



Quod

Retail Impact Assessment

Land West of Courtwick
Lane, Wick,
Littlehampton

MARCH 2025

Q230100

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1 Introduction

Scope & Purpose

- 1.1 This Retail Impact Assessment ('RIA') has been prepared by Quod on behalf of Morgan Properties ('the Applicant'), in support of proposals on land west of New Courtwick Lane, Wick, Littlehampton ('the Application Site').
- 1.2 This RIA should be read alongside other documents submitted in support of the planning application, including but not limited to, the Planning Statement prepared by ECE Planning and the Design and Access Statement prepared by Morgan Carn Architects.
- 1.3 The RIA has been prepared following pre-application discussions with Officers at Arun District Council ('ADC') and concentrates specifically on retail and town centre planning policy issues associated with the proposed development. As such, it provides justification for the principle of retail development and the other main town centre uses proposed in this location.

Location and Context of the Application Site

- 1.4 Full details of the Application Site are provided in the supporting Planning Statement, but in retail planning policy terms, it is located approximately 1.4 kilometres from the defined town centre boundary of Littlehampton (as the crow flies), the nearest defined centre to the Application Site. It is therefore acknowledged that the Application Site comprises an out-of-centre location in retail planning policy terms. However, existing retailing does exist in the local area, which includes a freestanding Morrisons supermarket located off Wick Roundabout.

Proposed Development and Prospective Occupiers

- 1.5 A hybrid planning permission is sought to deliver a mixed-use development. Specifically, planning permission is sought for the following:

"Hybrid Planning Application comprising of the following;

Full Planning Application for Phase 1 (East of the Site) for a foodstore (Use Class E(a)), Two no. Drive-Thru fast food / beverage units (Sui Generis) with revised vehicular access, associated parking and landscaping;

And

Outline Planning Application for Phase 2 (West of the Site) comprising development of approximately 8,800 sqm GIA Light Industrial / Storage and Distribution (Use Class E(g)(iii) / B8. (All matters reserved except for access)."

- 1.6 Phase 1 of the proposed development, where full planning permission is sought, includes the following main town centre uses¹:
- A foodstore (Class E(a)) extending to 1,912 square metres (gross internal area); and
 - 2no. drive thru units (sui generis) extending to 356 square metres and 167 square metres respectively.
- 1.7 It is these elements of the scheme (i.e. the town centre uses) that forms the focus of this RIA and provides justification for the principle of these uses in this location.
- 1.8 This floorspace sits alongside other uses proposed as part of the wider redevelopment of the Application, including the provision of commercial uses within Class E(g)(iii) / B8.
- 1.9 The proposals are being pursued to enable the proposed foodstore to be occupied by the discount food operator Aldi Stores Limited ('Aldi'). Heads of Terms have been agreed on a subject to planning basis. The success of the application is critical if Aldi's occupancy is to be secured, and the associated benefits realised. Those benefits include the creation of up to 40no. new full time equivalent jobs, substantial investment within the district and improved consumer choice. A letter of support from Aldi is contained at **Document 1**.
- 1.10 Aldi's nearest existing stores are in Rustington (Manor Retail Park) and Bognor Regis (Saltbox Road) – a 3 and 11 mile respectively roundtrip from the Application Site. The proposals will improve the distribution of foodstores and address a qualitative need for improved choice.
- 1.11 Aldi offers competitive, discounted process whilst keeping the quality of its goods extremely high and achieves this through a combination of:
- Tremendous buying power as a result of its operations across Europe.
 - A concentration on own brands (about 80% of its product range) which avoids passing on the cost of brand name marketing to the consumer.
 - Its decision to stock a much more limited product range than others, concentrating on those goods that form a very high proportion of the weekly food shopping needs of most households.
 - Operating systems that reduce operational costs.
 - Simple product and stock handling procedures.
- 1.12 The ability to offer a consistent range of high-quality goods at competitive prices enables Aldi to distinguish itself from other operators. The whole of the Aldi's product range delivers value whereas the main grocers only stock own brand and 'value' lines amongst their branded and premium products.
- 1.13 Aldi stores also offer a limited range of non-food items which typically occupy about 20% of the sales area. These items tend to be one off 'specials' offered based on 'when it's gone it's gone', with the range changing on a twice weekly basis. There is no standard or constant

¹ Main town centres uses are defined by Annex 2 to the National Planning Policy Framework (2023) as comprising: *"Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)."*

comparison goods range offered in store and the special items are wide ranging including anything from sports equipment to electrical items.

- 1.14 In addition to the proposed foodstore, Phase 1 also includes 2no. drive thru units. In this respect, Heads of Terms have been agreed with McDonalds and Costa.

Pre-application Discussions

- 1.15 Consistent with Paragraphs 39 to 46 of the NPPF (2024), the Applicant has actively engaged with Officer's at ADC as part of a formal pre-application consultation, albeit for a slightly different scheme to that now being advanced.
- 1.16 Further details of these pre-application discussions are provided in the supporting Planning Statement, but the matters raised during these discussions have been considered as part of this RIA.

Structure of Report

- 1.17 In addressing retail and town centre planning policy, the following sections are provided:
- **Section 2** – sets out the relevant retail and town centre policy context against which the proposals need to be assessed.
 - **Section 3** – provides the sequential approach to site selection.
 - **Section 4** – assesses the trading effects of the proposal on planned investment and on the vitality and viability of neighbouring centres.
 - **Section 5** – draws the report's conclusions.

2 Policy Context

- 2.1 A full planning policy overview is provided within the supporting Planning Statement. For the purposes of this report, the retail and town centre policies of relevance are considered below.
- 2.2 The Development Plan for the Application Site comprises the Arun Local Plan (2018) and the Littlehampton Neighbourhood Plan (2014).
- 2.3 Material considerations comprise the National Planning Policy Framework ('NPPF') (December 2024), alongside the supporting Planning Practice Guidance ('PPG'). In addition, the emerging Local Plan Update, which is at the early stages of preparation, together with ADC's retail evidence base² provide further material considerations in respect of the application proposals.
- 2.4 Consideration of these documents and their relevance to the application proposals is provided below.

Development Plan

Arun Local Plan

- 2.5 The Application Site is not allocated for any specific use within the adopted Arun Local Plan but comprises an out-of-centre location in retail planning policy terms.
- 2.6 Policy RET SP1 sets out the following hierarchy of centres:
- Town Centres: Bognor Regis and Littlehampton
 - Local Service Centres: Rustington and Arundel
 - The Six Villages Area:
 - Village and Suburban Centres:
- 2.7 This Policy outlines that the hierarchy of centres will be maintained and promoted, with Bognor Regis and Littlehampton being the focus for development, including for major retail, leisure and commercial uses.
- 2.8 The supporting text to this Policy (para. 9.1.5) identifies Local Services Centres (Arundel and Rustington) as the equivalent to District Centres in NPPF terms.
- 2.9 The supporting text (para. 9.1.4) also identifies that "*large numbers*" of Arun's residents travel outside the district for shopping, leisure and entertainment purposes.
- 2.10 Retail and town centre uses outside existing defined centres are dealt with under Policy RET DM1. This Policy states that:

² Including 'Retail Study Update 2016'; 'Arun District Retail Study 2013'; and 'Arun District Shopping Centre and Indicative Shopping Centre Hierarchy 2006'

“Proposals for Town Centre uses outside the centres defined on the Policies Map will only be permitted if:

- a. The scheme meets the impact tests of the NPPF;*
- b. The scheme is easily accessible by the highway network and public transport;*
- c. The scheme includes provision for access by cycle and on foot;*
- d. The scheme includes appropriate provision to enable access for people with disabilities.*

Applicants proposing retail development on out of centre sites will demonstrate that no suitable site can be found, firstly within the existing town centre or, secondly, on the edge of the centre.

Where these criteria are satisfied and permission is granted it will be made subject to planning condition or legal agreement, as appropriate, to restrict the range of products sold.

Impact assessment for growth of office, leisure and retail development outside of town centres will be required from a threshold of 1,000sqm for Town Centres, Large Service Centres and the Six Villages larger centres and 200sqm for village and suburban local centres.”

- 2.11 The supporting text to this Policy (para. 9.2.2) outlines that the Council will adopt a ‘rigorous approach’ in assessing out-of-centre proposals in accordance with national policy.

Littlehampton Neighbourhood Plan

- 2.12 The ‘made’ development plan outlines a vision and objectives for Littlehampton, which includes ensuring that the facilities and infrastructure grow with the fast expansion of the Town.
- 2.13 There are no retail policies of relevance in the consideration of out-of-centre proposals.

Material Considerations

Emerging Arun Local Plan Update

- 2.14 ADC was advancing an update of the Local Plan, but this was recently paused due to uncertainty about proposed Government changes to planning policy. However, following a Full Council Meeting on the 19th July 2023, it was agreed by Councillors that a review of the Local Plan will continue.
- 2.15 Consultation on the ‘Direction of Travel Document’ (March 2024) closed on the 13th May 2024. This sought to ask how they would like to tackle a range of planning issues and proposed options for the future development of the district. Given the infancy of the Local Plan Review no weight can be given to it in the consideration of the application proposals.

National Planning Policy Framework

- 2.16 The NPPF is a material consideration of significant weight and is underpinned by a presumption in favour of sustainable development.

2.17 Paragraph 85 outlines that:

“Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.” (our emphasis)

2.18 Retail policies are set out at paragraphs 90 to 95 inclusive within the NPPF (2024). Paragraph 91 notes that local planning authorities should apply the sequential test to planning applications for main town centre uses (which includes retail facilities) that are not in an existing centre and not in accordance with an up-to-date Local Plan.

2.19 In terms of retail impact, Paragraph 94 advises that for retail development outside of ‘town centres’ (which is not in accordance with an up-to-date plan) local planning authorities:

“...require an impact assessment if the development is over a proportionate, locally set threshold (if there is no locally set threshold, the default threshold is 2,500m² of gross floorspace). This should include assessment of:

a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and

b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).”

2.20 Paragraph 95 states an application should only be refused if it fails to satisfy the sequential test or is likely to have a ‘significant adverse impact’ on one or more of the impact considerations – this is unless material considerations indicate otherwise.

Planning Practice Guidance

2.21 The online PPG was first published in March 2014 and supports policies within the NPPF. This includes important guidance on town centre and retail development and in applying the sequential approach to site selection and the impact test.

Other Material Considerations

2.22 Adopted local planning policy was informed by retail evidence undertaken on behalf of ADC. This included the Arun District Retail Study (April 2013) and the subsequent Arun Retail Study Update (October 2016), both of which were undertaken by DPDS Consulting Group. The latter study identified a need for 387 square metres (net) of additional convenience retail floorspace across the district by 2031.

2.23 In identifying this level of ‘need’ the study assumed that the former Waitrose in Littlehampton would remain in convenience retail use. As we come on to demonstrate, this has not been the case. Indeed, the 2016 Update (at paragraph 3.4) concluded that:

“It is unlikely that the former Waitrose premises in Littlehampton will be occupied by a convenience goods retailer although the unit might be attractive to a general discounter such

as Home Bargains or B&M, which has some convenience goods floorspace. It is more likely to contribute to meeting the comparison goods floorspace needs as identified as emerging towards the end of the plan period...” (our emphasis)

- 2.24 If it is assumed that the former Waitrose is not re-occupied by a convenience retailer, the level of convenience retail ‘need’ in the district would substantially increase.
- 2.25 With regard to comparison retail goods, the study identified a need for 6,692 square metres (net) of additional floorspace across the district by 2031.
- 2.26 However, given the age of the retail evidence, which were underpinned by a household survey complete in December 2012, limited weight can be given to the overall findings of either study in assessing current retail proposals.

Summary

- 2.27 The starting point for determining the proposal is the Development Plan, which in this instance comprises the Arun Local Plan (2018) and Littlehampton Neighbourhood Plan (2014).
- 2.28 The Application Site is not allocated for any specific use and is in out-of-centre location, being located more than 300 metres from the nearest defined centre. Retail and main town centre uses in such locations are subject to certain criteria being satisfied. National and local planning policy require retail proposals not in a defined centre and not in accordance with an up-to-date development plan to demonstrate compliance with the sequential approach to site selection, and dependent on scale, the impact test. Consideration of the relevant retail ‘tests’ are provided in the following sections of this report.

3 Sequential Approach to Site Selection

Context

- 3.1 Whilst the sequential approach seeks to focus main town centre uses within defined centres, it does not preclude sites coming forward elsewhere if no available or suitable opportunity exists in a sequentially preferable location. This has been reflected by ADC's determination of planning application for retail development elsewhere in the district. This includes in allowing a hybrid planning application for mixed-use development at Salt Box Field in Bersted (ref. BE/135/18/PL) (known as the 'Salt Box site') granted in November 2019. This scheme included a foodstore and 2no. drive thru units.
- 3.2 ADC's consideration of the Salt Box site scheme and other proposals elsewhere in the district provides important context in determining the application proposals.

Methodology and Approach

Context

- 3.3 In applying the sequential approach to site selection, consideration must be given to the PPG, recent case law, and appeal / call-in decisions.
- 3.4 The PPG³ advises that:
- "The application of the test will need to be proportionate and appropriate for the given proposal."*
- 3.5 These factors are pertinent in considering the form and nature of the application proposals, which in this instance is being led by demand from specific types of occupiers seeking representation in the local area, as part of a wider comprehensive development scheme.
- 3.6 It is recognised that planning policy requires a degree of flexibility in relation to format and / or scale in applying the sequential approach to site selection. However, the message established by recent Judgments and Secretary of State decisions is consistent in that there is a requirement to consider flexibility of format and scale, and a local planning authority must operate in the 'real world'.
- 3.7 The approach should not fundamentally compromise the development proposal. The *Dundee* Supreme Court Judgment⁴ established that if a site is not suitable for the commercial requirements of the development in question, then it is not suitable for the purposes of the sequential approach; and that in terms of size of the alternative site, if the applicant has demonstrated flexibility in format and scale, the question is:

³ Reference ID: 2b-011-20190722

⁴ Tesco Stores Limited (Appellant) v Dundee City Council (Respondent) (Scotland)

“...whether an alternative site is suitable for the proposed development, not whether the proposed development can be altered or reduced to that it can fit an alternative site.”
(our emphasis)

- 3.8 The interpretation of ‘suitability’ was also clarified in the Secretary of State decision at Rushden Lakes⁵. In particular, the Inspector identified that the *Dundee* Judgment to be of ‘seminal importance’. To this end, when commentating on suitability, the Inspector (para. 2.64, Inspector’s Report) noted that:

“...if a site is not suitable for the commercial requirements of the developer in question then it is not suitable for the purposes of the sequential approach.”

- 3.9 Linked to this, in determining an appeal in Sheffield⁶, the Inspector stated (para. 35, Inspector’s Report) that:

“In considering the issue of suitability I have had to a ruling of the Supreme Court [Dundee] which indicates, amongst other matters, that what needs to be established is whether an alternative site is suitable for the development proposed, not whether the proposed development can be altered or reduced so that it can be made fit for purpose.”

- 3.10 This position was built upon further in an appeal decision in Stoke-on-Trent⁷, where the Inspector concluded (para. 12, Inspector’s Report) that:

“...taking account also of the 2012 judgement in Tesco Stores Limited v Dundee City council, although an applicant is expected to demonstrate flexibility in assessing alternative sites, there is no unequivocal requirement to reduce the size of a proposed development to fit a particular site.”

- 3.11 In operating in the ‘real world’, the approach to site selection should not be applied to fundamentally compromise the development proposed.

- 3.12 In addition, the proposals comprise a hybrid planning application with a foodstore together with 2no. drive thru units provided as part of the full application (Phase 1), alongside wider employment uses, which will be delivered in outline (Phase 2). Secretary of State decisions (including at Rushden Lakes) have clarified that there is no requirement to assess the scope for disaggregation. When commenting on this specific point the Inspector at Rushden Lakes⁸ stated that:

“There is no longer any such requirement stated in the NPPF...Had the Government intended to retain disaggregation as a requirement it would and should have explicitly stated this in the NPPF. It is too large a point to rest on implication. If it had intended to carry out the requirement then all that would have been required is the additional of the word “disaggregation” at the end of NPPF [24].”

⁵ APP/G2815/V/12/2190175

⁶ APP/J4423/A/13/2189893

⁷ APP/M3455/A/13/2195541

⁸ Paragraph 2.68, Inspector’s Report

3.13 A recent Court of Appeal decision⁹, when considering this specific matter, also re-confirmed that disaggregation is not an explicit requirement of the NPPF. This Judgment stated that:

“...an insistence on disaggregation has the potential to stultify development of a given site unless a developer’s proposal comprises single use.”

3.14 Since these decisions were issued, the NPPF has been revised and it remains that disaggregation continues to not be an explicit requirement in applying the sequential approach. Likewise, there is no requirement under adopted local planning policy to consider disaggregation as part of the sequential approach.

3.15 Such an approach is consistent with that deemed acceptable by ADC and their retail planning advisors (GL Hearn) in allowing the Salt Box site development¹⁰. Specifically, in considering the application of the sequential approach and the matter of disaggregation ADC’s retail advisors highlighted¹¹ that:

“...the majority of this planning application is in full, indeed the retail elements are submitted in full detail. As such, in this case it is accepted that a sequentially preferable site must be considered for the scheme as a whole.” (our emphasis)

3.16 Within this context, the advice¹² concluded that:

“In light of the above findings with respect of the sequential approach to this development, the vacant town centre sites are too small to accommodate the proposal. As such there are no sequentially preferable vacant sites within the town centre.”

3.17 To be consistent with the approach accepted by ADC for the Salt Box site development, it is not deemed necessary to disaggregate the constituent elements of the proposal where full planning permission is sought (i.e. the foodstore and 2no. drive thru units). Alternative sites will need to be able to accommodate all these uses.

3.18 It is therefore against this background that the sequential approach to site selection will need to be assessed.

3.19 When considering suitability, the PPG also recognises that in applying the sequential approach to site selection, there are certain main town centre uses that have locational requirements. In particular, the PPG¹³ states that:

“Use of the sequential test should recognise that certain main town centre uses have particular market and locational requirements which mean that they may only be accommodated in specific locations.”

3.20 Notwithstanding the position that the main town centre uses should be assessed as a whole, recent Judgments and Secretary and State / Inspectors decisions have established that the

⁹ Salford Estates (No.2) Ltd v Durham County Council & ANR (dated 18th October 2019)

¹⁰ Salt Box Retail Audit prepared by GL Hearn

¹¹ *Ibid*

¹² *Ibid*

¹³ Reference ID: 2b-012-20190722

requirements of the type of operator(s) proposed should also be taken into account in applying the sequential approach.

- 3.21 For example, a High Court Judgment¹⁴ confirmed that in applying the sequential approach that whilst this should not be based on the requirements of a specific retailer it should be based on the broad type of use. In addressing the sequential approach, this Judgment (para. 35) concluded that:

“...“suitable” and “available” generally mean “suitable” and “available” for the broad type of development which is proposed in the application by approximate size, type, and range of goods. This incorporates the requirements for flexibility in [24] NPPF, and excludes, generally, the identity and personal or corporate attitudes of an individual retailer. The area and sites covered by the sequential test search should not vary from applicant to applicant according to their identity, but from application to application based on their content.”

- 3.22 Likewise, in a Secretary of State decision in Southport¹⁵, it was acknowledged that the type of development proposed, and their operator requirements were important factors to consider in addressing the sequential approach. Specially, the Inspector noted (para. 322, Inspector’s Report) that:

“Even adopting a flexible approach in terms of format and scale, The Range at Central 12 Retail Park and the B&M Bargains site in Lord Street are clearly not suitable and the latter is unlikely to be available. British Homes Stores in Chapel Street is likely to become available soon but its layout over several floors and its restricted size would not make it a suitable candidate for a foodstore of the type envisaged by the Applicants.” (our emphasis)

- 3.23 Likewise, in allowing an appeal for a foodstore in Gillingham, Dorset¹⁶ the Inspector was clear that in applying the sequential approach (para. 29, Inspector’s Report) that:

“The question is whether any suggested alternative site is suitable and available for the broad type of development currently proposed in terms of size, type and range of goods, incorporating the requirement for flexibility.” (our emphasis)

- 3.24 Whilst it is acknowledged that alternative sites should not be considered for a specific operator¹⁷, it is entirely appropriate to take account the broad nature of development proposed (in this instance a foodstore and 2no. drive thru units) when assessing the suitability of alternative sites.

Sequential Test Parameters

- 3.25 Whilst there is a requirement for some flexibility in applying the sequential test, it is not the purpose of national or local planning policy to force a developer to compromise their proposal by requiring them to disaggregate it into constituent parts or to site their proposal outside of their defined catchment area. It would be unreasonable to expect an operator to amend a proposal or locate it no longer meets their business requirements.

