | 495 | 3.2 | 155 | 1 | -2.2 | -69 |
| GL20 8 | 420 | 2446 | 5.8 | 1050 | 2.5 | -3.3 | -57 |
| GL20 6 | 57 | 577 | 10.1 | 256.5 | 4.5 | -5.6 | -55 |
| GL20 7 | 90 | 907.5 | 10.1 | 540 | 6.0 | -4.1 | -41 |
| WR141 | 2 | 29.5 | 14.8 | 39 | 19.5 | +4.7 | +32 |
| WR136 | 4 | 45.5 | 11.4 | 52 | 13.0 | +1.6 | +14 |
| WR10 1 | 2 | 20.5 | 10.3 | 28 | 14.0 | +3.7 | +36 |
| WR 89 | 12 | 157 | 13.1 | 120 | 10.0 | -3.1 | -24 |
| WR 80 | 15 | 196 | 13.1 | 135 | 9.0 | -4.1 | -31 |
| GL54 5 | 13 | 158 | 12.2 | 175.5 | 13.5 | +1.3 | +11 |
| GL54 2 | 2 | 54 | 27.0 | 59 | 29.5 | +2.5 | +9 |
| GL54 3 | 2 | 39 | 19.5 | 55 | 27.5 | +8.0 | +41 |
| GL54 1 | 1 | 24 | 24.0 | 28.5 | 28.5 | +4.5 | +19 |
| GL52 6 | 4 | 13.5 | 3.4 | 52 | 13.0 | +9.6 | +71 |
| GL52 5 | 3 | 12 | 4.0 | 36 | 12.0 | +8.0 | +200 |
| GL52 4 | 19 | 145 | 7.6 | 152 | 8.0 | +0.4 | +5 |
| GL51 5 | 1 | 1.5 | 1.5 | 12.5 | 12.5 | +11.0 | +733 |
| GL50 4 | 3 | 13 | 4.3 | 31.5 | 10.5 | +6.2 | +144 |
| GL19 4 | 25 | 201 | 8.0 | 150 | 6.0 | -2.0 | -25 |
| GL2 9 | 3 | 17 | 5.7 | 37.5 | 12.5 | +6.8 | +119 |
| GL2 8 | 1 | 6.5 | 6.5 | 16.5 | 16.5 | +10.0 | +154 |
| GL19 3 | 2 | 32 | 16.0 | 24 | 12.0 | -4.0 | -25 |
| GL51 6 | 3 | 9 | 3.0 | 34.5 | 11.5 | +8.5 | +283 |
| WR127 | 2 | 16 | 8.0 | 39 | 19.5 | +11.5 | +144 |
| Total | 841 | 5615.5 | 6.7 | 3279 | 3.9 | -2.8 | -42 |



Store Location

Site Reference: GS A 02 Grid Reference: 3903023290
Land Use: 'A' (SUPERSTORE/HYPERMARKET)
Area: GLOUCESTERSHIRE Region: SOUTH WEST

Description: SUPERSTORE
Street: ASHCHURCH ROAD
District:
Town: TEWKSBURY

Location: Free Standing Use Class: A1

Population within 1 mile: 5,001 to 10,000
Population within 5 miles: 25,001 to 50,000
Car Ownership within 5 miles: 1.1 to 1.5
Public Transport provision: Not Known

Total GROSS FLOOR AREA : 3707 SQM
Total RETAIL FLOOR AREA : 2323 SQM

No. of Developments: 1 No. of Survey Days: 3

Site Reference: GS A 02 Trade Name: SAFEWAYS SUPERSTORES

Site Area (h/a): -1.0
Gross Floor Area (100 sqm): 3707
Retail Floor Area (100 sqm): 2323

Open Since: 1980 Employees: 165 No. of Units: -1

OPENING TIMES (24 hour format):

Mon to Thurs 08:30 to 20:00
Friday 08:30 to 21:00
Saturday 08:00 to 20:00
Sunday 10:00 to 16:00

No. of Parking Spaces: 400
Surface Parking: YES
Parking Charges: NO
Filling Station: YES

Distance to next Similar Site (km): 9

Comment:

FACILITIES AT STORE - CAFE.