¹⁴ Judgment Aldersgate Properties Ltd. v Mansfield District Council

¹⁵ APP/M4320/V/15/3002637

¹⁶ APP/N1215/W/18/3195092

¹⁷ As established by the High Court Judgment Aldersgate Properties Ltd. v Mansfield District Council

3.26 In operating in the 'real world', the approach to site selection should not be applied to fundamentally compromise the development proposed.

3.27 The development being pursued is being led by demand from a specific operators, Aldi, Costa and McDonalds, all of which are seeking representation in the Littlehampton area. As a result, the requirements of the type of operators proposed is of significance in applying the sequential approach.

3.28 Against this background, the following parameters have been applied:

- A site capable of accommodating a foodstore with a minimum gross internal area together with 2no. drive thru food and drink outlets.
- In terms of the proposed foodstore, the following parameters are required:
 - minimum floorspace requirement (1,672 square metres) represents a c. 13% reduction to the proposed development (1,912 square metres) and represents the minimum floorspace requirement for Aldi – as outlined by Aldi's published property requirements.
 - The ability to sell all core goods ranges and of sufficient size that can accommodate all functions that form the business model of a Limited Assortment Discounter ('LAD'), including the need for a high proportion of sales relative to storage space.
 - A large retail footprint to enable wide aisles and sufficient circulation space for customers given that a large proportion of shoppers use trolleys.
 - The ability to sell the full range of goods, including ancillary comparison goods.
 - Dedicated, at-grade, customer car parking of an appropriate size directly adjacent to the retail unit to allow the safe and direct transfer of goods from store to customer vehicle.
 - Simple, safe and efficient at-grade servicing arrangements allowing direct rear servicing vehicles to arrive, unload and leave the site without any disruption, conflict with the wider highway network or any negative impact on residential amenity.
 - The provision of sales area on a single level. Multi-level store formats do not provide a viable trading position, not least because of the high proportion of customers who undertake their shop using a trolley.
- In terms of the drive-thru units, the following is required:
 - The ability to deliver a drive-thru lane facility.
 - The provision of dedicated, immediately adjacent customer car parking.
 - The ability to provide safe and sufficient servicing to the units without customer conflict.
 - the ability to have long opening and serving hours.
- Located in a prominent location with the ability to attract passing trade. For example, locations that lack main road frontage or adjacent to appropriate footfall generators would not be viable.

- A minimum site requirement of at least one hectare to accommodate the proposals. This is very flexible given that the extent of the Phase 1 element of the application relates to 1.53 hectares.

3.29 The above parameters have been applied in addressing the sequential approach to site selection.

Area of Search

3.30 In terms of the area of search for applying the sequential approach, given the scale and nature of the proposal (a foodstore and 2no. drive-thru outlets), it is reasonable to assume that the proposal's primary catchment will extend to a 10-minute off-peak drivetime from the Application Site. The extent of this area is consistent with a comparable scheme permitted at the Salt Box scheme in Bognor Regis, which also applied an area of search on a 10-minute drivetime. This represents a very robust approach as typically discount foodstores serve a more localised catchment (five to seven minute drivetime). A plan showing the extent of this area is provided at **Document 2**.

3.31 Within this area, the following defined centres are identified:

- Littlehampton Town Centre;
- Rustington Local Service Centre; and
- Arundel Local Service Centre.

3.32 Alternative sites in centres located beyond the area, such as Bognor Regis, would not be appropriate as they would largely serve a different catchment to that intended to be served by the proposed development. Opportunities within centres beyond the 10-minute drivetime have not been assessed. Likewise, the area of search includes Arundel Local Service Centre, this is located at its very periphery. Accordingly, locating the application proposals in Arundel will also fundamentally serve a different catchment than the Application Site. Therefore, opportunities within Arundel have not been assessed in addressing the sequential approach to site selection.

3.33 Although the proposed area of search includes a number of suburban centres such as East Preston, such centres are not appropriate locations for the scale and nature of development proposed. The Local Plan (at Policy RET SP1) identifies these as shopping parades and standalone shops and any expansion needs to be appropriate in scale. In addition, the NPPF (Annex 2) confirms that references to 'town centres' or 'centres' apply to city centres, town centre, district centres and local centres. Small parades of shops of purely neighbourhood significance do not comprise 'centres' for the purpose of applying the sequential and impact tests.

3.34 Against this background, the sequential approach has focused on opportunities within and at the edge of Littlehampton Town Centre and Rustington Local Centre only.

3.35 In addition, the NPPF (para. 92) states that:

"When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre."

3.36 In this respect, other out-of-centre have been assessed, however such sites can only be deemed sequentially preferable to the Application Site if they are more accessible and better connected to the town centre.

Sites Assessed

3.37 The following sites have been identified and assessed as part of the sequential assessment:

- Former Waitrose, Avon Road, Littlehampton;
- Land north of Toddington Lane (Adjacent to Lyminster Bypass), Hampton Park, Littlehampton;
- Land West of Brook Lane and South of A259, Angmering;
- 'Bodyshop site', Littlehampton; and
- Other vacant units within and at the edge of Littlehampton Town Centre and Rustington Local Centre.

3.38 Further consideration of the above sites is provided below.

Former Waitrose, Avon Road, Littlehampton

3.39 This site extends to approximately 0.6 hectares and comprises a supermarket building that is now vacant and adjacent car park (c. 95no. spaces), which is separated from the store by the Avon Road. This site is located within Littlehampton Town Centre, with the western elevation of the retail building forming part of the Secondary Retail Area – as defined by the adopted Polices Map.

3.40 The supermarket building was formerly occupied by Waitrose but has been vacant since 2015. It is understood that the building extends to 2,415 square metres (gross internal area) over two floors, with 1,720 square metres of floorspace provided at ground floor.

3.41 The freehold of the site is in single ownership (Ropemaker Properties Limited, who are part of the BP pension fund). The freeholder submitted a planning application in August 2020 (ref. LU/214/20/PL) for the comprehensive redevelopment of the site for residential-led development. Specifically, planning permission was sought for the following:

"Demolition of existing buildings & redevelopment comprising 36 No. residential units (Class C3) & flexible commercial floorspace (Class A1, A2, A3 and/or D1) together with the provision of car & cycle parking, landscaping & associated works (resubmission following LU/3/19/PL). This application affects the setting of listed buildings & may affect the character & appearance of the East Street, Littlehampton Conservation Area. This application is in CIL Zone 4 (Zero Rated) as 'flats & other development'."

3.42 This application was approved on the 2nd March 2021. However, it is understood that the permission was not implemented ahead of expiry (1st March 2024). Although this permission has now lapsed, the availability of the site is not known. The site is not being actively marketed.

3.43 Notwithstanding this, the site (at 0.6 hectares) is too small to accommodate the proposed development (i.e. foodstore and 2no. drive thru units). This site falls well below the minimum

site area of one hectare. Whilst the site could in theory accommodate the proposed foodstore, for the reasons outlined above and previously accepted by ADC, there is no requirement to disaggregate constituent elements of the proposal.

3.44 Furthermore, although the building was previously occupied by a foodstore, it is significant that it has been vacant for nine years. This would suggest that this site is not suitable for a foodstore operator. Indeed, Waitrose chose to relocate to Rustington shortly after opening this store in Littlehampton and, as previously highlighted, the Council's retail evidence published in 2016¹⁸ concluded that it is 'unlikely' that this unit would be re-occupied by a convenience retailer and instead would be more suitable for alternative retailing. This has been demonstrated by the fact that no convenience retailer (or any other retailer) has occupied the unit since it became vacant in 2015.

3.45 The existing site is not considered suitable for a modern foodstore operator for the following reasons:

- At grade customer car parking that could be used is separated from the store by Avon Road, which is well used by vehicular traffic. Whilst there is a single pedestrian crossing this does not provide suitable arrangements given the high number of people using trolleys.
- Servicing / deliveries to the store will also be accessed from Avon Road, which is a one-way street. This will add further congestion along Avon Road and vehicle / customer conflict. Such an arrangement is entirely unsuitable for modern foodstore operators.
- This site is located at the periphery of the town centre in a secondary location with very limited commercial frontage. It does not provide a prominent retail destination.

3.46 Overall, the re-occupation of the former Waitrose is entirely unsuitable for a modern foodstore operator – as reflected by the site being vacant for more than nine years. It is understood that part of the reason Waitrose relocated to Rustington so shortly after opening at Littlehampton was to have a store with a dedicated service area for deliveries and substantially more and improved parking. These fundamental issues remain for any operator looking to re-occupy the existing building.

3.47 Therefore, to accommodate a foodstore that meets the operating requirements of modern retailers, comprehensive redevelopment of the site would be necessary. However, when considering any future redevelopment of this site and the scale of development that could be achieved it is important to note that this site is immediately adjacent to the Littlehampton East Street Conservation Area. Within this Conservation Area the special character and appearance derives from *“the great variety in age, style, form, function and materials of the buildings within the area”*¹⁹.

3.48 In addition, there are a number of listed buildings in the vicinity of the site, including Avon House to the north. These constraints have an impact on future redevelopment of this site. In determining the residential-led development in 2021 a number of comments were raised by both the Conservation Officer and Planning Officer when considering the existing building and future development – as set out in the Committee Report.

¹⁸ Paragraph 3.4 of the Arun Retail Study Update (2016)

¹⁹ LDC Conservation Area SPG

- 3.49 For example, the Conservation Officer welcomed the removal of the existing buildings, which was considered to be a *“large obtrusive building which harms the settings of some of the assets”*. The Conservation Officer was supportive of the design-approach taken to create two smaller buildings on the main part of the site as opposed to a single large building, which was considered *“more appropriate”* in heritage terms.
- 3.50 The Planning Officer also commented that the existing building does not relate positively in character and form with the surrounding built characteristics of the Conservation Area and fails to contribute to the special character or appearance of the Conservation Area.
- 3.51 Consequently, the sensitivity of the site’s location adjacent to the Conservation Area and listed buildings will impact on the development potential of the site – particularly in terms of scale and massing. Indeed, prior to the permission being granted in March 2021²⁰ a previous larger scheme to redevelop the site (ref. LU/3/19/PL) was refused by ADC in August 2018, and subsequently dismissed at appeal (ref. W/4000221) in May 2020. Reasons for refusal included unacceptable design, excessive site coverage, height and bulk, and *“failure to adequately respect the setting of adjacent heritage assets”*. Again, the position of Officers at ADC and an independent Inspector provides important background when considering the scale and nature of any redevelopment proposal in this location.
- 3.52 To address the concerns raised by ADC and the Planning Inspector, the approved scheme represented a smaller scheme creating 3no. buildings that broke up the large bulky structure of the former Waitrose, which significantly reduce the sense of bulk and allowed movement through the site. In granting consent, Officers at ADC welcomed the removal of the existing bulky building and significant hardstanding and the delivery of a replacement development that is smaller in scale and in a more sympathetic form of development that is less prominent and more respective to the surrounding built form.
- 3.53 It is within this context that future redevelopment of this site will need to be assessed. The proposed foodstore will require a large single building and substantial hardstanding (in the form of a customer car park). The improvements to the site achieved by the 2021 permission would not be reflected as part of any future development. The benefits identified by providing a more sympathetic replacement buildings will not be achievable in redeveloping the site for a large-format foodstore and the provision of 2no. drive-thru units. Likewise, the delivery of much needed housing would also not be achieved by the application proposals.
- 3.54 Notwithstanding these constraints, re-occupancy of the former Waitrose would only be able to accommodate the proposed foodstore. It would not be possible to accommodate the 2no. drive thru units. As previously highlighted, as established by case law, there is no requirement to disaggregate the main town centre uses (as accepted by ADC when determining a similar scheme the Salt Box site).
- 3.55 Accordingly, both the re-occupation of the former Waitrose and comprehensive redevelopment of the site to deliver a large format foodstore and 2no. drive thru units cannot be provided in this location. This site extends to just 0.6 hectares and is far too small to accommodate the proposed development (i.e. foodstore and 2no. drive thru units). By way of comparison Phase 1 of the proposed development at the Application Site extends to 1.53 hectare. The constrained size of the site means that it is far too small to accommodate a foodstore of

²⁰ ref. LU/214/20/PL

sufficient size, the necessary drive thru units and requisite drive thru lanes and customer car parking.

- 3.56 For all these reasons this site can be dismissed as not being suitable and available to accommodate the proposed development.

Land north of Toddington Lane (adjacent to Lyminster Bypass), Hampton Park, Littlehampton

- 3.57 This site has been suggested as a sequential alternative by Officers at ADC during pre-application discussions.
- 3.58 This site forms part of an area that comprises part of a wider development being delivered as part of an urban extension to Littlehampton known as 'Hampton Park' (previously 'North Littlehampton'). Outline planning permission was granted under planning reference LU/47/11 in January 2013 for the entire development, including the following:

"...demolition of existing buildings and structures, up to 1,260 residential dwellings (out of a potential 1,460 dwelling masterplan), up to 13,000 sqm of B1 employment floorspace (including 3,000 sqm Enterprise Centre), up to 3,500 sqm of Class A local facilities, a 100 bed hotel, 60 bed care home, a new 2 Form Entry primary school, community centre, youth and leisure facilities, combined heat & power plant, extension to existing household recycling centre, landscaping, replacement and additional allotments, multi-functional green infrastructure including sports pitches (& associated changing facilities), informal open space, children's play areas, primary vehicular access from a new access from the A259 bridging over the railway line with additional access from Mill Lane & Toddington Lane..."

- 3.59 This scheme has been delivered in part with initial phases of residential development coming forward. However, it is understood that the retail element of the 2013 permission has not yet been delivered. Whilst the quantum of retail floorspace permitted (up to 3,500 square metres) could accommodate the proposed development, this site offers no sequential advantage over the Application Site. When applying the sequential approach to site selection, the PPG²¹ states that:

"Where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. It is important to set out any associated reasoning clearly."

- 3.60 Within this context, this site is not more accessible or better connected to the town centre than the Application Site. Indeed, this site is located further from Littlehampton town centre than the Application Site. This site offers no sequential advantage over the Application Site.

Land West of Brook Lane and South of A259, Angmering

- 3.61 Again, this site has been suggested as a potential sequential alternative by officers at ADC during pre-application discussions.
- 3.62 This site extends to approximately 4.35 hectares and is located to the south of the A259 and to the north of the railway line. The site is bounded to the east by Brook Lane and to the west

²¹ Reference ID: 2b-010-20190722

by the A259. The site is largely undeveloped, and the local area has historically been used for grazing (grassland) with an area of hardstanding that previously occupied stables, a single storey residential property, static caravans and other sheds and huts.

- 3.63 A planning application for the site was submitted in February 2023 (ref. A/39/23/PL) for the following development:

“Demolition of existing structures on site and the erection of an employment park for Use Class E(g)(ii) and B8 floorspace with ancillary offices and structures, delivering the enabling works phase, public right of way diversion, associated access, reptile re-location, drainage and landscaping scheme, followed by the delivery of each development parcel via severable phases. This application is in CIL Zone 4 (zero rated) as other development.

- 3.64 This application is pending determination by ADC.

- 3.65 This application follows outline planning permission being allowed at appeal on 5th April 2018 (ref. APP/C3810/W/17/3185128) for up to 90no. residential dwellings and a Care Home.

- 3.66 The pending application seeks to provide 6no. buildings comprising of 18no. employment units ranging in size from 151 square metres and 3,055 square metres, totalling 9,316 square metres of floorspace. Whilst the intention is to deliver employment rather than retail uses, again this site offers no sequential advantage over the Application Site being located no closer to a defined centre.

‘Bodyshop site’, Watersmead Business Park Littlehampton

- 3.67 Again, this site has been identified as a potential sequential alternative to the Application Site by Officers at ADC during pre-application discussions. This site comprises existing buildings (Building 5 and Building 6) at Watersmead Business Park, to the north of Littlehampton town centre. Collectively the buildings comprise 5,637 square metres of floorspace and are actively being marketed for employment rather than retail uses. Furthermore, this site also comprises an out-of-centre location in planning policy terms and offers no sequential advantage over the Application Site.

Other vacant units within and at the edge of Littlehampton Town Centre and Rustington Local Centre

- 3.68 As within any existing defined centre, there are existing vacant unit / units being marketed within and at the edge of Littlehampton Town Centre and within and at the edge of Rustington Local Centre. With the exception of the former Waitrose referred to above, these all comprise small floorplates that cannot accommodate the proposed development. A full summary of existing vacant units / units being marketed is provided at Table 3.1.

Table 3.1: Retail Units being Marketed and / or Vacant within and at the edge of Littlehampton Town Centre and Rustington Local Centre

Address	Floorspace (square metres)
Littlehampton Town Centre	
69a High Street	116
61-63 High Street	79
36 High Street	104
38 High Street	91
35 Beach Road	73
Rustington Local Service Centre	
146 The Street	89
154 / 160 The Street	336
2-4 Sea Lane	69
6 Sea Lane	62
154-160 The Street	200

Source: EGi and commercial websites (March 2025)

3.69 Given the requirements of the proposed development, which in this case is a for a foodstore and two drive thru units, no opportunity exists that could accommodate the proposals or a flexible interpretation to them. Existing units being marketed all comprise small format units that are far too small to accommodate the proposed development.

Summary

3.70 It has previously been accepted by ADC in determining comparable planning applications elsewhere that there is no requirement to disaggregate constituent elements of the scheme (as also supported by established case law). Within this context, this assessment has demonstrated that there is no sequentially preferable site that is available and suitable that can accommodate the application proposal or a flexible interpretation of it.

3.71 Against this background, the proposed development satisfies the sequential approach as set out in national and local planning policy.

4 Trading Effects of the Proposed Development

Context

- 4.1 The NPPF (para. 94) sets out the impact considerations against which planning applications for main town centre uses (not in a centre and not in accordance with an up-to-date development plan) should be assessed. An assessment of retail impact is required for retail proposals above the default threshold of 2,500 square metres or any locally set threshold.
- 4.2 The proposed foodstore extends to 1,912 square metres (gross), which is below the default threshold. Likewise, the proposed drive-thru units, at 356 square metres and 167 square metres respectively each fall below the impact threshold.
- 4.3 However, at the local level, the Local Plan (Policy RET DM1) defines a lower threshold of 1,000 square metres when an impact assessment is required. Given this, it is acknowledged that an assessment of impact is required in support of the proposed foodstore, but not the proposed drive thru units – again such an approach is consistent with that undertaken and accepted by ADC in determining the Salt Box site, which also comprised a foodstore and drive thru units.
- 4.4 When assessing impact, in line with national and local planning policy, this has been assessed against the following tests:
- The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
 - The impact of the proposal on town centre vitality and viability, including consumer choice and trade in town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).
- 4.5 The purpose of this test is to ensure that the impact on certain development over time (on existing town centres or on future investment) is not likely to be ‘significantly adverse’. Consequently, the threshold to what is deemed unacceptable is high.
- 4.6 For an impact to be deemed significant adverse, there also needs to be demonstrable evidence. This has been reflected in an appeal decision in Derby²², which highlighted that a demonstration of impact does not necessarily mean that the proposal is unacceptable. In particular, the Inspector at Derby²³ recognised that there needs to be evidence that any impact is likely to be significant in stating that:

“To justify an objection to the proposal it is not sufficient to simply suggest that there will be an impact. There is no persuasive evidence of such a significant impact that would be likely to undermine the vitality and viability of the city centre trade/turnover and trade in the wider area, arising from the appeal proposal.”

²² APP/C1055/A/11/2161815

²³ Paragraph 116, Inspector’s Report

- 4.7 Against this background, we set out below the likely effects of the proposal against the relevant impact tests.

Impact on Planned Investment

- 4.8 The NPPF (para. 94) is clear in stating that the impact on planned investment relates to centres *“in the catchment area of the proposal”*.

- 4.9 As previously outlined in addressing the sequential approach to site selection, it is intended that the proposal will serve the local area. Within this local area, the defined centres comprise Littlehampton and Rustington. It is only the impact on planned investment within these centres that should be the focus of assessing this aspect of the impact test.

- 4.10 In measuring the effect of the development on in centre investment, the PPG²⁴ advises that:

“Where wider town centre development or investments are in progress, it will also be appropriate to assess the impact of relevant application on that investment. Key considerations will include:

- The policy status of the investment (i.e. whether it is outlined in the Development Plan)

- The progress made towards securing the investment (for example if contracts are established)

- The extent to which an application is likely to undermine planned developments of investments based on the effects on current/forecast turnovers, operator demand and investor confidence.”