Site Reference: GS A 02 Survey Date: 25/11/94 Day Of Week: Friday

Survey Type: Manual Count

Car Park Occupancy - Initial: 21 Final: 15

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 15 | 6 | 21 | 30 |
| 08:00 to 09:00 | 92 | 41 | 133 | 81 |
| 09:00 to 10:00 | 126 | 78 | 204 | 129 |
| 10:00 to 11:00 | 174 | 149 | 323 | 154 |
| 11:00 to 12:00 | 161 | 170 | 331 | 145 |
| 12:00 to 13:00 | 161 | 172 | 333 | 134 |
| 13:00 to 14:00 | 135 | 139 | 274 | 130 |
| 14:00 to 15:00 | 147 | 155 | 302 | 122 |
| 15:00 to 16:00 | 211 | 185 | 396 | 148 |
| 16:00 to 17:00 | 211 | 220 | 431 | 139 |
| 17:00 to 18:00 | 208 | 222 | 430 | 125 |
| 18:00 to 19:00 | 162 | 183 | 345 | 104 |
| 19:00 to 20:00 | 55 | 134 | 189 | 25 |
| 20:00 to 21:00 | 13 | 23 | 36 | 15 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: GS A 02 Survey Date: 26/11/94 Day Of Week: Saturday

Survey Type: Manual Count

Car Park Occupancy - Initial: 25 Final: 18

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | 24 | 5 | 29 | 44 |
| 08:00 to 09:00 | 70 | 46 | 116 | 68 |
| 09:00 to 10:00 | 127 | 84 | 211 | 111 |
| 10:00 to 11:00 | 197 | 171 | 368 | 137 |
| 11:00 to 12:00 | 207 | 202 | 409 | 142 |
| 12:00 to 13:00 | 189 | 209 | 398 | 122 |
| 13:00 to 14:00 | 193 | 173 | 366 | 142 |
| 14:00 to 15:00 | 200 | 197 | 397 | 145 |
| 15:00 to 16:00 | 228 | 219 | 447 | 154 |
| 16:00 to 17:00 | 206 | 230 | 436 | 130 |
| 17:00 to 18:00 | 135 | 210 | 345 | 55 |
| 18:00 to 19:00 | 73 | 93 | 166 | 35 |
| 19:00 to 20:00 | 20 | 37 | 57 | 18 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Site Reference: GS A 02 Survey Date: 27/11/94 Day Of Week: Sunday

Survey Type: Manual Count

Car Park Occupancy - Initial: 11 Final: 28

Data Proportions - (Total = 0):

| | | | | | |
|--------------|---|-----------------|---|-----------------|---|
| Motor Cars: | 0 | Motor Cycles: | 0 | Public Service: | 0 |
| Light Goods: | 0 | Heavy Goods(1): | 0 | Heavy Goods(2): | 0 |

| Time Range | Arrivals | Departures | Totals | Park.Acc. |
|----------------|----------|------------|--------|-----------|
| 00:00 to 01:00 | -1 | -1 | -1 | -1 |
| 01:00 to 02:00 | -1 | -1 | -1 | -1 |
| 02:00 to 03:00 | -1 | -1 | -1 | -1 |
| 03:00 to 04:00 | -1 | -1 | -1 | -1 |
| 04:00 to 05:00 | -1 | -1 | -1 | -1 |
| 05:00 to 06:00 | -1 | -1 | -1 | -1 |
| 06:00 to 07:00 | -1 | -1 | -1 | -1 |
| 07:00 to 08:00 | -1 | -1 | -1 | -1 |
| 08:00 to 09:00 | -1 | -1 | -1 | -1 |
| 09:00 to 10:00 | 114 | 46 | 160 | 79 |
| 10:00 to 11:00 | 201 | 181 | 382 | 99 |
| 11:00 to 12:00 | 221 | 205 | 426 | 115 |
| 12:00 to 13:00 | 188 | 221 | 409 | 82 |
| 13:00 to 14:00 | 177 | 169 | 346 | 90 |
| 14:00 to 15:00 | 179 | 165 | 344 | 104 |
| 15:00 to 16:00 | 50 | 126 | 176 | 28 |
| 16:00 to 17:00 | -1 | -1 | -1 | -1 |
| 17:00 to 18:00 | -1 | -1 | -1 | -1 |
| 18:00 to 19:00 | -1 | -1 | -1 | -1 |
| 19:00 to 20:00 | -1 | -1 | -1 | -1 |
| 20:00 to 21:00 | -1 | -1 | -1 | -1 |
| 21:00 to 22:00 | -1 | -1 | -1 | -1 |
| 22:00 to 23:00 | -1 | -1 | -1 | -1 |
| 23:00 to 24:00 | -1 | -1 | -1 | -1 |

Safeway / TRICS Research Project Site Report - Malvern

Introduction

The store at Malvern is a 30,000 sq ft retail store located out of the town centre. The store opened in 1993.

Site Details

| | |
|------------------------------|----------------------------|
| Gross Floor Area | 56,150 sq.ft. (5,217 sq.m) |
| Retail Floor Area | 30,700 sq.ft. (2,852 sq.m) |
| Number of staff | 210 |
| Number of car parking spaces | 450 |

The store contains the following facilities:

Cafe
Dry Cleaning
Lottery
Newsagents
Toilets

There is a petrol station on the site.

The opening hours are as set out below:

| | |
|-------------------|-------------------|
| Monday - Thursday | 0800 - 2000 hours |
| Friday | 0800 - 2100 hours |
| Saturday | 0800 - 2000 hours |
| Sunday | 1000 - 1600 hours |

There is a bus terminus located within the service area of the store with a regular service every 20-30 minutes.

Survey Details

The traffic surveys and interviews were undertaken over the three day period from Friday 2nd December to Sunday 4th December. An automatic counter was installed by the County Council at the site on 14th November and was left in place until 31st December.

The number of interviews undertaken were as set out below:

| Time period | Number of Interviews | Approximate Percentage of Sample |
|---------------------|----------------------|----------------------------------|
| Friday non-peak | 291 | 13 |
| Friday Evening-peak | 158 | 21 |
| Saturday | 361 | 10 |
| Sunday | 195 | 11 |
| Total | 1,005 | N/A |

Traffic Counts

The detailed counts are attached. A summary is set out below:

| | Friday | | Saturday | | Sunday | |
|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | In | Out | In | Out | In | Out |
| All Day | 3,073 | 3,073 | 3,720 | 3,720 | 1,784 | 1,784 |
| Busiest Hour | 346 ⁽¹⁾ | 326 ⁽²⁾ | 441 ⁽³⁾ | 482 ⁽⁴⁾ | 333 ⁽⁵⁾ | 318 ⁽⁶⁾ |
| Evening Peak Hour 17.00 | 346 | 326 | n/a | n/a | n/a | n/a |
| Max Parking Demand | 222 | | 281 | | 166 | |

- (1) 1700 - 1800 hours
 (2) 1700 - 1800 hours
 (3) 1600 - 1700 hours
 (4) 1600 - 1700 hours
 (5) 1100 - 1200 hours
 (6) 1100 - 1200 hours.

The distribution of traffic flows by day of week were determined from the automatic traffic counters. A typical week towards the end of November was chosen together with the last full week preceding Christmas, ie. the week beginning Monday 12th December.

| No of Trips per Week | Typical Week | | Pre-Christmas Week | |
|----------------------|--------------|------|--------------------|------|
| | Trips | % | Trips | % |
| Monday | 2,983 | 11.9 | 3,107 | 12.6 |
| Tuesday | 3,007 | 12.0 | 3,089 | 12.5 |
| Wednesday | 3,095 | 12.3 | 3,201 | 13.0 |
| Thursday | 3,397 | 13.5 | 3,528 | 14.5 |
| Friday | 4,266 | 17.0 | 4,057 | 16.5 |
| Saturday | 4,649 | 18.5 | 4,874 | 19.3 |
| Sunday | 2,704 | 10.8 | 2,834 | 11.6 |
| Total | 24,101 | 100 | 24,690 | 100 |

From the traffic counters it was possible to look at how traffic flows increased over the run up to Christmas. The following table plots the changing pattern on a week by week basis and illustrates the overall maximum flow.

| Week Beginning | Friday | Saturday | Sunday |
|----------------|--------|----------|----------------|
| 14th November | 452 | 499 | 450 |
| 21st November | 463 | 505 | 448 |
| 28th November | 421 | 482 | 402 |
| 5th December | 447 | 540 | 424 |
| 12th December | 428 | 525 | 449 |
| 19th December | 679 | 695 | Christmas Day |
| 26th December | 556 | 730 | New Year's Day |
| Maximum Demand | 679 | 730 | 450 |

* Note: No Data Available.