- 4.11 The Secretary of State at Rushden Lakes (referred to above) also provided commentary on the ‘planned investment’ test. Paragraph 8.60 of the Inspector’s Report concluded that:

““NPPF [26] requires an assessment of the impact (if any) of the proposal on ‘existing, committed and planned public and private investment’ in a centre. That requirement is quite straightforward, only investment that has been made, and been committed or is planned warrants consideration. There appears to be general agreement that ‘existing’ investment is to be taken as a reference to investment that has already been made and that ‘committed’ investment is that which is contractually committed (private) or subject to resolution (public).” (our emphasis)

- 4.12 Whilst there was disagreement at the Rushden Lakes Inquiry as to what constituted ‘planned investment’ the Inspector pointed the parties to the advice contained within the December 2009 Practice Guidance. This has now been superseded by the PPG, but the guidance talks about instances where the local planning authority and / or the private sector has identified town centre development opportunities and is ‘actively progressing them’. In determining the impact, a list of key considerations is then set out, which is very similar to the PPG commentary, as set out above.

²⁴ Reference ID: 2b-015-20190722

- 4.13 In this context we are not aware of any current or committed 'in centre' investment proposals in neighbouring defined centre that the development is likely to have a significant adverse impact upon.
- 4.14 In recent years, the principal investment in Littlehampton town centre has been public realm works. A £6 million, five phase improvements, which commenced in 2022. This included updating road layouts to give pedestrians priority; resurfacing pavements; planting trees and greenery and providing new street furniture; updated signage; improving links between the town centre, riverside and seafront. Other planned / ongoing investment includes improvements to Littlehampton seafront following separate funding being provided through the Government's Levelling Up Fund. This type of investment will not be undermined by allowing the proposed development.
- 4.15 Whilst significant developments have and continue to come forward in the local area, these are largely residential-led or mixed-use schemes located outside the defined centres (e.g. Hampton Park). Whilst the impact on investment in out-of-centre locations is not a policy requirement, the proposals will not undermine future investment coming forward. Any retail and commercial floorspace to be delivered by these schemes are intended to meet (in part) the on-site needs created by the new residential communities.
- 4.16 Overall, there is no existing, committed and planned public and private investment in neighbouring centres that would be adversely impacted upon as a result of this application.

Impact on Vitality and Viability

Approach

- 4.17 In the interests of clarity, we have assessed the trading effects of the proposal following a standard and recognised step-by-step methodology. This reflects established practice including that outlined within the PPG and has been discussed with Officers at ADC during pre-application discussions.
- 4.18 Details of the methodology adopted is set out at **Document 3** and detailed analysis is contained at **Document 4**.

Proposed Turnover

- 4.19 To quantify the potential effects of the proposals, it is necessary to estimate the likely turnover of the proposed development.
- 4.20 To this end, the PPG²⁵ advocates that this should be based on the operator's 'benchmark' (or expected) turnover. The typical sales density for Aldi²⁶ is identified to be £15,538 per square metre for convenience goods and £9,241 per square metre for comparison goods (inclusive of VAT at 2023 prices).

²⁵ Reference ID: 2b-018-20190722

²⁶ As identified by GlobalData ('Convenience and Comparison Goods Sales Densities of Major Grocers – 2024e') (2024)

- 4.21 The net sales area of the proposal will be 1,396 square metres of which 80% (or 1,117 square metres) will be given over to convenience goods and 20% (or 382 square metres) being used for comparison goods.
- 4.22 By applying a typical sales density to this sales area, the proposal is identified to achieve a convenience goods turnover of £14.34 million and a comparison goods turnover of £3.53 million (**Table 4a** at **Document 4**). By allowing for changes to sales densities²⁷ this turnover is identified to be £14.34 million and £3.93 million respectively by 2030 (**Table 4b** at **Document 4**) – the anticipated ‘test year’ once trading patterns have settled.

Existing Offer and Anticipated Trade Diversion

- 4.23 When assessing the trading effects of the proposal, the PPG acknowledges the need to assess the potential impact of a scheme against other similar retailers in the area. It goes on to state²⁸ that:

“Retail uses tend to compete with their most comparable competitive facilities.”

- 4.24 In light of this it is necessary to understand the type of development proposed and existing shopping patterns in the local area.
- 4.25 The proposed development is intended to be occupied by the discount food retailer Aldi, and it is expected that the bulk of the proposal’s trade will be derived from the local area.
- 4.26 To understand existing shopping patterns within the local area, the findings of a recently completed household survey have been utilised. The household survey results are provided at **Document 5** and a summary of existing shopping patterns within the survey area are provided at **Table 2** (convenience) and at **Table 3** (comparison) of **Document 4**.
- 4.27 Within the local area (i.e. Zones 1, 2 and 4) where it is anticipated that the bulk (c. 90%) of the proposal’s turnover will be derived the most popular destinations are summarised at Table 4.1.

²⁷ In line with the latest estimates identified by Experian (Figure 4a and Figure 4b, Retail Planner Briefing Note 22, March 2025

²⁸ Reference ID: 2b-015-20190722

Table 4.1: Summary of Shopping Patterns within Zones 1, 2 and 4 – Main Destinations

Destination	Convenience Market Share within Zone			Total within Zones 1, 2 & 4
	Zone 1	Zone 2	Zone 4	
Defined Centres				
Littlehampton Town Centre	13.6%	14.0%	1.0%	9.2%
West Durrington District Centre	0.0%	0.0%	25.4%	9.1%
Arundel Local Service Centre	0.5%	0.0%	10.0%	3.8%
Rustington Local Service Centre	2.0%	4.7%	0.8%	2.3%
The Strand Local Centre	0.0%	0.0%	0.1%	0.0%
Out-of-centre (main destinations)				
Tesco, Broad Piece, Wick	38.8%	16.3%	16.2%	24.5%
Morrisons, Hawthorn Road, Wick	18.1%	9.8%	11.5%	13.5%
Aldi, Manor Retail Park, Rustington	7.5%	4.9%	1.1%	4.5%
Asda, Littlehampton Road, Ferring	2.2%	5.9%	3.9%	3.8%
Other within Survey Area	12.5%	28.8%	4.2%	16.6%
Outside Survey Area	4.8%	15.6%	18.6%	12.7%
Total	100.0%	100.0%	100.0%	100.0%

Source: Table 2a at Document 4

4.28 Within the local area, convenience shopping trips are principally directed to large-format supermarkets, including the Tesco at Broad Piece and the Morrisons at Hawthorn Road, both of which are located out-of-centre. Collectively, these two stores achieve a market share of 38% within Zones 1, 2 and 4. This includes achieving a market share of c. 57% within Zone 1.

4.29 Existing shopping patterns and the strength and proximity of competing provision has influenced where the proposed development is anticipated to divert its trade.

Impact on Turnover

4.30 The anticipated trading effects on existing convenience retail destinations within and outside the district are set out at **Document 4**.

4.31 The impact of the proposal on the convenience goods turnover of existing centres (**Table 6**) and on the comparison goods turnover of existing centres (**Table 7**) are set out at **Document 4**. In addition, the trading effects on the overall retail turnover of existing centres (i.e. convenience and comparison retail floorspace) has also been undertaken for the proposal

(Table 8 at Document 4). When considering the potential impact of the proposal on the turnover of existing retail destinations established practice and Secretary of State decisions²⁹ have confirmed that the requirement is to assess the impact on a centre as a whole rather than on specific retailers or sub-sectors.

4.32 For example, in the Secretary of State decision at Scotch Corner, North Yorkshire³⁰, the Inspector³¹ concluded that:

“Superficially, DBC’s [Darlington Borough Council] “sub-sectoral” approach appears attractive. However, I agree with the application and RDC [Richmond District Council] that such an approach conflicts with national policy where the impact tests requires any adverse impact to be assessed in light of the vitality and viability of a town centre as a whole.” (our emphasis)

4.33 The Inspector’s position was supported by the Secretary of State³² in stating that:

“For the reasons given at IR11.11-11.15, he agrees with the Inspector’s conclusions on the numerical assessments of the impact on town centre turnover put forward by various parties, and further agrees with the Inspector’s conclusions in giving little weight to the ‘sub-sectoral’ approach put forward by Darlington Borough Council.”

4.34 This approach has been further supported by the Secretary of State decision at Tollgate West, Essex³³ where in considering impact, the Inspector³⁴ stated that:

“The assessment of impact must be made against the town centre as a whole.” (our emphasis)

4.35 For these reasons, the overall trading effects of the proposal on existing centres should form the basis of the impact assessment.

4.36 In addition, the Secretary of State decision at Tollgate West, Essex also recognised that there are two broad principal considerations when assessing impact³⁵.

4.37 The first approach, as established by the Rushden Lakes Secretary of State decision, is to assess significance of impact by comparing town centre turnover in the base year of the assessment against predicted turnover with the proposed development in place.

4.38 The second approach – established by the Scotch Corner Secretary of State decision – is that it is necessary to provide a judgement of the current health of town centre and to understand whether the level of impact resulting from the proposal will be significant.

²⁹ Including: the Secretary of State decision at Scotch Corner, North Yorkshire (ref APP/V/2723/V/15/313873)

³⁰ APP/V/2723/V/15/313873

³¹ Paragraph 11.15, Inspector’s Report

³² Paragraph 12 of his Report

³³ APP/A1530/W/16/3147039

³⁴ Paragraph 12.4.5, Inspector’s Report

³⁵ Paragraphs 12.4.6 to 12.4.7, Inspector’s Report

4.39 Both approaches have been considered in understanding whether the proposal is likely to lead to a significant adverse impact on the vitality and viability of existing centres.

4.40 Table 4.2 sets out the anticipated trading effects of the proposal on the principal retail destinations in the local area by 2030.

Table 4.2: Anticipated Trading Effects of the Proposal (Main Centres / Destinations) – 2030

Destination	Impact	Change in Turnover Post Development (2025-2030)
<u>Defined Centres</u>		
Littlehampton	-4.0%	+£1.00m
West Durrington	-1.4%	+£3.18m
Rustington	-0.8%	+£2.83m
Arundel	-0.6%	+£0.47m
The Strand	-0.3%	+£0.07m
<u>Out-of-centre</u>		
Morrisons, Hawthorn Road, Wick	-8.5%	-£1.99m
Tesco, Broad Piece, Wick	-6.9%	-£2.93m
Manor Retail Park, Rustington	-5.5%	-£0.15m
Rustington Retail Park, New Road, Rustington	-3.2%	+£3.17m
Asda, Littlehampton Road, Ferring	-2.5%	+£0.33m
Arun Retail Park, Broad Piece, Wick	-1.6%	+£3.60m

Source: Table 9 at Document 4

4.41 The levels of impact identified for any particular defined centre (-4.0% or less) will not be at a level that is likely to lead to a significant adverse impact upon their continued vitality and viability. Post development, the retail turnover of all existing defined centres will continue to increase over the next five years (the impact test recognised in the Rushden Lakes Secretary of State decision).

4.42 The bulk of trade diversion will be derived from existing destinations not located within defined centres. The impact on these centres is not a policy requirement in the determination of the proposed development. However, there is no suggestion that the long-term viability of these stores will not be undermined by the application proposals.

Town Centre Vitality and Viability

4.43 Building upon the above analysis, we set out a summary of the trading effects of the proposal on the key neighbouring centres.

4.44 **Littlehampton town centre** is located approximately 1.4 kilometres to the south of the Application Site and, alongside Bognor Regis, is defined as a ‘town centre’ at the top of the retail hierarchy identified by the Development Plan.

4.45 Commercial activity is focused along High Street, which is pedestrianised and Surrey Street and includes representation from a number of retailers, including Sainsbury’s together with Boots, Superdrug, Iceland, Greggs and The Works alongside a range of cafes, local services and other retailers. Further commercial activity is provided along Beach Road, Arundel Road and East Street, which form part of the defined secondary retail frontages as defined by the Development Plan. A freestanding Lidl foodstore is located at the periphery of the town centre off New Road.

4.46 The town centre is identified to comprise 194 units occupying 32,370 square metres of floorspace at ground floor³⁶. Table 4.3 provides a summary of the diversity of uses within the Town Centre and compares this to the national average.

Table 4.3: Diversity of Uses of Littlehampton Town Centre

Sector	No. of Units	Proportion of Units		Floorspace (sqm)	Proportion of Floorspace	
		Littlehampton	UK		Littlehampton	UK
Convenience	16	8.2%	9.3%	5,000	15.4%	15.6%
Comparison	53	27.3%	26.3%	9,390	29.0%	29.2%
Retail Services	35	18.0%	16.0%	2,440	7.5%	7.4%
Professional Services	20	10.3%	8.3%	2,730	8.4%	6.2%
Leisure Services	41	21.1%	25.8%	6,590	20.4%	26.7%
Vacant	29	14.9%	14.1%	6,220	19.2%	14.3%
Total	194	100.0%	100.0%	32,370	100.0%	100.0%

*Source: Experian Goad
May not cast to 100% due to rounding*

4.47 Within the town centre, 8.2% of all units are identified to fall in the convenience retail sector, occupying 15.4% of all floorspace. This is comparable to the national average (9.3% and 15.6% respectively).

4.48 More than a quarter (27.3%) of units fall within the comparison retail sector, which is marginally above the national average (26.3%). In terms of floorspace, this sector is identified to represent 29% of total floorspace, which is comparable to the national average. Given the nature of the proposed development (a foodstore), the proposals will not undermine this strong comparison retail offer.

4.49 In addition, almost half (49.4%) of units fall within the service sector. This includes representation from a number of cafes and restaurants, health and beauty outlets and high street banks. This is comparable to the national average (50.1%).

4.50 The proportion of vacant units (14.9% of all units) is comparable to the national average (14.1%). Whilst the proportion of vacant floorspace (19.2%) is above the national average

³⁶ As identified by Experian Goad (2023)

(14.3%), this is largely due to the former Waitrose unit. If excluded, the proportion of vacant floorspace reduces to national average levels.

- 4.51 The convenience retail offer within the town centre is anchored by the existing Sainsbury's, Iceland and the Lidl located at the periphery of the Town Centre.
- 4.52 Our analysis identifies that of the overall retail turnover generated by Littlehampton town centre is more than £43 million in 2025, which is split broadly equally between the convenience and comparison retail sectors.
- 4.53 Given the role and function of Littlehampton town centre, the anticipated trading effect of the proposal will be limited (up to -4.0% by 2030). Such a low level of impact will not undermine the long-term vitality and viability of the centre, particularly given the centre's wider comparison retail and service sector. Post development, the retail turnover will continue to increase, and it will remain a key retail destination in the district.
- 4.54 In considering this impact it is expected that this will be predominantly on the Lidl on New Road, given the overlap with the proposal. This store is identified to be trading strongly. This is reflected by the findings of the household survey, which identifies this store to achieve a survey derived convenience retail turnover of £14.51 million. This compares to an expected (or benchmark) turnover of £7.38million³⁷ - this store is therefore trading at almost double expected levels. This reflects the lack of competition and choice in the discount food retail sector in the local area.
- 4.55 Whilst survey derived turnovers should be treated with some caution when assessing the performance of individual stores, the strong trading performance is also reflected by site visits. Furthermore, overcrowding / not enough tills open / lack of stock on shelves as the main dislikes shoppers identified for this store. These are all factors that reflect a store that is trading strongly. Given this, together with the limited levels of impact identified, there is no suggestion that this store will close.
- 4.56 Overall, there is no evidence to suggest that the proposal will lead to a significant adverse impact on the continued vitality and viability of Littlehampton town centre. Littlehampton comprises a good mix of retail and service uses, and this will continue alongside the application proposals.
- 4.57 **Rustington local service centre** is located approximately 3.3 kilometres southeast of the Application Site. Rustington is defined as a 'Local Service Centre' alongside Arundel, below the defined town centres – Bognor Regis and Littlehampton.
- 4.58 Commercial activity is focused on The Street and the local service centre provides a range of service and retail operators.

³⁷ Based on a net convenience sales area of 1,029 square metres (derived from the Arun Retail Study Update 2016 and an average sales density of £7,169 per square metre for Lidl as identified by GlobalData (2024))

4.59 The town centre is identified to comprise 123 units occupying 16,950 square metres of floorspace³⁸. Table 4.4 provides a summary of the diversity of uses within Rustington local service centre.

Table 4.4: Diversity of Uses of Rustington Local Service Centre

Sector	No. of Units	Proportion of Units		Floorspace (sqm)	Proportion of Floorspace	
		Littlehampton	UK		Littlehampton	UK
Convenience	12	9.8%	9.3%	3,530	20.8%	15.6%
Comparison	39	31.7%	26.3%	4,670	27.6%	29.2%
Retail Services	17	13.8%	16.0%	1,080	6.4%	7.4%
Professional Services	23	18.7%	8.3%	3,190	18.8%	6.2%
Leisure Services	23	18.7%	25.8%	3,210	18.9%	26.7%
Vacant	9	7.3%	14.1%	1,270	7.5%	14.3%
Total	123	100.0%	100.0%	16,950	100.0%	100.0%

Source: Experian Goad

May not cast to 100% due to rounding

4.60 The convenience retail sector includes Waitrose, Iceland and a range of small format outlets. Collectively, the convenience sector represents just 9.8% of total units. By contrast the comparison retail sector comprises 31.7% of total units within the service sector occupying over half (51.2%) of all units³⁹.

4.61 Reflecting the existing offer within Rustington, our assessment identifies that the town centre is identified to achieve a retail turnover in excess of £35 million of which c. £24 million (or 68%) is generated in the comparison retail sector. The proposed development will not lead to a significant adverse impact on this relatively strong comparison retail offer.

4.62 Likewise, Rustington has a strong service sector. Again, this will not be undermined by the proposed development.

4.63 Give the existing retail offer, the anticipated impact will be negligible on Rustington local service centre (up to -0.8% by 2030). Such a low level of impact will not undermine the long-term vitality and viability of the local service centre. Rustington is a well maintained retail destination with a below average proportion of vacancies. Post development the retail turnover will continue to increase – by almost £3 million over the five-year period.

4.64 Against this background, there is no suggestion that the application proposals will lead to a significant adverse impact on Rustington local service centre, which is identified to be a vital and viable town centre, with low levels of vacancies and a strong service and comparison retail offer.

4.65 **West Durrington district centre** is located approximately 8.8 kilometres east of the Application Site, within the neighbouring authority of Worthing. The District Centre is a purpose-built retail destination anchored by a large-format Tesco Extra together with a small

³⁸ Experian Goad

³⁹ *Ibid*

number of local outlets, including a pharmacy, dry cleaners, together with a Subway sandwich shop.

- 4.66 The District Centre is performing strongly with a retail turnover of more than £103 million, the bulk of which (c. 97%) is generated by the Tesco Extra. Given the role and function of the centre, any impact resulting from the application proposals will be limited (just -1.4% by 2030), which is not at level that would undermine the long-term viability of the District Centre. This impact will principally be on the large-format Tesco Extra. The modest trade diversion on this store will not undermine the long-term viability of this store, or the wider district centre. Post development the retail turnover of the district centre will continue to increase by more than £3 million.
- 4.67 In terms of the impact on **other centres** both within and outside ADC, such as Arundel local service centre and The Strand local centre, this will be negligible – an impact of -0.6% or less. This reflects the role and function of these centres and the fact that it is anticipated that the bulk of the proposal's turnover will be derived from comparable retail destinations that are typically located outside existing centres. Such destinations are afforded no policy protection.
- 4.68 Overall, there is no evidence to suggest that the proposals are likely to lead to a significant adverse impact on the long-term vitality and viability of neighbouring centres.

Consumer Choice

- 4.69 The NPPF (para. 94) states that the assessment of impact should include consideration of the impact of a proposal on local consumer choice and trade in the town centre and wider retail catchment.
- 4.70 In considering the application, the proposal will improve choice and distribution of the retail offer in an accessible location. The introduction of a further discount foodstore operator in Wick will improve the distribution of such facilities and reduce the need for local residents to travel further afield.
- 4.71 The proposals provide a real opportunity to improve choice and competition for residents to the benefit of the consumer. The area surrounding the Application Site is subject to considerable residential development. This continued growth will place a need for an improved retail offer, and the application proposals are well placed to assist in meeting this need.

Summary

- 4.72 The assessment undertaken provides a robust and thorough analysis of the likely impact of the proposed development. The levels of impact identified on any defined centre are not significant adverse (the policy test) in terms of the impact on the vitality and viability of neighbouring centres or on future investment.
- 4.73 The principal impact of the proposed development is identified to fall on comparable facilities, most of which are located outside defined centres – such locations are afforded no planning policy protection. In terms of the expected impact on existing defined centres, this will be very limited (-4.0% or less on any defined centre). The low levels of impact identified means that the proposed development that will not undermine the long-term vitality and viability of existing

centres, including Littlehampton town centre, or prejudice future private or public sector investment.