Parking Demand

Analysis of the manual traffic counts indicates that the maximum parking demands were:

| | Time Period | Maximum Demand |
|------------------|-------------------|----------------|
| Parking capacity | - | 450 |
| Friday | 1700 - 1800 hours | 222 |
| Saturday | 1500 - 1600 hours | 281 |
| Sunday | 1200 - 1300 hours | 166 |

The table below shows a comparison between the maximum parking accumulations for a 'typical week' derived from the manual traffic count (in late November / early December) and the peak week before Christmas (on the basis of the ATC data for the site). It also shows the expected maximum parking accumulation on the basis of the customer records which were available for the two time periods.

| | Parking Accumulation | | |
|----------|----------------------|--------------------------|---------------------------------------|
| | Typical Week | Pre-Christmas Week (ATC) | Pre-Christmas Week (Customer Records) |
| Friday | 222 | 489 | 318 |
| Saturday | 281 | 388 | 345 |

From the analysis of car parking data it was possible to determine the average length of stay at different times of the day. Details are summarised below.

| Time Period | Duration of Stay (Minutes) | | |
|-------------|----------------------------|----------|--------|
| | Friday | Saturday | Sunday |
| 0800 hours | 41 | 35 | - |
| 0900 hours | 46 | 35 | 47 |
| 1000 hours | 47 | 39 | 31 |
| 1100 hours | 41 | 42 | 30 |
| 1200 hours | 43 | 41 | 34 |
| 1300 hours | 40 | 36 | 44 |
| 1400 hours | 36 | 35 | 28 |
| 1500 hours | 40 | 32 | 19 |
| 1600 hours | 43 | 29 | - |
| 1700 hours | 54 | 26 | - |
| 1800 hours | 34 | 15 | - |
| 1900 hours | 34 | - | - |
| 2000 hours | 17 | - | - |
| Average | 41 | 35 | 32 |

Note: Excludes vehicles parked for more than 4 hours as these are assumed to be staff.

Travel Mode

The travel mode used to reach the store was determined from the interviews, as set out below:

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 97.6 | 96.3 | 95.8 | 99.5 |
| Walk | 1.4 | 0.6 | 3.9 | 0.5 |
| Bus | 0.7 | 1.9 | 0.3 | - |
| Taxi | 0.3 | 0.6 | - | - |
| Cycle | - | 0.6 | - | - |
| Other | - | - | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 291 | 158 | 361 | 195 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Mode | Percentage Travel by Mode | | | |
|----------------|---------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Car | 97.6 | 96.3 | 95.8 | 99.0 |
| Walk | 1.4 | 0.6 | 3.9 | 1.0 |
| Bus | 0.7 | 1.9 | 0.3 | - |
| Taxi | 0.3 | 0.6 | - | - |
| Cycle | - | 0.6 | - | - |
| Other | - | - | - | - |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 291 | 158 | 361 | 195 |

Travel Purpose

Similar analysis was undertaken for the purpose of the trip end of the other end of the journey from the shopping end.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 15.8 | 29.1 | - | 1.5 |
| Home | 72.5 | 65.2 | 86.2 | 92.9 |
| Shop | 5.5 | 2.5 | 9.4 | 1.5 |
| Other | 6.2 | 3.2 | 4.4 | 4.1 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 291 | 158 | 361 | 195 |

Separate analysis was conducted of the movement away from the store and this is tabulated below.

| Purpose | Percentage Travel by Purpose | | | |
|----------------|------------------------------|---------------|----------|--------|
| | Friday | Friday - Peak | Saturday | Sunday |
| Work | 3.4 | - | 0.3 | 1.0 |
| Home | 89.7 | 96.2 | 97.5 | 90.8 |
| Shop | 3.1 | 0.6 | 1.1 | - |
| Other | 3.8 | 3.2 | 1.1 | 8.2 |
| Total (%) | 100 | 100 | 100 | 100 |
| No. Interviews | 291 | 158 | 391 | 195 |

Local Activities

Details of the 'other' activities undertaken by the shoppers was also determined from the surveys. This was divided into other activities undertaken within the store and activities undertaken in the immediate vicinity.