- 4.74 Against this background, there is no demonstrable evidence to suggest that the impact of the proposal is likely to lead to a significant adverse impact on existing centres or on future investment. Instead, the proposal will lead to job creation and increased consumer choice to the benefit of the consumer. The wider positive impacts associated with the proposal far outweigh any perceived adverse impacts.

5 Summary and Conclusions

- 5.1 This RIA has been prepared by Quod in support of proposals by the Applicant on land west of New Courtwick Lane, Wick, Littlehampton.
- 5.2 The proposals, if approved, will regenerate a prominent site and deliver improved consumer choice and competition alongside jobs.
- 5.3 This RIA has addressed relevant retail and town centre planning policy. In this respect, it has been demonstrated that no sequentially preferable alternative site exists that is available, suitable and viable to accommodate the nature of retailer proposed. It has also been demonstrated that the likely trading effects of the proposal will not be significant adverse (the policy test) either on planned future investment or vitality and viability of neighbouring centres (including Littlehampton and Rustington).
- 5.4 Against this background, the proposals accord with relevant retail planning policy and the principle of retailing in this location has been demonstrated. For all the reasons set out within the RIA, there is no retail or town centre policy reason why the application proposals cannot be supported.



Document 1

Letter of Support from Aldi Stores Limited



ALDI STORES LIMITED

Holly Lane, Atherstone, Warwickshire CV9 2SQ

Telephone: 01827 711800

NCL Estates Limited
c/o ECE Planning

To whom it may concern,

Aldi have been looking for representation within Littlehampton for several years. Having reviewed different options Aldi are delighted to be an anchor tenant in bringing forward the redevelopment of the former Parker Building at New Courtwick Lane in Wick, Littlehampton for mixed-use redevelopment. The Aldi store will deliver social, economic and environmental benefits to the local area as set out below.

Economic

- Aldi deliver the best possible value and high quality products for communities.
- An investment of over £7 million into the local economy.
- Approximately £150,000 in annual business rates.

Social Value

- The new store will create up to 40 new, full time equivalent jobs for local people, paid at industry leading rates of £12.40 per hour.
- We focus on hiring from the local community, enabling colleagues to use public transport to get to work, and ensuring our stores sit at the heart of their communities.
- Aldi has two of the most successful apprentice chems and graduate programmes in the UK. Apprentices are trained to work in all part of the business including at store, distribution, logistics and management level, as well as progressing through to the Store Management Team.
- The construction of a new store requires the services of local building trade contractors which provides employment opportunities during the build out period. Usually, a range of skills such as ground works, steel, brick and block work and shop fitting are sourced locally, as well as cleaners and labourers.

Environmental

- PV panels are included as standard on all new stores.
- All new Aldi stores have doors on their fridges as standard, reducing each store's energy consumption by about 20%.
- The store will make use of a mix of cutting-edge heat recovery systems, which capture otherwise wasted machine heat, alongside low carbon heating solutions like air source heat pumps.
- Reducing the need for residents to travel to access high quality food.
- Aldi operates on a reduce, reuse, recycle basis across the entire business, right down to their waste. By reducing food waste by 57%, Aldi has hit its 2030 target eight years early.
- EV charging points with additional passive infrastructure installed to support future needs.

Kind regards,

Matthias Daly
Real Estate Director
Aldi Stores Ltd.

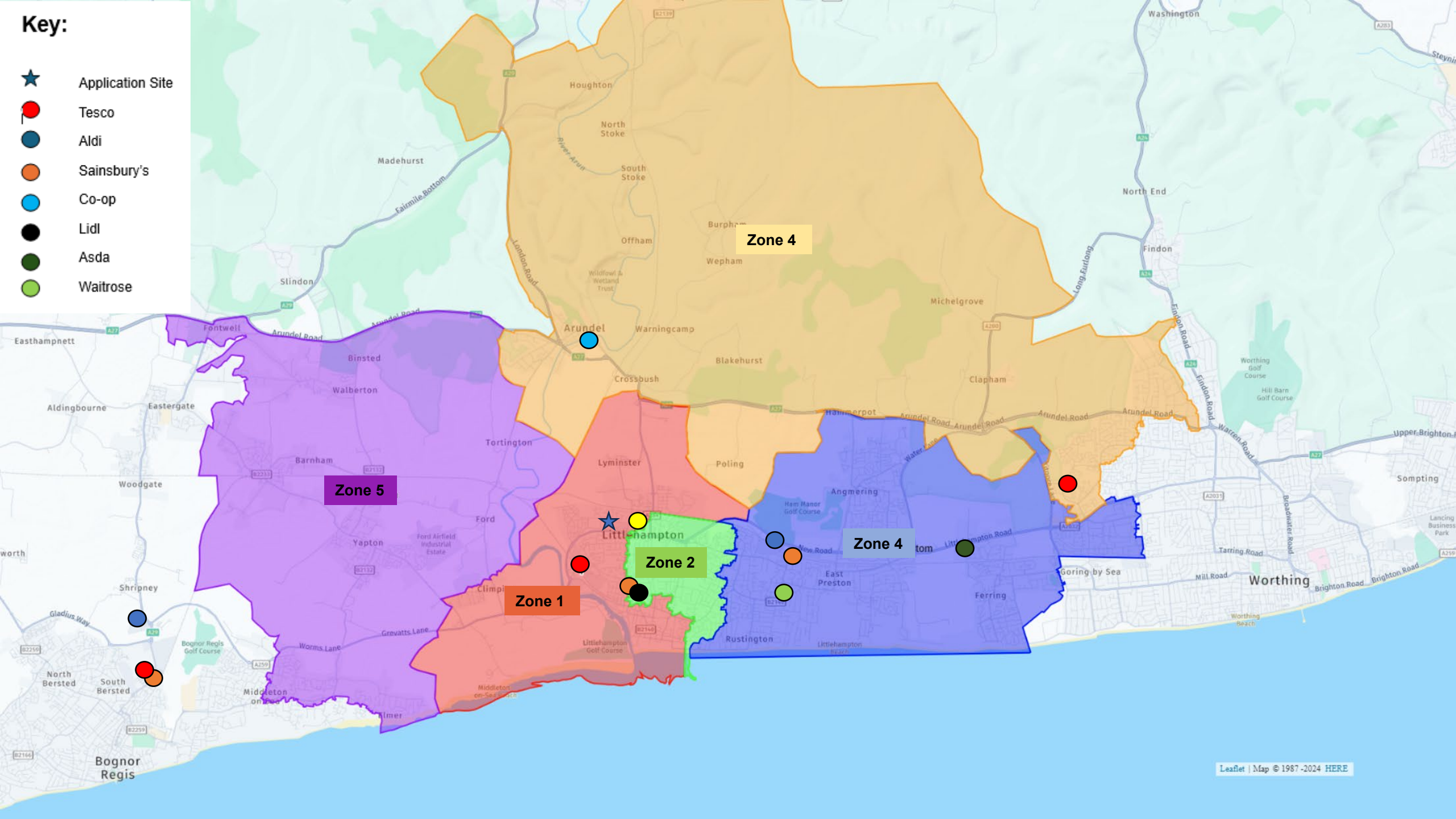


Document 2

Plan showing Extent of 10-minute drivetime from Application Site

Key:

- ★ Application Site
- Tesco
- Aldi
- Sainsbury's
- Co-op
- Lidl
- Asda
- Waitrose





Document 3

Retail Methodology



Retail Methodology

1 Scope & Purpose

- 1.1 In the interests of clarity, we have assessed the trading effects of the proposal following a standard and recognised step-by-step methodology, which is summarised below.
- 1.2 The proposed approach reflects best practice and that advocated within the Planning Practice Guidance (PPG) that supports the National Planning Policy Framework.

2 Household Survey & Study Area

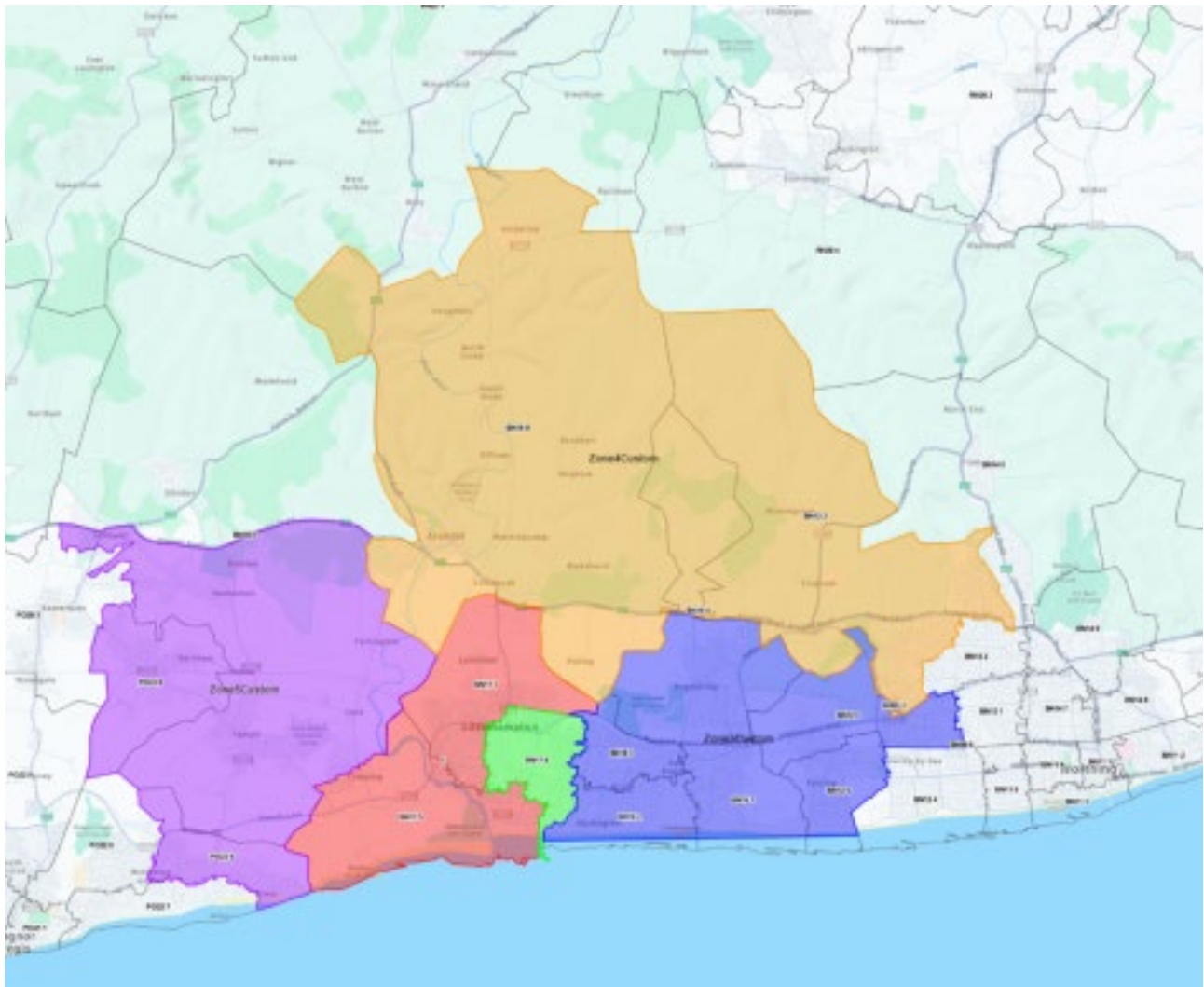
- 2.1 ADC’s existing retail evidence base was underpinned by a household survey completed in December 2012. This is out-of-date.
- 2.2 As a result, the Applicant commission an up-to-date household survey (a sample size of 500 households) within Arun District and surrounding area, which was completed in October / November 2024. The completion of this household survey provides an up-to-date basis for understanding existing shopping patterns within the district and wider area.
- 2.3 The survey area was broken down into five survey zones as follows:

Zone	Post Code Sectors
1	BN17 5/7
2	BN17 6
3	BN16 1/2/3/4 (south); BN12 5/6
4	BN16 4 (north); BN18 9; and BN13 3
5	PO22 0/6; and BN18 0 (south)

- 2.4 A plan showing the extent of the survey area is contained at Figure 1.



Figure 1: Plan Showing Extent of Survey Area



- 2.5 The proposed survey area provides an appropriate basis to understand current shopping patterns in the local area and identifying the likely sphere of influence of the application proposals. The Application Site is located within Zone 1.

3 Base and Assessment Years

- 3.1 In line with the PPG, the base year for the assessment is identified to be 2025 to reflect the current position and the year of submitting the planning application.
- 3.2 In assessing impact, the PPG¹ states that:

“The design year for impact testing will need to be selected to represent the year when the proposal has achieved a ‘mature’ trading pattern. This is conventionally taken as the second full calendar year of trading after the opening of each phase of a new retail development, but it may take longer for some development to become established.”

¹ Paragraph: 018 Reference ID: 2b-018-20190722



- 3.3 It is anticipated that the retail element of the proposed development will be open for trading in 2029. Consequently, 2030 provides the second full calendar year of trading after this anticipated opening year. In line with the approach advocated by the PPG, impact assessment has been assessed in 2030.
- 3.4 All monetary values are expressed at 2023 prices to be consistent with the latest expenditure data now published by Experian.

4 Population and Expenditure

- 4.1 Population forecasts and per person expenditure estimates for each sub-zone that comprises the survey area have been derived from Experian (2024 population estimates and 2023 expenditure data). Experian provides a robust source of expenditure data, and the same source was used in the ADC's current retail evidence base (albeit based on 2015 data).
- 4.2 In terms of population change to 2030, this has been based on the latest projections published by Experian.
- 4.3 In terms of future growth in retail expenditure, the latest estimates provided by Experian ('Ex. SFT adjusted for sales via stores' – Experian Retail Planner Briefing Note 22 (March 2025)) have been applied, which are as follows:

Year	Convenience	Comparison
2023-2024	-1.9%	-1.7%
2024-2025	-0.6%	-0.4%
2025-2026	-0.7%	+0.9%
2026-2027	-0.6%	+1.3%
2027-2028	-0.4%	+2.0%
2028-2029	-0.4%	+2.2%
2029-2030	-0.4%	+2.2%

Source: Appendix 3, Experian Retail Planner Briefing Note 22 (March 2024)

- 4.4 An allowance for the influence of Special Forms of Trading (SFT) (such as online shopping) for retail expenditure has been applied in line with the latest estimates published by Experian² - 5.0% for convenience goods and 23.1% for comparison goods for 2023 (the base year for the expenditure data).
- 4.5 Based on the above approach, from our analysis the following key points should be noted:
- The resident population within the Study Area is approximately 118,016 in 2025. This is expected to increase to 122,034 by 2030 – an increase of 3.4% over the five-year period (**Table 1a at Document 4**);
 - The resident population generates £336.22 million of convenience goods expenditure in 2025, increasing to £338.95 million by 2030 (**Table 1a at Document 4**); and
 - The resident population generates £376.58 million of comparison goods expenditure in 2025, rising to £423.89 million by 2030 (**Table 1c at Document 4**).

² Ibid



- 4.6 The underlying position within the Study Area is one in which retail expenditure is expected to increase over the period 2025 to 2030.

5 Existing Patterns of Trade / Market Share

- 5.1 The market share information presented in the assessment have been derived from the findings of the recently completed household survey – **Table 2** (convenience) and **Table 3** at **Document 4**.

6 Quantifying Impact

- 6.1 Based on the above baseline assumptions and approach, we set out below the methodology adopted. The step-by-step approach adopted is as follows:

- **Step 1:** establish the health of existing centres and the nature of current shopping and food and beverage patterns (base year)
- **Step 2:** examine the 'no development' scenario
- **Step 3:** assess the proposal's turnover and trade draw
- **Step 4:** Assessing Impact
- **Step 5:** Consequences of impact

Step 1: The base position

- 6.2 Based upon drawing upon the findings of the household survey, shopping patterns within the Study Area have been assessed on a zone-by-zone basis. Such an approach enables an understanding of the current influence of existing facilities.
- 6.3 The turnover of existing facilities has then been estimated by applying the composite market share to available expenditure on a zone-by-zone basis.

Step 2: Examine 'no development' scenario

- 6.4 The expected turnover of existing facilities within the survey area is assessed to estimate the trading performance of existing centres / destinations within and beyond the survey area in 2025. This is undertaken for both convenience and comparison goods shopping.
- 6.5 An allowance has been made for existing facilities to draw some trade from beyond the survey area. This has been informed by the findings of the ARSU, which considered shopping patterns within a wider area.

Step 3: Assess turnover and trade draw

- 6.6 **Table 4a** at **Document 4** sets out the expected turnover of the proposed development. This turnover has been based on the expected turnover of the prospective tenant (Aldi). Such an approach is well established and widely accepted as providing a robust approach in estimating the turnover of new development. Indeed, the PPG advocates that this should be based on the operator's 'benchmark' (or expected) turnover.
- 6.7 The expected turnover of the proposal has been based on the latest information derived from GlobalData. It is calculated that the proposal (**Table 4a** at **Document 4**) will achieve a retail turnover of £14.34 million and a comparison retail turnover of £3.53 million in 2025.



- 6.8 In calculating the turnover of proposed development by 2030 an allowance for changing sales densities have been applied – in line with the estimates provided by Experian³.
- 6.9 The likely trade draw of the proposal on a zone-by-zone basis has also been identified. This is set out at **Table 4b** (convenience) and **Table 4c** (comparison) at **Document 4**. The trade draw of the proposal has been initially based on the existing shopping patterns within the survey area (as identified by the household survey). Allowance has then been made to the strength and proximity of competing provision, geography, the existing road network and the offer of the application proposal when compared to competing destinations.
- 6.10 In this context it is assumed that the proposal's turnover will be based on the following:

Zone	Proportion of Proposal's Overall Turnover
1	45.0%
2	17.5%
3	2.5%
4	27.5%
5	2.5%
Sub-total	95.0%
Beyond survey area	5.0%
Total	100.0%

Step 4: Assess Impact

- 6.11 In making a judgement of the likely trade draw of the proposal, taking into account advice within the PPG⁴ will relate to a geographic area and has been informed by existing shopping patterns (as identified by the recently completed household survey).
- 6.12 In this context, we set out below a summary of the approach adopted in anticipating the likely trading effects of the comparison element of the retail floorspace proposed within Zone 1. This provides a useful example of the judgements made as the proposals falls within this zone and it is anticipated that a substantial (c. 45%) of the proposal's turnover will be from this zone.
- 6.13 Within Zone 1, the most popular convenience retail destinations are identified to be Tesco at Broad Piece, Wick (38.8% market share within the zone); the Morrisons at Hawthorn Road, Wick (18.1%); Littlehampton town centre (including Lidl and Sainsbury's) (13.6%); Sainsbury's at Rustington Retail Park (9.0%); and Aldi at Manor Retail Park (7.5%).
- 6.14 In addition, it is important to take into account wider factors such as the ease of access, fascia and the quality, price and range of goods available when compared to that which will be sold from the proposed.
- 6.15 In this context, a summary of the anticipated trading effects of the proposal within Zone 1 is provided below:

³ Figure 4a and Figure 4b of Experian Retail Planner Briefing Note 22 (March 2025)

⁴ Footnotes to the guidance on Town centres and retail



Destination	Existing Market Share within Zone 1	Anticipated Trade Diversion to Proposal (£m)
Morrisons, Hawthorn Road	18.1%	1.15
Littlehampton Town Centre	13.6%	0.78
Tesco, Broad Piece	38.8%	2.47
Rustington Local Service Centre	2.0%	0.04
Aldi, Manor Retail Park	7.5%	0.58
Asda, Littlehampton Road, Ferring	2.2%	0.12
Sainsbury's, Rustington Retail Park	9.0%	0.52
Tesco Extra, West Durrington	0.0%	0.00
Other within Survey Area	4.0%	0.01
Outside Survey Area	4.8%	0.09

6.16 This approach is replicated for each zone within the defined survey area.

Step 5: Consider the Consequences of Impact on Existing Centres

6.17 Based on the assumptions and approach outlined above, **Table 6** (convenience), **Table 7** (comparison) and **Table 8** (Overall) at **Document 4** outlines the estimated trading effect on existing centres / destinations within and outside the survey area of the proposal.

6.18 The assessment sets out the potential effect of the proposal on the turnover of existing centres. This enables comparison to be made to the change in shopping patterns and turnover following new development.

6.19 The identified trading effects of the proposal are examined against the current vitality and viability of existing centres.

7 Summary

7.1 We have adopted a robust methodology that reflects established practice, consistent with the online PPG.

7.2 Retail impact analysis is not an exact science, and judgements have been made at key stages. The outputs of the assessment are nevertheless considered to provide a reasonable and robust assessment of the implications of the proposal.

7.3 The identified levels of impact are not at a level that would undermine the current and future role of existing centres or adversely impact on future investment.

ENDS



Document 4

Retail Analysis

Table 1a: Population and Expenditure within Study Area

	1	2	Zone 3	4	5	Total
Convenience Goods						
Population						
2025	19,959	14,570	45,120	16,756	21,611	118,016
2030	20,826	15,177	46,301	17,239	22,491	122,034
Expenditure per Capita (£)						
2023	2,659	2,804	3,037	3,044	2,955	-
2025	2,585	2,726	2,953	2,959	2,873	-
2030	2,521	2,659	2,880	2,886	2,802	-
Expenditure (£m)						
2025	51.60	39.72	133.22	49.58	62.09	336.22
2030	52.50	40.35	133.33	49.75	63.02	338.95
Comparison Goods						
Population						
2025	19,959	14,570	45,120	16,756	21,611	118,016
2030	20,826	15,177	46,301	17,239	22,491	122,034
Expenditure per Capita (£)						
2023	2,894	2,986	3,327	3,597	3,386	-
2025	2,823	2,924	3,258	3,521	3,315	-
2030	3,074	3,184	3,548	3,835	3,610	-
Expenditure (£m)						
2025	56.35	42.60	146.99	59.00	71.64	376.58
2030	64.03	48.32	164.26	66.10	81.19	423.89

Notes:

1. Population and expenditure data derived from Experian Location Analyst (March 2025) (2023 data)

2. Expenditure forecasts in in line with the latest figures published by Experian (Retail Planner Briefing Note 22, March 2025) (Figure 7, Appendix 3) (Adjusted for SFT sales from stores)

3. Allows for Special Forms of Trading in 2023 in line with the latest estimates published by Experian (Appendix 3) (Adjusted for SFT sales from stores)

4. Expenditure = population x expenditure per capita

5. At 2023 prices

Table 1b: Expenditure split by Category

	1	2	Zone 3	4	5
Convenience Goods					
Expenditure per Capita (£) (2025 excluding SFT)	2,585	2,726	2,953	2,959	2,873
Main Food Shopping					
Principal	1,601	1,764	1,840	1,979	1,862
Other	400	441	460	495	465
Top-up Food Shopping					
Principal	467	417	522	388	437
Other	117	104	131	97	109
Expenditure (£m)	51.60	39.72	133.22	49.58	62.09
Main Food Shopping					
Principal	31.95	25.71	83.02	33.16	40.24
Other	7.99	6.43	20.76	8.29	10.06
Top-up Food Shopping					
Principal	9.33	6.07	23.55	6.51	9.44
Other	2.33	1.52	5.89	1.63	2.36
Comparison Goods					
Expenditure per Capita (£) (2023 including SFT)	2,885	2,987	3,327	3,595	3,387
Clothing, footwear and fashion goods	807	815	837	925	861
DIY and decorating goods	185	217	265	275	272
Domestic appliances	227	245	286	293	269
TV, audio, photographic, mobile, etc.	244	224	238	238	228
Personal Care	388	411	446	481	451
Small Household Goods	149	158	182	191	165
Toys, games and recreational goods	416	481	481	573	568
Books, CDs	182	194	215	225	214
Expenditure (£m)	57.57	43.52	150.14	60.24	73.19
Clothing, footwear and fashion goods	16.12	11.88	37.79	15.50	18.60
Furniture	5.69	4.12	16.97	6.62	7.78
DIY and decorating goods	3.70	3.16	11.97	4.61	5.88
Domestic appliances	4.53	3.58	12.92	4.90	5.80
TV, audio, photographic, mobile, etc.	4.87	3.26	10.72	3.98	4.92
Personal Care	7.75	5.98	20.15	8.06	9.75
Small Household Goods	2.98	2.31	8.22	3.21	3.57
Toys, games and recreational goods	8.30	6.41	21.69	9.59	12.26
Books, CDs	3.64	2.82	9.72	3.76	4.62

Notes:

1. Convenience expenditure taken from Table 1a and assumed to be 80% spent to 'principal' destination and 20% to 'other' destination. Expenditure directed to main food and top-up shopping destinations derived from Littlehampton Household Survey (October 2024)

2. Expenditure split for comparison goods taken from the sub-categories identified by Experian Location Analyst

3. Expenditure = population x expenditure per capita

4. At 2023 prices

Notes:

1. Market shares derived from Littlehampton Household Survey (October 2024)
2. Expenditure taken from Table 1a
3. Turnover = market share x available expenditure by zone
4. Inflow from outside Study Area based on professional judgements and the findings of the Arun Retail Study Update (2016)
5. At 2023 prices

	Total		Inflow from Outside Study Area	Total Turnover (£m)
(£m)		(%)		
376.58		-	-	
0.36		0.09%	0.14	0.50
0.79		0.21%	0.12	0.81
15.53		4.12%	3.88	19.41
16.67		4.43%	4.14	20.82
3.84		1.02%	1.53	5.37
20.96		5.57%	2.10	22.96
9.30		2.49%	0.94	10.33
13.07		3.47%	3.27	16.34
3.82		1.02%	0.38	4.20
67.76		17.99%	12.36	80.12
0.98		0.26%	0.00	0.98
0.98		0.26%	0.00	0.98
0.41		0.11%	0.00	0.41
1.22		0.32%	0.12	1.34
20.77		5.51%	2.08	22.84
21.98		5.84%	2.20	24.18
7.90		2.10%	1.18	9.08
5.14		1.36%	2.83	7.96
19.11		5.08%	1.91	21.03
0.18		0.05%	0.01	0.19
0.32		0.09%	0.00	0.32
2.20		0.58%	0.00	2.20
22.17		5.89%	2.22	24.39
0.62		0.22%	0.00	0.62
3.82		1.02%	0.19	4.02
84.06		22.32%	10.54	94.59
7.45		1.98%	21.29	28.74
1.14		0.30%	2.29	3.43
8.59		2.28%	23.57	32.17
0.16		0.04%	0.01	0.17
3.45		0.92%	0.17	3.62
3.61		0.96%	0.18	3.79
12.20		3.24%	23.75	35.96
0.07		0.02%	0.00	0.07
0.42		0.11%	0.00	0.42
2.58		0.68%	0.00	2.58
0.13		0.03%	0.00	0.13
0.72		0.19%	0.00	0.72
1.11		0.29%	0.00	1.11
2.38		0.63%	0.00	2.38
0.32		0.09%	0.00	0.32
7.72		2.05%	0.00	7.72
172.72		45.86%	46.66	219.37
203.87		54.14%	-	-
376.58		100.00%	-	-

Notes:

2. Expenditure taken from Table 1a

3. Turnover = market share x available expenditure by zone

4. Inflow from outside Study Area based on professional judgements and the findings of the Arun Retail Study Update (2016)

5. At 2023 prices

Table 4a: Turnover of Proposal (2025)

Retailer	Gross Floorspace (sq m)	Net Floorspace (sq m)	Net Conv. Floorspace (sq m)	Net Comp. Floorspace (sq m)	Sales Density (£ per sq m)		Convenience	Turnover (£m)	Total
					Convenience	Comparison	Comparison	Comparison	
Discount Foodstore	1,912	1,154	923	382	15,538	9,241	14.34	3.53	17.88

Table 4b: Trade Draw of Proposal (2030) (Convenience)

Retailer	Survey Zone					Sub-total	Elsewhere	Total
	1	2	3	4	5			
Available Expenditure (£m)	52.50	40.35	133.33	49.75	63.02	338.95	-	-
Proportion of Turnover from Zone	45.0%	17.5%	2.5%	27.5%	2.5%	95.0%	5.0%	100.0%
Turnover from Zone (£m)	6.46	2.51	0.36	3.94	0.36	13.63	0.72	14.34
Market Share of Proposal from Zone	12.3%	6.2%	0.3%	7.9%	0.6%	4.0%	-	-

Table 4c: Trade Draw of Proposal (2030) (Comparison)

Retailer	Survey Zone					Sub-total	Elsewhere	Total
	1	2	3	4	5			
Available Expenditure (£m)	64.03	48.32	164.26	66.10	81.19	423.89	-	-
Proportion of Turnover from Zone	45.0%	17.5%	2.5%	27.5%	2.5%	95.0%	5.0%	100.0%
Turnover from Zone (£m)	1.77	0.69	0.10	1.08	0.10	3.74	0.20	3.93
Market Share of Proposal from Zone	2.8%	1.4%	0.1%	1.6%	0.1%	0.9%	-	-

- Notes:
- 1. Assumed that 80% of the net sales area will be for convenience sales with the residual (20%) being for ancillary comparison retail sales
 - 2. Sales densities for the discount foodstore based on the typical trading performance of Aldi as identified by GlobalData (2024) and allows for increased sales densities for the period to 2030 in line with the latest estimates identified by Experian (Figure 4a and Figure 4b, Experian Retail Planner Briefing Note 22, March 2025)
 - 3. Turnover = net convenience / comparison floorspace x sales density
 - 4. Expenditure = population x expenditure per capita
 - 5. Available expenditure taken from Table 1a
 - 6. Proportion of turnover based on professional judgements informed by existing shopping patterns identified by the Littlehampton Household Survey (October 2024)
 - 7. Market share of proposal from zone = turnover from zone expressed as a proportion of available expenditure
 - 8. At 2023 prices

Table 5: Trade Diversion by Zone (Convenience) - 2030

	Zone 1			Zone 2			Study Area			Zone 3			Zone 4			Zone 5			Sub-total within Study Area		Elsewhere	Total		
	Current Market Share (%)	Trade Diversion (%)	Trade Diversion (t/a)	Current Market Share (%)	Trade Diversion (%)	Trade Diversion (t/a)	Current Market Share (%)	Trade Diversion (%)	Trade Diversion (t/a)	Current Market Share (%)	Trade Diversion (%)	Trade Diversion (t/a)	Current Market Share (%)	Trade Diversion (%)	Trade Diversion (t/a)	Current Market Share (%)	Trade Diversion (%)	Trade Diversion (t/a)	Trade Diversion (%)	Trade Diversion (t/a)		Trade Diversion (%)	Trade Diversion (t/a)	
Proposal			6.46			9.84			8.72			8.72			9.84			9.36		16.62		9.72		16.14
Within Study Area																								
Zone 1																								
Littlehampton Town Centre	0.12%	0.00%	0.00	3.12%	1.00%	0.04	0.41%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.26%	0.04	0.00	0.24%	0.04	
Isobond, Surrey Street	7.37%	9.50%	0.61	7.37%	9.50%	0.37	1.04%	1.50%	0.01	0.95%	0.00%	0.07	2.91%	3.75%	0.01	7.01%	7.10%	0.08	7.13%	1.08	0.07	7.13%	1.15	
L16, New Road	5.95%	4.00%	0.26	5.95%	4.00%	0.06	0.25%	0.00%	0.00	0.25%	0.00%	0.00	0.52%	0.25%	0.00	0.26%	0.00%	0.00	0.32%	0.32	0.00	0.67%	0.32	
Sainsbury's, High Street	0.11%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Other	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sub-total	13.55%	13.50%	0.87	13.95%	12.00%	0.47	1.70%	1.50%	0.01	0.95%	0.00%	0.07	0.85%	1.75%	0.07	3.42%	4.00%	0.07	9.33%	1.44	0.07	9.35%	1.51	
Zone 2																								
Out-of-centre																								
Morrison's, Hawthorn Road, Wick	18.14%	20.00%	1.29	9.83%	15.00%	0.59	0.41%	1.00%	0.01	11.47%	15.00%	0.59	0.98%	1.75%	0.01	16.13%	16.13%	2.49	16.13%	2.49	0.14	16.31%	2.63	
Premier (AA Mini Market), Chun Road, Wick	0.43%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Tesco, Broad Place, Wick	38.83%	43.00%	2.78	16.31%	22.50%	0.89	5.41%	9.75%	0.07	16.17%	20.00%	0.79	11.96%	17.00%	0.06	29.72%	29.72%	4.58	29.72%	4.58	0.18	29.85%	4.76	
Farmfoods, Wick Street, Wick	0.14%	0.00%	0.00	0.00%	0.00%	0.00	4.13%	2.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sub-total Zone 1	71.99%	76.50%	4.94	44.21%	61.50%	2.03	7.62%	12.25%	0.69	28.69%	36.75%	1.45	16.32%	22.75%	0.08	55.75%	55.75%	8.99	55.75%	8.99	0.38	56.66%	8.98	
Zone 2																								
Out-of-centre																								
Tesco Express, Finshears Way, Littlehampton	1.97%	0.25%	0.02	9.00%	2.00%	0.08	0.73%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.62%	0.10	0.00	0.55%	0.10	
Waitrose (Little), Shel Garage, Rustington Bypass, East Field	0.08%	0.00%	0.00	0.29%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Other	0.15%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sub-total Zone 2	2.20%	0.25%	0.02	9.29%	2.00%	0.08	0.73%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.62%	0.10	0.00	0.59%	0.10	
Zone 3																								
The Strand Local Centre																								
Co-op, Field Place Parade, The Strand	0.00%	0.00%	0.00	0.00%	0.00%	0.00	2.51%	1.50%	0.01	0.11%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.07%	0.01	0.00	0.07%	0.01	
Rustington Local Service Centre																								
Waitrose, Broadmark Lane	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.44%	0.25%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.01%	0.00	0.00	0.01%	0.00	
Other	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.11%	0.00%	0.00	0.12%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sub-total	1.99%	0.25%	0.02	4.72%	2.50%	0.19	5.15%	3.25%	0.01	0.76%	0.00%	0.01	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.07%	0.01	0.00	0.07%	0.01	
Out-of-centre																								
Aldi, Manor Retail Park, Rustington	7.48%	10.00%	0.65	4.86%	8.00%	0.32	5.49%	10.00%	0.07	1.08%	1.75%	0.07	1.04%	2.00%	0.01	7.19%	7.19%	1.11	7.19%	1.11	0.04	7.09%	1.14	
Aldi, Littlehampton Road, Ferring	2.22%	2.00%	0.13	5.88%	7.50%	0.30	9.21%	15.00%	0.11	3.86%	4.50%	0.18	0.19%	0.00%	0.00	0.00%	0.00%	0.00	4.60%	0.71	0.01	4.49%	0.72	
Co-op, Ferring Street, Ferring	0.00%	0.00%	0.00	0.00%	0.00%	0.00	4.96%	4.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.19%	0.03	0.00	0.18%	0.03	
Co-op, Station Parade, East Preston	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.10%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
M&S Simply Food, BP Garage, Worthing Road	0.54%	0.00%	0.00	1.67%	0.50%	0.02	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.13%	0.02	0.00	0.12%	0.02	
Premier, Reliance Road, Limbrick Corner Local Shopping Parade	9.01%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sainsbury's, Rustington Retail Park, New Road	0.00%	9.00%	0.58	13.62%	20.00%	0.79	14.65%	20.00%	0.14	9.97%	12.50%	0.49	0.62%	1.00%	0.00	13.03%	13.03%	2.01	13.03%	2.01	0.11	13.12%	2.12	
Ferring Stores, The Pavilions, Ferring	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
John May Butchers, Ferring Street, Ferring	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Tesco Express, Sterling Parade, The Street, Rustington	0.00%	0.00%	0.00	0.19%	0.00%	0.00	0.19%	0.25%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
One Stop, North Lane, East Preston	0.00%	0.00%	0.00	0.00%	0.00%	0.00	1.01%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Seaview Stores, Sea Road, East Preston	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.07%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sub-total Zone 3	21.24%	21.75%	1.48	39.96%	39.60%	1.82	44.93%	64.00%	0.39	16.60%	19.80%	0.76	2.36%	3.25%	0.01	26.40%	26.40%	4.07	26.40%	4.07	0.16	26.22%	4.23	
Zone 4																								
West Durrington District Centre																								
Tesco Extra, Fulbeck Way	0.00%	0.00%	0.00	0.00%	0.00%	0.00	4.35%	7.50%	0.05	25.38%	28.00%	1.10	0.00%	0.00%	0.00	0.00%	0.00%	0.00	7.51%	1.16	0.10	7.82%	1.26	
Arundel Local Service Centre																								
Co-op, Queen Street	0.54%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	6.94%	1.00%	0.04	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.26%	0.04	0.00	0.24%	0.04	
Other	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	3.10%	0.25%	0.01	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.01	0.00	0.00%	0.01	
Sub-total	0.54%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	10.03%	1.25%	0.05	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.26%	0.05	0.00	0.24%	0.05	
Out-of-centre																								
Co-op, The Square, Angmering	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.65%	0.00%	0.00	0.39%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Hillside Store, Hill Terrace, Janes Road, Arundel	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.22%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
The Junction at Clapham, The Street, Clapham	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.11%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Sub-total Zone 4	0.54%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.80%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Zone 5																								
Co-op, Main Road, Yagton	0.12%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	2.68%	0.00%	0.00	0.01%	0.00	0.00	0.01%	0.00	
Co-op, The Square, Barnham	0.00%	0.00%	0.00	0.00%	0.00%	0.00	2.33%	0.25%	0.00	0.00%	0.00%	0.00	6.56%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Premier, Elmer Road, Bognor Regis	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Tesco Express, Barmston Road, Barmston	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00%	0.00	0.00%	0.00	0.00	0.00%	0.00	
Wait																								

Table 6: Impact of Proposal (Convenience Goods) (2030)

	Turnover Pre-Development (£m)		Trade Diversion to Proposal		Turnover Post Development (2030)	Impact
	2025	2030	(%)	(£m)		
Proposal				16.14	16.12	
Within Study Area						
Zone 1						
Littlehampton Town Centre						
Iceland, Surrey Street	1.84	1.86	0.2%	0.04	1.82	-2.1%
Lidl, New Road	14.51	14.65	7.1%	1.15	13.50	-7.9%
Sainsbury's, High Street	5.05	5.90	2.0%	0.32	5.59	-5.4%
Other	0.06	0.06	0.0%	0.00	0.06	0.0%
Sub-total	22.26	22.46	9.4%	1.51	20.96	-6.7%
Out-of-centre						
Morrisons, Hawthorn Road, Wick	28.10	28.36	16.3%	2.63	25.72	-9.3%
Premier (AA Mini Market), Clun Road, Wick	0.22	0.22	0.0%	0.00	0.22	0.0%
Tesco, Broad Piece, Wick	61.38	61.94	29.5%	4.76	57.18	-7.7%
Farmfoods, Wick Street, Wick	1.78	1.80	0.5%	0.08	1.72	-4.4%
Sub-total Zone 1	113.74	114.78	55.7%	8.98	105.80	-7.8%
Zone 2						
Out-of-centre						
Tesco Express, Finisterre Way, Littlehampton	5.81	5.86	0.6%	0.10	5.77	-1.6%
Waitrose (Little), Shell Garage, Rustington Bypass, East Field	0.16	0.16	0.0%	0.00	0.16	0.0%
Other	0.08	0.08	0.0%	0.00	0.08	0.0%
Sub-total Zone 2	6.06	6.11	0.6%	0.10	6.02	-1.6%
Zone 3						
The Strand Local Centre						
Co-op, Field Place Parade, The Strand	3.40	3.43	0.1%	0.01	3.42	-0.3%
Rustington Local Service Centre						
Iceland, Churchill Parade	0.62	0.63	0.0%	0.00	0.63	-0.3%
Waitrose, Broadmark Lane	10.62	10.72	1.1%	0.18	10.53	-1.7%
Other	0.20	0.20	0.0%	0.00	0.20	0.0%
Sub-total	11.44	11.55	1.1%	0.18	11.36	-1.6%
Out-of-centre						
Aldi, Manor Retail Park, Rustington	15.70	15.85	7.1%	1.14	14.70	-7.2%
Aldi, Littlehampton Road, Ferring	27.54	27.79	4.5%	0.72	27.07	-2.6%
Co-op, Ferring Street, Ferring	8.27	8.35	0.2%	0.03	8.32	-0.3%
Co-op, Station Parade, East Preston	0.13	0.13	0.0%	0.00	0.13	0.0%
M&S Simply Food, BP Garage, Worthing Road	0.98	0.99	0.1%	0.02	0.97	-2.0%
Premier, Palatine Road, Limbrick Corner Local Shopping Parade	0.39	0.40	0.0%	0.00	0.40	0.0%
Sainsbury's, Rustington Retail Park, New Road	38.34	38.69	13.1%	2.12	36.57	-5.5%
Ferring Stores, The Pantiles, Ferring	0.03	0.03	0.0%	0.00	0.03	0.0%
John May Butchers, Ferring Street, Ferring	0.03	0.03	0.0%	0.00	0.03	0.0%
Tesco Express, Sterling Parade, The Street, Rustington	2.38	2.40	0.0%	0.00	2.40	-0.1%
One Stop, North Lane, East Preston	1.35	1.36	0.0%	0.00	1.36	0.0%
Seaview Stores, Sea Road, East Preston	0.10	0.10	0.0%	0.00	0.10	0.0%
Sub-total Zone 3	110.08	111.09	26.2%	4.23	106.86	-3.8%
Zone 4						
West Durrington District Centre						
Tesco Extra, Fulbeck Way	70.91	71.57	7.8%	1.26	70.30	-1.8%
Arundel Local Service Centre						
Co-op, Queen Street	3.90	3.94	0.2%	0.04	3.90	-1.0%
Other	1.53	1.55	0.1%	0.01	1.54	-0.6%
Sub-total	5.44	5.49	0.3%	0.05	5.44	-0.9%
Out-of-centre						
Co-op, The Square, Angmering	1.06	1.07	0.0%	0.00	1.07	0.0%
Hillside Stores, Hill Terrace, Jarvis Road, Arundel	0.11	0.11	0.0%	0.00	0.11	0.0%
The Junction at Clapham, The Street, Clapham	0.05	0.05	0.0%	0.00	0.05	0.0%
Sub-total Zone 4	77.57	78.29	8.1%	1.31	76.98	-1.7%
Zone 5						
Co-op, Main Road, Yapton	1.73	1.74	0.0%	0.00	1.74	-0.1%
Co-op, The Square, Barnham	7.19	7.25	0.1%	0.01	7.24	-0.2%
Premier, Elmer Road, Bognor Regis	0.19	0.19	0.0%	0.00	0.19	0.0%
Tesco Express, Barnham Road, Barnham	0.83	0.84	0.0%	0.00	0.84	0.0%
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton	0.32	0.33	0.0%	0.00	0.33	0.0%
Barnham Trading Post, Barnham Road, Barnham	1.22	1.23	0.0%	0.00	1.23	0.0%
One Stop, Elmer Road, Middleton-on-Sea	1.20	1.21	0.0%	0.00	1.21	0.0%
Tudor Butchery, Middleton Road, Bognor Regis	0.07	0.08	0.0%	0.00	0.08	0.0%
Walberton News, Maple Parade, Walberton	0.09	0.09	0.0%	0.00	0.09	0.0%
Sub-total Zone 5	12.84	12.96	0.1%	0.01	12.94	-0.1%
Total within Study Area	320.28	323.23	90.7%	14.63	324.72	0.5%
Total outside Study Area	-	-	9.2%	1.48	-	-
TOTAL	-	-	99.9%	16.12	-	-