| Activity | Friday | Friday - Peak | Saturday | Sunday |
|---------------|------------|---------------|------------|------------|
| Within Store | | | | |
| Petrol | 71 (24%) | 23 (14%) | 60 (17%) | 31 (16%) |
| Dry Cleaning | 23 (8%) | 6 (4%) | 25 (7%) | 7 (4%) |
| Cafe | 59 (20%) | 18 (11%) | 52 (14%) | 45 (23%) |
| Lottery | 57 (20%) | 14 (9%) | 43 (12%) | 0 (0%) |
| Newsagent | 51 (18%) | 38 (24%) | 61 (17%) | 28 (14%) |
| Toilets | 14 (5%) | 5 (3%) | 16 (4%) | 6 (3%) |
| Other | 6 (2%) | 1 (1%) | 2 (1%) | 3 (2%) |
| None | 122 (42%) | 84 (53%) | 176 (48%) | 103 (53%) |
| SAMPLE | 291 (100%) | 158 (100%) | 361 (100%) | 195 (100%) |
| Outside Store | | | | |
| Other | 65 (22%) | 22 (14%) | 43 (12%) | 22 (11%) |
| None | 226 (78%) | 136 (86%) | 318 (88%) | 173 (89%) |
| SAMPLE | 291 (100%) | 158 (100%) | 361 (100%) | 195 (100%) |

Note: Percentages quoted for activities undertaken within the store add up to more than 100%, due to the fact that some customers undertake more than one additional activity.

Catchment areas

Details of catchment areas were determined by post-code. The data from all of the time periods were combined to provide the following analysis.

| Distance from Store (km) | Post Code | Number of Visitors | | | |
|--------------------------|-----------|--------------------|-----|------|-------|
| | | Car | Bus | Walk | Total |
| 2.0 kms | WR141 | 220 | 2 | 15 | 237 |
| 3.0 kms | WR142 | 176 | 2 | 1 | 179 |
| 5.0 kms | WR135 | 61 | - | 4 | 65 |
| 5.5 kms | WR24 | 55 | - | - | 55 |
| 5.6 kms | WR143 | 123 | 3 | - | 126 |
| 6.0 kms | WR136 | 69 | - | - | 69 |
| 6.4 kms | WR144 | 87 | - | - | 87 |
| 8.5 kms | WR25 | 22 | - | - | 22 |
| Over 10 kms | | 163 | 1 | - | 164 |
| Total | | 976 | 8 | 20 | 1,004 |

| Distance from Store | Percentage of Visitors | | | |
|---------------------|------------------------|-----|------|-------|
| | Car | Bus | Walk | Total |
| Under 1 km | - | - | - | - |
| 1 - 2 kms | 23 | * | 75 | 24 |
| 2 - 3 kms | 18 | * | 5 | 18 |
| 3 - 4 kms | - | - | - | - |
| 4 - 5 kms | 6 | - | 20 | 6 |
| 5 - 6 kms | 25 | * | - | 25 |
| 6 - 10 kms | 11 | - | - | 11 |
| Over 10 kms | 17 | * | - | 16 |
| Total (%) | 100 | * | 100 | 100 |

Notes: Distances based on postcode sector centroids.

* Figures are considered to be too small to be significant.

Pass-by Trips

A detailed analysis of the origin and destination of trips has been used to determine the level of 'pass-by' and 'diverted' trips for each of the four time periods. The details are set out below.

| Trip Type | Friday | Friday - Peak | Saturday | Sunday |
|----------------------------|--------|---------------|----------|--------|
| Primary ⁽¹⁾ | 70 | 63 | 76 | 86 |
| Non-Primary ⁽²⁾ | 30 | 37 | 24 | 14 |
| Pass-by ⁽³⁾ | 13 | 16 | 13 | 7 |
| Diverted ⁽⁴⁾ | 17 | 21 | 11 | 7 |
| Sample Size | 291 | 158 | 361 | 195 |

⁽¹⁾ Primary trips are single purpose trips (for example, home - development - home).

⁽²⁾ Non-primary trips are multi-purpose trips which call into the development en-route to another destination (for example, work - development - home).

⁽³⁾ Pass-by trips are non-primary trips that visit the development without having to make any significant diversion from their existing route.