Notes:

1. Turnover pre-development derived from Table 2a and Table 3a for 2025, and 'rolled forward' at existing market shares to 2030

2. Turnover of the proposal taken from Table 4a

3. Trade diversion to proposal taken from Table 5

4. Turnover post development = turnover pre development minus trade diversion to the proposal

5. Impact = reduction in turnover expressed as a proportion of turnover pre development

6. Change in turnover = turnover pre development in 2030 minus turnover post development

7. At 2023 prices

Table 7: Impact of Proposal (Comparison Goods) (2030)

	Turnover Pre-Development (£m)		Trade Diversion to Proposal		Turnover Post Development (2030)	Impact
	2025	2030	(%)	(£m)		
Proposal					3.93	-
Within Study Area						
Zone 1						
Littlehampton Town Centre						
Lidl, New Road	0.50	0.56	0.3%	0.01	0.55	-1.7%
Sainsbury's, High Street	0.91	1.02	0.3%	0.01	1.01	-1.0%
Other	19.41	21.85	7.5%	0.29	21.55	-1.3%
Sub-total	20.82	23.43	8.0%	0.31	23.12	-1.3%
Out-of-centre						
Morrisons, Hawthorn Road, Wick	5.37	6.05	7.5%	0.29	5.75	-4.9%
Arun Retail Park, Broad Piece, Wick	23.06	25.95	15.0%	0.59	25.37	-2.3%
Wickes, Broad Piece, Wick	10.33	11.63	0.0%	0.00	11.63	0.0%
Tesco, Broad Piece, Wick	16.34	18.39	20.0%	0.79	17.60	-4.3%
Other	4.20	4.73	0.5%	0.02	4.71	-0.4%
Sub-total Zone 1	80.12	90.18	51.0%	2.01	88.18	-2.2%
Zone 2						
Out-of-centre						
Other	0.98	1.11	0.0%	0.00	1.11	0.0%
Sub-total Zone 2	0.98	1.11	0.0%	0.00	1.11	0.0%
Zone 3						
The Strand Local Centre						
Other	0.41	0.46	0.0%	0.00	0.46	0.0%
Rustington Local Service Centre						
Waitrose, Broadmark Lane	1.34	1.51	0.3%	0.01	1.50	-0.7%
Other	22.84	25.71	3.0%	0.12	25.59	-0.5%
Sub-total	24.18	27.22	3.3%	0.13	27.09	-0.5%
Out-of-centre						
Manor Retail Park, Rustington	9.08	10.22	7.5%	0.29	9.93	-2.9%
Asda, Littlehampton Road, Ferring	7.96	8.97	5.0%	0.20	8.77	-2.2%
Rustington Retail Park, New Road, Rustington	21.03	23.67	5.0%	0.20	23.47	-0.8%
Co-op, Ferring Street, Ferring	0.19	0.21	0.0%	0.00	0.21	0.0%
East Preston Village Centre	0.32	0.36	0.0%	0.00	0.36	0.0%
Limbrick Corner Local Shopping Parade	2.20	2.48	0.0%	0.00	2.48	0.0%
Sainsbury's, Rustington Retail Park, New Road	24.39	27.46	14.5%	0.57	26.89	-2.1%
Ferring Local Centre	0.82	0.92	0.0%	0.00	0.92	0.0%
Other	4.02	4.52	0.0%	0.00	4.52	0.0%
Sub-total Zone 3	94.59	106.48	35.3%	1.39	105.09	-1.3%
Zone 4						
West Durrington District Centre						
Tesco Extra, Fullbeck Way	28.74	32.35	6.5%	0.26	32.09	-0.8%
Other	3.43	3.86	0.0%	0.00	3.86	0.0%
Sub-total	32.17	36.21	6.5%	0.26	35.95	-0.7%
Arundel Local Service Centre						
Co-op, Queen Street	0.17	0.19	0.0%	0.00	0.19	0.0%
Other	3.62	4.07	0.3%	0.01	4.06	-0.2%
Sub-total	3.79	4.26	0.3%	0.01	4.25	-0.2%
Sub-total Zone 4	35.96	40.47	6.8%	0.27	40.21	-0.7%
Zone 5						
Co-op, Main Road, Yapton	0.07	0.08	0.0%	0.00	0.08	0.0%
Elmer Village Centre	0.42	0.47	0.0%	0.00	0.47	0.0%
Barnham Village Centre	2.58	2.90	0.0%	0.00	2.90	0.0%
Ford Village Centre	0.13	0.15	0.0%	0.00	0.15	0.0%
Ford Airfield Market and Carboot, Rodney Crescent, Ford	0.72	0.81	0.0%	0.00	0.81	0.0%
Barnham Trading Post, Barnham Road, Barnham	1.11	1.25	0.0%	0.00	1.25	0.0%
Middleton-on-Sea Village Centre	2.38	2.67	0.0%	0.00	2.67	0.0%
Yapton Village Centre	0.32	0.36	0.0%	0.00	0.36	0.0%
Sub-total Zone 5	7.72	8.69	0.0%	0.00	8.69	0.0%
Total within Study Area	219.37	246.93	93.0%	3.66	247.21	0.1%
Total outside Study Area	-	-	7.0%	0.28	-	-
TOTAL	-	-	100.0%	3.93	-	-

Notes:

1. Turnover pre-development derived from Table 2a and Table 3a for 2025, and 'rolled forward' at existing market shares to 2030

2. Turnover of the proposal taken from Table 4a

3. Trade diversion to proposal based on Quod assumptions informed by existing shopping patterns and the nature of development proposed

4. Turnover post development = turnover pre development minus trade diversion to the proposal

5. Impact = reduction in turnover expressed as a proportion of turnover pre development

6. Change in turnover = turnover pre development in 2030 minus turnover post development

7. At 2023 prices

Table 8: Impact of Proposal (Convenience & Comparison Goods) (2030)

	Turnover Pre-Development (£m)		Trade Diversion to Proposal		Turnover Post Development (2030)	Impact	Change in Turnover Post Development (2025-2030) (£m)
	2025	2030	(%)	(£m)	20.05		
Proposal							
Within Study Area							
Zone 1							
Littlehampton Town Centre	43.08	45.90	9.1%	1.82	44.07	-4.0%	1.00
Out-of-centre							
Morrisons, Hawthorn Road, Wick	33.47	34.40	14.6%	2.93	31.48	-8.5%	-1.99
Arun Retail Park, Broad Piece, Wick	33.39	37.58	2.9%	0.59	36.99	-1.6%	3.60
Tesco, Broad Piece, Wick	77.71	80.33	27.7%	5.55	74.78	-6.9%	-2.93
Other	6.21	6.76	0.5%	0.10	6.66	-1.5%	0.45
Sub-total Zone 1	193.86	204.97	54.8%	10.99	193.98	-5.4%	0.13
Zone 2							
All Destinations within Zone 2	7.04	7.22	0.5%	0.10	7.12	-1.3%	0.08
Zone 3							
The Strand Local Centre	3.81	3.90	0.1%	0.01	3.88	-0.3%	0.07
Rustington Local Service Centre	35.62	38.76	1.5%	0.31	38.45	-0.8%	2.83
Out-of-centre							
Manor Retail Park, Rustington	24.78	26.07	7.2%	1.44	24.63	-5.5%	-0.15
Asda, Littlehampton Road, Ferring	35.50	36.75	4.6%	0.92	35.83	-2.5%	0.33
Rustington Retail Park, New Road, Rustington	83.76	89.81	14.4%	2.88	86.93	-3.2%	3.17
Other	21.20	22.27	0.3%	0.05	22.22	-0.2%	1.02
Sub-total Zone 3	204.67	217.57	28.0%	5.62	211.95	-2.6%	7.28
Zone 4							
West Durrington District Centre	103.08	107.78	7.6%	1.52	106.26	-1.4%	3.18
Arundel Local Service Centre	9.23	9.75	0.3%	0.06	9.69	-0.6%	0.47
Other	1.22	1.23	0.0%	0.00	1.23	0.0%	0.01
Sub-total Zone 4	113.53	118.76	7.9%	1.58	117.18	-1.3%	3.65
Zone 5							
All Destinations within Zone 5	20.56	21.65	0.1%	0.01	21.64	-0.1%	1.07
Total within Study Area	539.66	570.17	91.2%	16.29	571.93	0.3%	12.22
Total outside Study Area	-	-	8.8%	1.76	-	-	-
TOTAL	-	-	100.0%	20.05	-	-	-

Notes:
1. Derived from Table 6 and Table 7
2. At 2023 prices



Document 5

Household Survey Results

Littlehampton Household Survey
for Quod

Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q01 Where did you last undertake your main food and grocery shopping?												
Aldi, Barnfield Drive, Chichester, PO19 7AG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.8%	2
Aldi, London Road, Brighton, BN1 4JA	2.4%	12	0.0%	0	0.0%	0	6.2%	12	0.0%	0	0.0%	0
Aldi, Manor Retail Park, Rustington, BN16 3FH	4.0%	20	8.1%	7	2.1%	1	5.1%	10	1.1%	1	1.0%	1
Aldi, Pavilion Retail Park, Lewes Road, Brighton, BN2 3QA	1.2%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Aldi, Saltbox Road, Bognor Regis, PO22 9FP	1.0%	5	0.5%	0	0.0%	0	0.0%	0	1.9%	1	3.8%	3
Asda Express (Petrol Station), A27, Arundel Road, Chichester, PO18 0DU	2.1%	10	0.0%	0	0.0%	0	3.2%	6	0.0%	0	4.8%	4
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	4.5%	23	2.6%	2	5.7%	4	7.6%	15	3.0%	2	0.0%	0
Co-op, Chichester Road, Bognor Regis, PO21 2XH	1.6%	8	0.0%	0	3.6%	2	3.0%	6	0.0%	0	0.0%	0
Co-op, Ferring Street, Ferring, Worthing, BN12 5JP	1.4%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Co-op, Field Place Parade, The Strand, Goring on Sea, Worthing, BN12 6BS	0.6%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Co-op, Main Road, Yapton, BN18 0EY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Queen Street, Arundel, BN18 9JG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, The Square, Barnham, Bognor Regis, PO22 0HB	2.1%	11	0.0%	0	0.0%	0	3.0%	6	0.0%	0	5.5%	5
Iceland, Churchill Parade, Rustington, BN16 3DE	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Iceland, High Street, Bognor Regis, PO21 1SJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Iceland, Surrey Street, Littlehampton, BN17 5AZ	0.5%	2	0.0%	0	2.9%	2	0.3%	1	0.0%	0	0.0%	0
Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, New Road, Littlehampton, BN17 5AX	2.6%	13	6.4%	5	6.9%	4	0.3%	1	1.1%	1	2.3%	2
Lidl, Newlands Road, Bognor Regis, PO22 9FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks and Spencer Foodhall (M&S), Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Morrisons Superstore, Bedford Street, Bognor Regis, PO21 1QP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	5.1%	25	12.3%	10	8.0%	5	0.3%	1	11.7%	8	1.0%	1
Sainsbury's Local, Goring Road, Goring by Sea, BN12 4NX	0.5%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing,	1.5%	8	0.0%	0	0.0%	0	3.1%	6	2.2%	2	0.0%	0

Littlehampton Household Survey
for Quod

Weighted:

November 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
BN14 9LA												
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	1.5%	7	5.8%	5	2.1%	1	0.3%	1	0.0%	0	0.5%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	10.0%	50	9.5%	8	11.8%	7	13.9%	27	10.1%	7	0.5%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	2.5%	13	0.0%	0	0.0%	0	0.0%	0	1.1%	1	13.6%	12
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	1.8%	9	0.5%	0	0.0%	0	0.0%	0	1.7%	1	8.4%	7
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY	2.8%	14	0.0%	0	3.6%	2	6.2%	12	0.0%	0	0.0%	0
Tesco Express, Finisterre Way, Littlehampton, BN17 6RA	0.6%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goring Road, Worthing, BN12 4AJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	4.6%	23	0.0%	0	0.0%	0	3.1%	6	23.4%	17	0.0%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	14.7%	73	36.0%	31	14.7%	9	5.6%	11	19.0%	14	10.3%	9
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	11
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton, Arundel, BN18 0SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	2.2%	11	2.1%	2	4.4%	3	2.9%	6	0.6%	0	0.5%	0
Waitrose, High Street, Worthing, BN11 1LL	1.8%	9	0.0%	0	0.0%	0	4.3%	8	1.1%	1	0.0%	0
Internet / delivered	18.4%	92	16.2%	14	22.0%	14	19.3%	37	11.3%	8	21.7%	19
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Larkins Groceries & Provisions, Tarrant Street, Arundel, BN18 9DG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, The Drove, Newhaven, BN9 0AG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q02 Which retailer did you purchase your last main food internet / home delivery shopping from?												
<i>Those that said 'Internet / delivered' at Q01</i>												
Amazon	2.4%	2	0.0%	0	16.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda	15.2%	14	0.0%	0	0.0%	0	33.2%	12	0.0%	0	8.3%	2
Iceland	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	5
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	2.0%	2	8.8%	1	1.9%	0	0.0%	0	4.9%	0	0.0%	0
Ocado	5.5%	5	5.9%	1	0.0%	0	7.6%	3	17.1%	1	0.0%	0
Sainsbury's	26.6%	25	56.0%	8	25.4%	3	9.2%	3	58.5%	5	26.7%	5
Tesco	35.4%	33	26.4%	4	54.6%	8	48.3%	18	19.5%	2	9.5%	2
Waitrose	2.1%	2	2.9%	0	0.0%	0	1.7%	1	0.0%	0	4.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Riverford	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	4
Wiltshire Farm Foods	0.3%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		92		14		14		37		8		19
Sample:		66		12		12		15		13		14

Meanscore: [Distance in miles]

Q03 On your last main food and grocery shopping trip to (STORE MENTIONED AT Q01) how far did you travel?*Not those that said 'Internet / delivered' at Q01*

Up to 1/2 mile	14.4%	59	13.6%	10	9.7%	5	20.5%	32	10.0%	6	9.0%
Over 1/2 mile - 1 mile	16.7%	68	33.3%	24	25.5%	12	12.1%	19	18.8%	12	2.0%
Over 1 mile - 2 miles	23.2%	95	31.7%	23	36.9%	18	26.7%	42	8.4%	5	10.2%
Over 2 miles - 4 miles	21.3%	87	7.9%	6	14.8%	7	23.1%	36	24.0%	15	33.3%
Over 4 miles	18.0%	74	5.1%	4	12.0%	6	12.6%	20	29.3%	19	37.5%
(Don't know / can't remember)	6.4%	26	8.4%	6	1.1%	1	5.1%	8	9.5%	6	8.0%
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:		2.84		1.70		2.38		2.88		3.22	
Weighted base:		409		71		49		156		64	
Sample:		435		88		88		85		88	

Meanscore: [Number of visits per week]

Q04 How often do you do your main food and grocery shopping at (STORE MENTIONED AT Q01)?

7 times a week	0.6%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%
5 - 6 times a week	2.2%	11	0.5%	0	0.0%	0	3.0%	6	5.7%	4	0.5%
3 - 4 times a week	6.2%	31	2.6%	2	4.5%	3	10.7%	21	0.0%	0	6.3%
Twice a week	12.0%	60	10.3%	9	5.9%	4	17.3%	34	4.4%	3	12.5%
Once a week	55.1%	276	57.8%	49	56.2%	35	47.8%	93	63.6%	46	60.7%
Once every two weeks	12.9%	64	19.0%	16	13.4%	8	8.6%	17	16.3%	12	13.1%
Once a month	7.2%	36	6.2%	5	4.8%	3	9.5%	18	6.1%	4	5.9%
Once every two months	0.7%	4	1.7%	1	1.9%	1	0.3%	1	0.6%	0	0.0%
Less often	1.8%	9	0.0%	0	12.0%	8	0.3%	1	0.6%	0	0.5%
Have only used once	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%
(Don't know / varies)	1.2%	6	1.9%	2	1.3%	1	0.7%	1	2.8%	2	0.5%
Mean:		1.27		1.04		0.95		1.55		1.17	
Weighted base:		501		85		63		194		72	
Sample:		501		100		100		100		101	

Littlehampton Household Survey for Quod

Weighted:

November 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q05 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping, i.e. what do you like about it?												
Close to home	21.0%	105	29.8%	25	13.4%	8	17.8%	34	24.6%	18	22.0%	19
Low prices / value for money	10.1%	51	10.9%	9	11.6%	7	9.6%	19	9.0%	6	10.5%	9
Range of food goods available	8.7%	44	5.7%	5	9.9%	6	7.0%	14	6.9%	5	16.2%	14
Quality of food goods available	8.5%	42	7.4%	6	8.2%	5	11.2%	22	7.1%	5	4.9%	4
Habit / always used it	7.6%	38	4.0%	3	11.3%	7	10.5%	20	7.3%	5	2.6%	2
Can get everything I need there	7.0%	35	13.7%	12	7.7%	5	9.7%	19	0.0%	0	0.0%	0
Preference for retailer	5.1%	25	2.6%	2	2.9%	2	2.7%	5	3.9%	3	15.0%	13
Online shopping is convenient	4.8%	24	2.4%	2	4.4%	3	1.6%	3	6.1%	4	13.5%	12
Loyalty scheme / reward points	4.0%	20	1.7%	1	0.4%	0	7.1%	14	5.7%	4	0.5%	0
Friendly / helpful staff	3.9%	19	0.5%	0	0.0%	0	7.5%	15	6.2%	4	0.0%	0
Familiar / know where everything is	2.2%	11	4.4%	4	4.5%	3	1.0%	2	1.9%	1	1.0%	1
Delivery service	2.0%	10	3.1%	3	2.3%	1	1.1%	2	1.7%	1	2.8%	2
Large store	1.6%	8	1.7%	1	0.4%	0	3.3%	6	0.0%	0	0.0%	0
Good layout / easy to get around	1.5%	8	0.5%	0	0.4%	0	3.0%	6	1.1%	1	0.5%	0
Parking provision is good / easy to park	1.5%	8	2.4%	2	2.1%	1	1.3%	3	1.1%	1	1.0%	1
Good offers	1.2%	6	0.5%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Close to work	1.1%	6	0.0%	0	0.0%	0	0.0%	0	6.6%	5	1.0%	1
Use online shopping due to the pandemic / because it's covid safe	0.9%	5	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Clean store	0.9%	4	4.4%	4	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Use online shopping as lack of shops locally	0.8%	4	0.0%	0	3.9%	2	0.0%	0	1.9%	1	0.0%	0
Close to other shops / services / facilities	0.7%	3	0.0%	0	0.4%	0	0.3%	1	0.6%	0	2.3%	2
Started online shopping due to the pandemic and kept using it	0.5%	3	0.0%	0	0.8%	1	0.7%	1	1.1%	1	0.0%	0
Parking is free	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Easy to get to by car	0.4%	2	0.0%	0	0.4%	0	0.0%	0	1.1%	1	1.0%	1
Close to family / friends	0.4%	2	0.0%	0	0.0%	0	0.3%	1	1.7%	1	0.0%	0
Easy to get to by public transport	0.3%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	1.5%	1
Use online shopping as it helps me budget	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Easy to get to by foot	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pleasant shopping environment	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	6	1.0%	1	2.5%	2	0.3%	1	2.8%	2	1.0%	1
(No particular reason)	0.7%	3	0.0%	0	0.8%	1	0.7%	1	1.7%	1	0.5%	0
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q06 What, if anything, is the one thing you most dislike about (STORE MENTIONED AT Q01)?												
Poor range of food goods	5.7%	29	18.8%	16	1.7%	1	4.6%	9	1.7%	1	1.5%	1
Too busy / crowded	4.6%	23	4.9%	4	7.1%	4	6.2%	12	0.6%	0	2.3%	2
Expensive	3.3%	16	3.8%	3	5.6%	3	4.2%	8	1.1%	1	1.0%	1
Not enough tills open / queues at tills	3.0%	15	5.6%	5	2.3%	1	3.8%	7	0.6%	0	1.0%	1
Lacks character / atmosphere	2.6%	13	0.0%	0	3.6%	2	5.5%	11	0.0%	0	0.0%	0
Changing layout too often	2.5%	12	6.3%	5	0.4%	0	0.3%	1	2.2%	2	5.3%	5
Scruffy / rundown / needs renovating	1.9%	9	0.0%	0	4.1%	3	3.5%	7	0.0%	0	0.0%	0
Poor quality food goods	1.9%	9	1.0%	1	2.9%	2	3.0%	6	0.6%	0	0.5%	0
Not enough trolleys	1.7%	9	0.0%	0	4.1%	3	3.2%	6	0.0%	0	0.0%	0
Too small	1.5%	8	0.0%	0	0.4%	0	3.7%	7	0.6%	0	0.0%	0
Parking spaces are limited	1.5%	8	0.0%	0	0.0%	0	3.2%	6	0.0%	0	1.8%	2
Lack of stock on shelves	1.4%	7	2.1%	2	0.0%	0	1.1%	2	1.1%	1	2.3%	2
No petrol station	1.3%	6	4.4%	4	3.6%	2	0.0%	0	0.6%	0	0.0%	0
Poor layout / narrow aisles	1.2%	6	0.5%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Difficult to get to by foot	1.2%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Lack of public transport links	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Too far from home	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Don't always send items ordered when using online shopping	1.0%	5	1.0%	1	0.0%	0	0.0%	0	0.6%	0	4.3%	4
The store floods in bad weather	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Can't pick goods delivered when using online shopping	0.6%	3	1.7%	1	0.8%	1	0.0%	0	0.6%	0	0.5%	0
They sometimes cancel your online order	0.5%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Limited opening hours	0.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Lack of stock online	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
No cafe	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Lack of security	0.4%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Self-service checkouts	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The cameras facing you at the self-service checkouts are intrusive	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Doesn't have a car wash	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Staff collecting online orders block the aisles	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	0
The website sometimes has issues	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0
Inconveniently located toilets	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	0	0.0%	0
Unfriendly / unhelpful staff	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Cold inside store	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Poor range of non-food goods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0
Lifts and escalators are broken	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unclean / dirty store	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
They always check your bags when leaving the store	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
They don't give you an exact delivery time by sms anymore	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
You need a pound to use the trolleys	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Too many shoplifters	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Doesn't have a chemist	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
The trolley park is too far away	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Too big	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Doesn't have public toilets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The parking bays are too narrow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Hand dryers don't work in the toilets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The store's parking time slots and rules are unfair	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Annoying music in store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Staff don't collect the trolleys	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Discontinue items too often	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

November 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
The car park exit is dangerous	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality café	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	52.7%	264	47.7%	41	41.0%	26	41.8%	81	82.0%	59	66.1%	58
(Don't know / varies)	1.1%	6	0.0%	0	4.0%	2	1.0%	2	0.6%	0	1.0%	1
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?*Not those that said 'Internet / delivered' at Q01*

Car / van (as driver)	68.6%	281	69.0%	49	57.6%	28	71.5%	112	72.3%	46	65.9%	45
Car / van (as passenger)	11.7%	48	19.1%	14	12.9%	6	5.6%	9	19.4%	12	9.8%	7
Bicycle	2.8%	12	0.0%	0	5.6%	3	5.6%	9	0.0%	0	0.0%	0
Bus	3.5%	14	1.7%	1	3.5%	2	2.0%	3	7.0%	4	5.6%	4
Disability vehicle (e.g. mobility scooter, wheelchair)	1.5%	6	0.0%	0	0.5%	0	3.7%	6	0.0%	0	0.0%	0
Motorcycle	3.3%	14	0.0%	0	0.0%	0	7.7%	12	0.0%	0	2.3%	2
Taxi	0.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Train	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Walk	6.8%	28	7.1%	5	19.8%	10	3.8%	6	1.2%	1	9.0%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	6	2.5%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Weighted base:		409		71		49		156		64		69
Sample:		435		88		88		85		88		86

Q08 When you go main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?*Not those that said 'Internet / delivered' at Q01*

Yes - Non-Food shopping	13.7%	56	19.1%	14	14.4%	7	10.6%	17	6.5%	4	21.5%	15
Yes - OTHER Food shopping	6.2%	25	4.2%	3	7.3%	4	6.3%	10	8.3%	5	4.9%	3
Yes - Visiting services such as banks and other financial institutions	1.9%	8	2.3%	2	0.5%	0	3.7%	6	0.0%	0	0.0%	0
Yes - Visiting market	1.5%	6	0.6%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Yes - Leisure activity	3.2%	13	2.5%	2	5.3%	3	4.3%	7	0.6%	0	2.0%	1
Yes - Travelling to / from school / college / university	1.3%	5	0.6%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0
Yes - Getting petrol	2.9%	12	0.0%	0	3.0%	1	5.1%	8	1.2%	1	2.3%	2
Yes - Visiting café / pub / restaurant	4.1%	17	2.8%	2	3.8%	2	2.0%	3	9.8%	6	4.9%	3
Yes - Visiting family / friends	4.1%	17	8.4%	6	9.2%	4	0.8%	1	2.5%	2	4.9%	3
Yes - Visiting health service such as doctor, dentist, hospital	0.7%	3	2.0%	1	0.0%	0	0.4%	1	1.2%	1	0.0%	0
Yes - Visiting other services such as laundrette, hairdresser, recycling centre	0.3%	1	0.0%	0	0.5%	0	0.4%	1	0.0%	0	0.7%	0
Yes - Visiting library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Visiting place of worship / cemetery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Window shopping / browsing	0.5%	2	1.1%	1	0.0%	0	0.4%	1	0.0%	0	0.7%	0
Yes - Going for a walk / walking the dog	2.7%	11	5.3%	4	9.1%	4	0.4%	1	1.9%	1	1.3%	1
Yes - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Travelling to / from work	2.0%	8	0.0%	0	0.0%	0	2.8%	4	2.8%	2	2.9%	2
(No activity)	53.6%	219	51.1%	36	46.9%	23	58.5%	91	49.9%	32	53.3%	37
(Don't know / varies)	1.5%	6	0.0%	0	0.0%	0	0.4%	1	7.7%	5	0.7%	0
Weighted base:		409		71		49		156		64		69
Sample:		435		88		88		85		88		86

Littlehampton Household Survey
for Quod

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q09 Where do you do this linked trip?												
<i>Those that said an activity at Q08</i>												
Asda Supermarket, South Street, Lancing, Brighton, BN15 8AG	3.3%	6	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	1.9%	3	4.1%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	4.0%	7	1.2%	0	11.0%	3	5.8%	3	1.6%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	4.8%	8	0.0%	0	17.2%	4	3.7%	2	7.1%	2	0.0%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	6.6%	12	0.0%	0	0.0%	0	19.5%	12	0.0%	0	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	4.4%	8	5.2%	2	20.1%	5	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Waitrose, Broadmark Lane, Rustington, BN16 2NE	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Waitrose, High Street, Worthing, BN11 1LL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Arundel Town Centre	0.9%	2	0.0%	0	4.6%	1	0.0%	0	1.6%	0	0.0%	0
Bognor Regis Town Centre	1.0%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Chichester City Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	8.4%	2
Littlehampton Town Centre	8.1%	14	12.8%	4	5.1%	1	3.2%	2	20.4%	5	4.6%	1
Worthing Town Centre	3.2%	6	11.9%	4	1.0%	0	2.1%	1	0.0%	0	0.0%	0
West Durrington District Centre, Worthing	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Findon Valley Local Centre, Worthing	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Lymminster Local Centre, Littlehampton	0.8%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington Local Centre, Littlehampton	8.0%	14	12.7%	4	11.7%	3	9.5%	6	1.6%	0	1.5%	0
Wick Local Centre, Littlehampton	3.0%	5	11.0%	4	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	8
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Discovery Park, Westhampnett Road, Chichester, PO19 6UX	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	4
Downlands Retail Park, Lyons Way, Worthing, BN14 9LA	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9LA	3.0%	5	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0
Manor Retail Park, Rustington Bypass,	0.8%	1	1.2%	0	0.0%	0	1.1%	1	1.6%	0	0.0%	0

Littlehampton Household Survey
for Quod

Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Littlehampton, BN16 3FH												
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	0.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	2.3%	4	1.2%	0	3.1%	1	1.1%	1	8.7%	2	0.0%	0
B&Q, Shripney Road, Bognor Regis, PO22 9NF	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Homebase, Discovery Park, Westhampnett Road, Chichester, PO19 6UX	3.3%	6	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0
Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA	0.5%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN17 5RA	0.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peacehaven Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
North Bersted Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Ford Village Centre	0.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltbox Road, Bognor Regis, PO22 9FP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Angmering Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Bognor Regis War Memorial Hospital, Shripney Road, Bognor Regis, PO22 9PP	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Brookfield Park, Worthing Road, Rustington, Littlehampton, BN17 6GJ	2.1%	4	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuff Miller Ford Littlehampton, Horsham Road, Littlehampton, BN17 6BX	0.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
East Beach, Littlehampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.5%	0
East Preston Village Centre	0.2%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastergate Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Felpham Village Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2
Ferring Country Centre, Rife Way, Ferring, Worthing, BN12 5JZ	0.8%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferring Local Centre, Worthing	1.2%	2	0.0%	0	0.0%	0	2.1%	1	1.6%	0	1.5%	0
Greggs, Saltbox Road, Bognor Regis, PO22 9FP	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Hotham Park, Upper Bognor Road, Bognor Regis, PO21 1HW	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lanes Health Club, Golfers Lane, Rustington, Angmering, Littlehampton, BN16 4NB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Lidl, Felpham Relief Road, Newlands Road, Bognor Regis, PO22 9FJ	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lidl, New Road, Littlehampton, BN17 5AX	2.7%	5	1.2%	0	1.0%	0	0.0%	0	14.6%	4	1.5%	0
Littlehampton Marina, Ferry Road, Littlehampton, BN17 5DS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Littlehampton Pier, Littlehampton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Walberton Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Yapton Village Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
(Don't know / can't remember)	12.9%	23	11.9%	4	9.6%	2	20.6%	12	14.6%	4	0.0%	0
Weighted base:	176			35		26		60		25		30
Sample:	176			39		36		32		32		37

Littlehampton Household Survey
for Quod

Weighted:

November 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q10 Where did you undertake your main food shopping the time before last?												
Aldi, Barnfield Drive, Chichester, PO19 7AG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Aldi, London Road, Brighton, BN1 4JA	1.2%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Aldi, Manor Retail Park, Rustington, BN16 3FH	4.2%	21	8.9%	8	9.9%	6	2.8%	5	1.1%	1	1.0%	1
Aldi, Saltbox Road, Bognor Regis, PO22 9FP	1.0%	5	0.5%	0	0.8%	1	0.0%	0	1.9%	1	3.3%	3
Asda Express (Petrol Station), A27, Arundel Road, Chichester, PO18 0DU	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Asda Express (Petrol Station), Chichester Road, Bognor Regis, PO21 5DS	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	3.5%	17	1.0%	1	1.3%	1	6.6%	13	3.0%	2	1.0%	1
Co-op, Chichester Road, Bognor Regis, PO21 2XH	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferring Street, Ferring, Worthing, BN12 5JP	1.4%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0	0.0%	0
Co-op, Field Place Parade, The Strand, Goring on Sea, Worthing, BN12 6BS	0.4%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Co-op, Main Road, Yapton, BN18 0EY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Co-op, Queen Street, Arundel, BN18 9JG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, The Square, Barnham, Bognor Regis, PO22 0HB	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Iceland (Food Warehouse), Barnfield Drive, Chichester, PO19 6UX	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Iceland, High Street, Bognor Regis, PO21 1SJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, Surrey Street, Littlehampton, BN17 5AZ	0.4%	2	0.0%	0	1.9%	1	0.3%	1	0.0%	0	0.0%	0
Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	0	0.0%	0
Lidl, New Road, Littlehampton, BN17 5AX	2.9%	15	3.1%	3	4.6%	3	3.5%	7	0.6%	0	2.3%	2
Lidl, Newlands Road, Bognor Regis, PO22 9FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, North Street, Worthing, BN11 1DU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	0	0.0%	0
Marks and Spencer BP Garage (M&S), London Road, Ashington, RH20 3AT	0.8%	4	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Foodhall (M&S), Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	1.2%	6	4.4%	4	0.0%	0	0.0%	0	0.6%	0	2.1%	2
Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Morrisons Superstore, Bedford Street, Bognor Regis, PO21 1QP	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Morrisons Superstore,	4.5%	23	9.2%	8	8.4%	5	0.3%	1	11.7%	8	0.5%	0

Littlehampton Household Survey
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Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Hawthorn Road, Wick, Littlehampton, BN17 7LA												
Sainsbury's Local, Goring Road, Goring by Sea, BN12 4NX	1.2%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	1.0%	5	0.0%	0	4.1%	3	0.3%	1	2.8%	2	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	0.7%	4	2.4%	2	1.7%	1	0.0%	0	0.0%	0	0.5%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	11.8%	59	9.7%	8	13.9%	9	17.0%	33	11.5%	8	1.0%	1
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	3.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	18
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	2.1%	11	0.5%	0	0.0%	0	0.0%	0	5.2%	4	7.3%	6
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY	4.0%	20	0.0%	0	3.6%	2	9.2%	18	0.0%	0	0.0%	0
Tesco Express, Finisterre Way, Littlehampton, BN17 6RA	0.6%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR	1.3%	6	0.0%	0	0.4%	0	3.2%	6	0.0%	0	0.0%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	8.2%	41	0.0%	0	0.0%	0	10.3%	20	29.2%	21	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	14.2%	71	43.8%	37	15.8%	10	5.6%	11	8.3%	6	8.2%	7
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	3.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	15
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton, Arundel, BN18 0SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Waitrose (Little), Shell Garage, Rustington Bypass, East Field, BN17 6LE	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	1.5%	7	0.0%	0	1.3%	1	2.6%	5	1.7%	1	0.5%	0
Waitrose, High Street, Worthing, BN11 1LL	0.8%	4	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Waitrose, Via Ravenna, Chichester, PO19 1RD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Internet / delivered	13.9%	70	9.3%	8	22.0%	14	12.8%	25	16.5%	12	13.0%	11
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Runcton Farm Shop, Lagness Road, Chichester, PO20 1LJ	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.8%	14	0.5%	0	0.8%	1	5.8%	11	1.7%	1	1.0%	1
Weighted base:	501		85		63		194		72		88	
Sample:	501		100		100		100		101		100	

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Meanscore: [£]												
Q11 How much on average does your household normally spend on a main food shopping trip?												
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.3%	1	0.5%	0	0.8%	1	0.0%	0	0.6%	0	0.0%	0
£11 - £15	0.5%	3	1.4%	1	0.4%	0	0.3%	1	0.0%	0	0.5%	0
£16 - £20	1.3%	6	5.4%	5	0.4%	0	0.3%	1	0.6%	0	0.5%	0
£21 - £25	2.1%	11	10.4%	9	2.3%	1	0.0%	0	0.6%	0	0.0%	0
£26 - £30	2.0%	10	1.0%	1	2.9%	2	0.7%	1	6.8%	5	1.5%	1
£31 - £35	2.5%	12	2.6%	2	1.3%	1	1.0%	2	1.1%	1	7.6%	7
£36 - £40	3.0%	15	5.2%	4	2.1%	1	1.9%	4	3.6%	3	3.1%	3
£41 - £45	2.0%	10	2.4%	2	0.8%	1	0.3%	1	7.7%	6	1.5%	1
£46 - £50	5.2%	26	8.7%	7	3.4%	2	2.8%	5	9.0%	6	5.1%	4
£51 - £60	9.0%	45	14.6%	12	2.5%	2	10.5%	20	3.9%	3	9.2%	8
£61 - £70	8.7%	44	14.6%	12	12.3%	8	5.3%	10	6.4%	5	9.7%	9
£71 - £80	9.5%	47	0.5%	0	12.3%	8	12.2%	24	8.8%	6	10.5%	9
£81 - £90	9.8%	49	10.1%	9	15.9%	10	10.9%	21	2.8%	2	8.4%	7
£91 - £100	14.0%	70	7.5%	6	11.4%	7	19.3%	37	11.9%	9	12.4%	11
£101 - £110	1.8%	9	2.6%	2	0.8%	1	3.2%	6	0.0%	0	0.0%	0
£111 - £120	6.0%	30	1.7%	1	1.9%	1	9.7%	19	10.4%	7	1.5%	1
£121 - £130	4.0%	20	1.4%	1	7.7%	5	3.0%	6	6.0%	4	4.3%	4
£131 - £140	1.8%	9	4.0%	3	0.0%	0	1.1%	2	0.6%	0	3.3%	3
£141 - £150	4.2%	21	1.9%	2	5.4%	3	5.0%	10	1.7%	1	5.8%	5
£151 - £175	1.1%	6	0.0%	0	5.6%	4	0.0%	0	0.0%	0	2.3%	2
£176 - £200	3.4%	17	1.7%	1	3.6%	2	3.7%	7	4.7%	3	3.3%	3
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.5%	2	0.0%	0	0.0%	0	0.3%	1	2.5%	2	0.0%	0
(Don't know / varies)	6.3%	32	1.4%	1	2.1%	1	8.1%	16	10.7%	8	6.6%	6
(Refused)	1.1%	5	0.5%	0	4.0%	2	0.3%	1	0.0%	0	2.1%	2
Mean:	88.53		67.50		94.11		96.14		90.85		87.63	
Weighted base:	501		85		63		194		72		88	
Sample:	501		100		100		100		101		100	