⁽⁴⁾ Diverted trips are non-primary trips that deviate off their normal route to visit the development.

Impact of New Store

The table overleaf indicates that the new store at Malvern has resulted in approximately a 29% saving in travel distance for its customers. Before the store opened the average customer travelled 5.6 kilometres to undertake a shopping trip, whereas now they travel an average 3.9 kilometres each.

The table shows that the main savings are made by people who live closest to the new store (postcodes WR141 and WR142). Residents of the closest postcode areas used to have to make the choice between shopping at smaller town centre stores, such as Kwik-Save, Co-op or Sommerfields in Malvern or travelling further afield to larger stores such as Tesco's just south of Worcester. A large number of people who now shop at the Sainsbury store at Malvern used to shop at the Tesco store south of Worcester, resulting in journey distances dropping from approximately 10 kms or more to less than 2 kms.

The table overleaf also shows that shoppers from a number of postcodes undertake significantly longer journeys now than they did before the new Sainsbury's store opened. This may be explained by the fact that the new store provided facilities as good as, if not better, than anywhere else in the area and subsequently shoppers are prepared to travel a little further afield. The fact that the 36 people from postcode WR24 now travel an average 6.0 kms to undertake their shopping compared to about 3.3 kms before is somewhat surprising, however this may be explained by the problems associated with defining postcode centroids, (as discussed in Section 3.4 of the main report). In general, the numbers of people who now travel further to undertake their shopping are small, and therefore relatively insignificant, as the table overleaf indicates.

| Postcode | No | Before | | After | | Change in Distance (Km's) | % Change |
|----------|-----|-----------------------|-------------------------|-----------------------|-------------------------|---------------------------|----------|
| | | Total Distance (Km's) | Average Distance (Km's) | Total Distance (Km's) | Average Distance (Km's) | | |
| WR14 1 | 206 | 839 | 4.1 | 309 | 1.5 | -2.6 | -63 |
| WR14 2 | 149 | 639.5 | 4.3 | 223.5 | 1.5 | -2.8 | -65 |
| WR13 5 | 59 | 409 | 6.9 | 265.5 | 4.5 | -2.4 | -35 |
| WR 24 | 36 | 118.5 | 3.3 | 216 | 6.0 | +2.7 | +82 |
| WR14 3 | 119 | 614.5 | 5.2 | 416.5 | 3.5 | -1.7 | -33 |
| WR13 6 | 62 | 665.5 | 10.7 | 527 | 8.5 | -2.2 | -21 |
| WR14 4 | 63 | 460 | 7.3 | 315 | 5.0 | -2.3 | -32 |
| WR 25 | 16 | 63.5 | 4.0 | 128 | 8.0 | +4.0 | +100 |
| HR 74 | 1 | 20.5 | 20.5 | 15.5 | 15.5 | -5.0 | -24 |
| WR 80 | 19 | 178.5 | 9.4 | 171 | 9.0 | -0.4 | +4 |
| WR 97 | 1 | 2 | 2.0 | 18 | 18.0 | +16.0 | +800 |
| WR 65 | 18 | 170.5 | 9.5 | 117 | 6.5 | -3.0 | -32 |
| WR 37 | 1 | 3 | 3.0 | 11 | 11.0 | +8.0 | +267 |
| WR 26 | 15 | 61 | 4.1 | 127.5 | 8.5 | +4.4 | +107 |
| WR 89 | 4 | 42 | 10.1 | 46 | 11.5 | +1.4 | +14 |
| WR 66 | 1 | 15 | 15.0 | 15 | 15.0 | 0 | 0 |
| WR 53 | 15 | 54.5 | 3.6 | 97.5 | 6.5 | +2.9 | +81 |
| WR 52 | 5 | 5 | 1.0 | 42.5 | 8.5 | +7.5 | +750 |
| WR 51 | 3 | 6 | 2.0 | 28.5 | 9.5 | +7.5 | +325 |
| HR 82 | 2 | 39 | 19.5 | 28 | 14.0 | -5.5 | -28 |
| HR 81 | 1 | 10.5 | 10.5 | 12.5 | 12.5 | +2.5 | +24 |
| Total | 796 | 4417 | 5.6 | 3130.5 | 3.9 | -1.7 | -29 |