Littlehampton Household Survey
for Quod

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q12 Where did you last undertake your household's small scale 'top-up' food shopping?												
Aldi, Carlton Terrace, Portslade, BN41 1XF	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Aldi, Manor Retail Park, Rustington, BN16 3FH	1.8%	9	0.0%	0	4.0%	2	3.4%	7	0.0%	0	0.0%	0
Aldi, Pavilion Retail Park, Lewes Road, Brighton, BN2 3QA	1.2%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Asda Express (Petrol Station), Chichester Road, Bognor Regis, PO21 5DS	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Asda Supermarket, South Street, Lancing, Brighton, BN15 8AG	1.1%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	3.8%	19	0.5%	0	4.1%	3	6.3%	12	5.4%	4	0.0%	0
Co-op, Chichester Road, Bognor Regis, PO21 2XH	2.4%	12	0.0%	0	3.6%	2	3.0%	6	0.0%	0	4.8%	4
Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB	1.0%	5	0.0%	0	4.1%	3	1.1%	2	0.0%	0	0.0%	0
Co-op, Ferring Street, Ferring, Worthing, BN12 5JP	2.1%	11	0.0%	0	0.0%	0	5.5%	11	0.0%	0	0.0%	0
Co-op, Field Place Parade, The Strand, Goring on Sea, Worthing, BN12 6BS	1.9%	9	0.0%	0	0.0%	0	4.6%	9	0.6%	0	0.0%	0
Co-op, Main Road, Yapton, BN18 0EY	0.7%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Co-op, Malcom Road, Tangmere, Chichester, PO20 2HS	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Co-op, Queen Street, Arundel, BN18 9JG	4.7%	24	1.7%	1	0.0%	0	0.0%	0	30.8%	22	0.0%	0
Co-op, Station Parade, East Preston, Littlehampton, BN16 3AE	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Co-op, The Square, Angmering, Littlehampton, BN16 4EA	1.1%	6	0.0%	0	0.0%	0	2.1%	4	2.2%	2	0.0%	0
Co-op, The Square, Barnham, Bognor Regis, PO22 0HB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Iceland, Churchill Parade, Rustington, BN16 3DE	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Iceland, Surrey Street, Littlehampton, BN17 5AZ	0.3%	2	0.5%	0	0.8%	1	0.3%	1	0.0%	0	0.0%	0
Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lidl, New Road, Littlehampton, BN17 5AX	2.2%	11	7.6%	6	2.9%	2	0.3%	1	0.0%	0	2.3%	2
Lidl, Newlands Road, Bognor Regis, PO22 9FJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Lidl, North Street, Worthing, BN11 1DU	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Marks and Spencer (M&S), East Street, Chichester, PO19 1HS	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
0EP												
Marks and Spencer BP Garage (M&S), Rustington, Littlehampton, BN16 3LS	1.2%	6	1.7%	1	7.1%	4	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Foodhall (M&S), Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Morrisons Superstore, Bedford Street, Bognor Regis, PO21 1QP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	5.1%	26	24.7%	21	5.9%	4	0.3%	1	0.6%	0	0.0%	0
Premier (AA Mini Market), Clun Road, Wick, Littlehampton, BN17 7ER	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier (Corner Shop), 109 Felpham Road, Bognor Regis, PO22 7PW	0.8%	4	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Elmer Road, Bognor Regis, PO22 6HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Premier, Palatine Road, Worthing, BN12 6JH	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Sainsbury's Local, Goring Road, Goring by Sea, BN12 4NX	2.4%	12	0.0%	0	0.0%	0	6.3%	12	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	1.1%	6	2.9%	2	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	1.4%	7	0.5%	0	3.6%	2	2.3%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	2
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY	1.8%	9	0.0%	0	3.6%	2	3.2%	6	1.1%	1	0.0%	0
Tesco Express, Barnham Road, Barnham, PO22 0ES	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
Tesco Express, Felpham Way, Bognor Regis, PO22 8QW	1.1%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.1%	4
Tesco Express, Finisterre Way, Littlehampton, BN17 6RA	4.2%	21	5.2%	4	16.6%	10	3.2%	6	0.0%	0	0.0%	0
Tesco Express, Goring Road, Worthing, BN12 4AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY	0.4%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR	1.5%	8	0.0%	0	0.4%	0	3.8%	7	0.0%	0	0.0%	0
Tesco Extra, Fullbeck Way,	1.1%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0

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Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
West Durrington, Worthing, BN13 3FG												
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	4.6%	23	15.9%	14	3.8%	2	0.0%	0	0.6%	0	7.4%	7
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Waitrose (Little), Shell Garage, Rustington Bypass, East Field, BN17 6LE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	3.1%	15	0.5%	0	2.1%	1	7.1%	14	0.0%	0	0.0%	0
Waitrose, High Street, Worthing, BN11 1LL	0.8%	4	0.0%	0	0.0%	0	1.1%	2	2.5%	2	0.0%	0
Welcome (Southern Co-op), Half Moon Parade, Worthing, BN13 2EL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Internet / delivered	2.7%	13	0.0%	0	7.5%	5	3.3%	6	1.1%	1	1.5%	1
B. Wadsworth, The Street, Rustington, Littlehampton, BN16 3DP	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.1%	4
Booker Worthing, Broadwater Trading Estate, Southdownview Road, Worthing, BN14 8NT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN	0.4%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Gaskyns Wholefoods, Queen Street, Arundel, BN18 9JG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Hillside Stores, Hill Terrace, Jarvis Road, Arundel, BN18 9LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Juniper, Tarrant Street, Arundel, BN18 9DG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Larkins Groceries & Provisions, Tarrant Street, Arundel, BN18 9DG	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Local shops, Rustington Local Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wick Local Centre, Littlehampton	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Elmer Road, Middleton-on-Sea, Bognor Regis, PO22 6DZ	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6
One Stop, North Lane, East Preston, Littlehampton, BN16 1HB	1.3%	6	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0
Pallant of Arundel, High Street, Arundel, BN18 9AD	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Seaview Stores, Sea Road, East Preston, Littlehampton, BN16 1NN	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Chichester Road, Bognor Regis, PO21 5AN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL	0.6%	3	0.0%	0	0.0%	0	1.1%	2	1.1%	1	0.0%	0
The Junction at Clapham, The Street, Clapham, Worthing, BN13 3UU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tudor Butchery, Middleton Road, Bognor Regis, PO22 6DF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Walberton News, Maple Parade, Walberton, BN18	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

Littlehampton Household Survey
for Quod

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
OPR												
(Don't know / can't remember)	2.7%	13	0.0%	0	4.4%	3	0.3%	1	1.7%	1	10.1%	9
(Don't do this type of shopping)	20.4%	102	30.3%	26	14.5%	9	19.7%	38	12.7%	9	23.1%	20
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Meanscore: [Distance in miles]

Q13 How far did you travel to do your small scale 'top-up' food shopping at (STORE MENTIONED AT Q12)?
Not those that said 'Internet / delivered', 'Don't know / can't remember' or 'Don't do this type of shopping' at Q12

Up to 1/2 mile	38.3%	143	42.4%	25	45.3%	21	38.7%	57	42.9%	26	22.8%	13
Over 1/2 mile - 1 mile	22.0%	82	30.5%	18	13.3%	6	26.9%	40	16.3%	10	13.4%	8
Over 1 mile - 2 miles	11.7%	44	10.4%	6	15.7%	7	10.9%	16	8.5%	5	15.3%	9
Over 2 miles - 4 miles	12.1%	45	8.4%	5	25.2%	12	10.0%	15	12.0%	7	11.4%	7
Over 4 miles	10.7%	40	2.0%	1	0.0%	0	8.5%	13	10.7%	6	33.9%	19
(Don't know / can't remember)	5.1%	19	6.3%	4	0.6%	0	5.0%	7	9.7%	6	3.2%	2
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.80		1.11		1.42		1.88		1.50		2.91
Weighted base:		372		59		46		149		61		57
Sample:		345		57		68		72		73		75

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for Quod

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q14 Where did you undertake your top-up food shopping the time before last?												
<i>Not those that said 'Internet / delivered' or 'Don't do this type of shopping' at Q12</i>												
Aldi, Manor Retail Park, Rustington, BN16 3FH	2.8%	11	0.0%	0	7.2%	4	4.2%	7	0.6%	0	0.0%	0
Aldi, Saltbox Road, Bognor Regis, PO22 9FP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	5.1%	20	0.0%	0	0.5%	0	11.5%	18	2.9%	2	0.0%	0
Co-op, Chichester Road, Bognor Regis, PO21 2XH	3.8%	15	0.0%	0	9.2%	5	3.8%	6	0.0%	0	7.1%	4
Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB	0.6%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-op, Ferring Street, Ferring, Worthing, BN12 5JP	2.5%	10	0.0%	0	0.0%	0	6.0%	9	0.6%	0	0.0%	0
Co-op, Field Place Parade, The Strand, Goring on Sea, Worthing, BN12 6BS	0.8%	3	0.0%	0	0.0%	0	1.8%	3	0.6%	0	0.0%	0
Co-op, Main Road, Yapton, BN18 0EY	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	7
Co-op, Malcom Road, Tangmere, Chichester, PO20 2HS	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Co-op, Queen Street, Arundel, BN18 9JG	5.2%	20	2.4%	1	0.0%	0	0.0%	0	30.5%	19	0.0%	0
Co-op, Station Parade, East Preston, Littlehampton, BN16 3AE	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, The Square, Angmering, Littlehampton, BN16 4EA	1.4%	6	0.0%	0	0.0%	0	3.0%	5	1.3%	1	0.0%	0
Co-op, The Square, Barnham, Bognor Regis, PO22 0HB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Iceland, Churchill Parade, Rustington, BN16 3DE	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Iceland, Surrey Street, Littlehampton, BN17 5AZ	0.5%	2	0.0%	0	2.6%	1	0.4%	1	0.0%	0	0.0%	0
Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, New Road, Littlehampton, BN17 5AX	1.0%	4	3.1%	2	0.5%	0	0.8%	1	0.0%	0	0.8%	0
Lidl, Newlands Road, Bognor Regis, PO22 9FJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Marks and Spencer (M&S), East Street, Chichester, PO19 1HS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW	0.5%	2	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0
Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks and Spencer BP Garage (M&S), Rustington, Littlehampton, BN16 3LS	0.9%	4	2.4%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Foodhall (M&S), Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	1.7%	6	7.0%	4	0.5%	0	0.0%	0	0.0%	0	3.5%	2
Marks and Spencer Foodhall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

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Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
(M&S), Portfield Retail Park, Chichester, PO19 7YH												
Morrisons Superstore, Bedford Street, Bognor Regis, PO21 1QP	1.9%	7	0.0%	0	0.0%	0	3.8%	6	0.0%	0	2.3%	1
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	5.5%	21	23.0%	14	5.4%	3	0.4%	1	6.1%	4	0.8%	0
Premier, Elmer Road, Bognor Regis, PO22 6HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Local, Goring Road, Goring by Sea, BN12 4NX	0.7%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	2.5%	10	10.9%	6	6.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	2.4%	9	4.4%	3	6.1%	3	2.2%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY	6.2%	24	0.0%	0	9.5%	5	11.5%	18	1.9%	1	0.0%	0
Tesco Express, Barnham Road, Barnham, PO22 0ES	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Tesco Express, Felpham Way, Bognor Regis, PO22 8QW	2.0%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	11.9%	7
Tesco Express, Finisterre Way, Littlehampton, BN17 6RA	4.7%	18	13.5%	8	19.8%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goring Road, Worthing, BN12 4AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY	3.5%	13	0.0%	0	0.0%	0	8.6%	13	0.0%	0	0.0%	0
Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR	1.8%	7	0.0%	0	0.5%	0	4.4%	7	0.0%	0	0.0%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	2.6%	10	0.0%	0	0.0%	0	0.0%	0	16.3%	10	0.0%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	1.0%	4	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	2.9%	11	12.8%	8	1.0%	1	0.0%	0	0.6%	0	4.6%	3
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Waitrose (Little), Shell Garage, Rustington Bypass, East Field, BN17 6LE	0.6%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	3.3%	13	6.5%	4	6.0%	3	3.7%	6	0.0%	0	0.0%	0
Waitrose, High Street, Worthing, BN11 1LL	0.6%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Internet / delivered	6.9%	27	0.0%	0	4.4%	2	11.7%	18	7.9%	5	2.3%	1

Littlehampton Household Survey
for Quod

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Asda Superstore, Carden Avenue, Hollingbury, Brighton, BN1 8AS	1.4%	5	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
B. Wadsworth, The Street, Rustington, Littlehampton, BN16 3DP	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	1.6%	6	0.7%	0	0.0%	0	0.0%	0	0.6%	0	9.2%	5
Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN	1.0%	4	3.1%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Ferring Stores, The Pantiles, Ferring, Worthing, BN12 5NE	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Gaskyns Wholefoods, Queen Street, Arundel, BN18 9JG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Hillside Stores, Hill Terrace, Jarvis Road, Arundel, BN18 9LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
John May Butchers, Ferring Street, Ferring, Worthing, BN12 5JP	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Larkins Groceries & Provisions, Tarrant Street, Arundel, BN18 9DG	1.1%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Local shops, Middleton-on-Sea Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Rustington Local Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wick Local Centre, Littlehampton	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Lakesmere Road, Waterloooville, PO8 9FB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
One Stop, Elmer Road, Middleton-on-Sea, Bognor Regis, PO22 6DZ	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
One Stop, North Lane, East Preston, Littlehampton, BN16 1HB	1.8%	7	0.0%	0	0.0%	0	4.6%	7	0.0%	0	0.0%	0
Pallant of Arundel, High Street, Arundel, BN18 9AD	1.4%	5	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0
Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL	0.7%	3	0.0%	0	0.0%	0	1.4%	2	0.6%	0	0.0%	0
The Cabin, Norfolk House, Beach Road, Littlehampton, BN17 5HZ	0.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Junction at Clapham, The Street, Clapham, Worthing, BN13 3UU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Walberton News, Maple Parade, Walberton, BN18 0PR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Worthing Market, Montague Street, Worthing, BN11 3BW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(Don't know / can't remember)	2.8%	11	0.7%	0	0.0%	0	5.8%	9	0.6%	0	1.5%	1
Weighted base:	385			59		51		155		62		58
Sample:	354			57		70		74		75		78

Littlehampton Household Survey
for Quod

Weighted:

November 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Meanscore: [£]												
Q15 How much on average does your household normally spend on a 'top-up' food shopping trip?												
Not those that said 'Don't do this type of shopping' at Q12												
£1 - £5	12.6%	50	8.5%	5	13.4%	7	8.2%	13	20.1%	13	18.6%	12
£6 - £10	15.8%	63	19.4%	12	16.7%	9	15.0%	23	17.6%	11	12.3%	8
£11 - £15	12.7%	50	21.4%	13	10.7%	6	11.8%	18	12.0%	8	9.0%	6
£16 - £20	13.6%	54	12.8%	8	4.2%	2	18.3%	29	10.5%	7	14.0%	9
£21 - £25	7.6%	30	16.1%	10	5.9%	3	1.6%	3	8.5%	5	14.5%	10
£26 - £30	8.8%	35	11.1%	7	15.9%	8	5.9%	9	16.0%	10	1.3%	1
£31 - £35	3.9%	16	3.1%	2	8.3%	4	5.8%	9	0.0%	0	0.7%	0
£36 - £40	2.4%	9	0.0%	0	1.5%	1	3.8%	6	0.6%	0	3.3%	2
£41 - £45	1.6%	6	0.0%	0	0.5%	0	3.4%	5	0.6%	0	0.7%	0
£46 - £50	8.4%	33	7.0%	4	7.5%	4	12.1%	19	6.2%	4	3.7%	2
£51 - £60	2.5%	10	0.0%	0	0.5%	0	3.7%	6	0.0%	0	5.7%	4
£61 - £70	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
£71 - £80	1.6%	6	0.0%	0	0.5%	0	4.0%	6	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	28	0.7%	0	9.2%	5	6.0%	9	7.8%	5	12.9%	9
(Refused)	1.3%	5	0.0%	0	5.2%	3	0.4%	1	0.0%	0	2.7%	2
Mean:	22.85		19.74		22.15		27.23		17.88		20.50	
Weighted base:	399		59		54		156		63		67	
Sample:	365		57		73		75		78		82	

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q16 Where did you last undertake shopping for clothes, footwear and other fashion goods?												
Asda Supermarket, South Street, Lancing, Brighton, BN15 8AG	2.5%	12	0.0%	0	0.0%	0	6.4%	12	0.0%	0	0.0%	0
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	0.9%	5	0.0%	0	0.8%	1	0.0%	0	3.0%	2	2.3%	2
Marks and Spencer (M&S), East Street, Chichester, PO19 1HS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0
Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW	1.8%	9	0.0%	0	2.1%	1	3.1%	6	2.2%	2	0.0%	0
Marks and Spencer (M&S), North Street, Chichester, PO19 1LB	0.6%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	0.7%	4	4.0%	3	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	3.1%	16	4.3%	4	3.2%	2	2.4%	5	6.0%	4	1.0%	1
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.9%	4	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.3%	2
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	0.4%	2	0.0%	0	0.0%	0	0.3%	1	1.7%	1	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	1.4%	7	5.4%	5	0.8%	1	0.0%	0	1.1%	1	1.0%	1
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Arundel Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bognor Regis Town Centre	1.0%	5	0.5%	0	1.3%	1	0.0%	0	0.0%	0	4.6%	4
Brighton City Centre	1.5%	7	4.5%	4	0.8%	1	1.1%	2	1.1%	1	0.0%	0
Central London / West End	0.6%	3	0.5%	0	0.0%	0	1.1%	2	0.6%	0	0.0%	0
Chichester City Centre	8.1%	41	4.0%	3	7.5%	5	2.1%	4	5.8%	4	27.7%	24
Littlehampton Town Centre	2.2%	11	5.9%	5	4.4%	3	0.3%	1	2.8%	2	0.5%	0
Portsmouth City Centre	1.0%	5	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Worthing Town Centre	8.5%	42	7.1%	6	8.4%	5	11.5%	22	12.1%	9	0.0%	0
Goring-by-Sea District Centre, Worthing	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Findon Valley Local Centre, Worthing	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limbrick Corner Local Centre, Goring-by-Sea	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Rustington Local Centre, Littlehampton	1.1%	6	1.0%	1	1.7%	1	1.3%	3	1.7%	1	0.0%	0
Wick Local Centre, Littlehampton	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.9%	4	2.6%	2	1.3%	1	0.0%	0	0.6%	0	1.0%	1
Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH	2.7%	14	0.5%	0	0.4%	0	6.7%	13	0.0%	0	0.0%	0
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	1.2%	6	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0

Littlehampton Household Survey for Quod

Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	1.7%	9	1.9%	2	1.5%	1	1.0%	2	5.8%	4	0.0%	0
Abroad	2.2%	11	0.0%	0	4.5%	3	3.2%	6	0.6%	0	1.8%	2
Internet	37.5%	188	42.2%	36	39.7%	25	38.9%	75	29.9%	22	34.7%	30
Mail order / catalogue	3.6%	18	3.1%	3	3.8%	2	0.3%	1	7.3%	5	8.1%	7
TV shopping	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Barnham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0
Cardiff City Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Costco Southampton, Regents Park Road, Southampton, SO15 8TA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Crawley Town Centre	0.7%	4	1.7%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Crowborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Dover Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ	0.3%	1	0.5%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0
Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Lockerbie Town Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Tollbar Way, Hedge End, Southampton, SO30 2UH	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Newbridge Nurseries Garden Centre, Billingshurst Road, Broadbridge Heath, Horsham, RH12 3LN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Padstow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Stockley Outdoor & Equestrian, Bridge Road, Wick, Littlehampton, BN17 5DF	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(Don't know / can't remember)	6.5%	33	1.4%	1	1.3%	1	9.5%	18	9.8%	7	5.9%	5
(Don't do this type of shopping)	0.7%	3	1.4%	1	1.5%	1	0.7%	1	0.0%	0	0.0%	0
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q17 Where did you last undertake your household's shopping for furniture, floor coverings and household textiles?												
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	0.7%	3	0.5%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	0.9%	5	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bognor Regis Town Centre	2.1%	10	5.9%	5	1.3%	1	0.7%	1	0.0%	0	3.8%	3
Brighton City Centre	0.3%	2	0.0%	0	1.5%	1	0.3%	1	0.0%	0	0.0%	0
Central London / West End	0.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Chichester City Centre	1.0%	5	1.0%	1	0.0%	0	1.1%	2	2.2%	2	0.5%	0
Littlehampton Town Centre	2.3%	12	10.4%	9	2.9%	2	0.0%	0	0.0%	0	1.0%	1
Portsmouth City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Shoreham-by-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Worthing Town Centre	2.7%	13	1.9%	2	1.7%	1	4.7%	9	2.2%	2	0.0%	0
Goring-by-Sea District Centre, Worthing	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldsworth Parade Local Centre, Goring-by-Sea	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Broadwater Road Local Centre, Worthing	1.2%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Findon Valley Local Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Rustington Local Centre, Littlehampton	1.1%	5	1.0%	1	0.4%	0	1.3%	3	1.9%	1	0.5%	0
Wick Local Centre, Littlehampton	0.3%	1	0.5%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.8%	4	2.1%	2	1.7%	1	0.0%	0	0.0%	0	1.5%	1
Downlands Retail Park, Lyons Way, Worthing, BN14 9LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9LA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH	1.5%	8	4.9%	4	3.8%	2	0.3%	1	0.0%	0	0.5%	0
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	4.1%	21	4.0%	3	0.4%	0	3.3%	6	10.5%	8	3.3%	3
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	7.1%	35	9.5%	8	11.4%	7	1.9%	4	15.6%	11	5.9%	5
Wickes, Railside Retail Park, Shripney Road, Bognor Regis, PO22 9NG	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
West Worthing Local Centre, Worthing, BN11 4SR	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Chichester Bedding Centre, A259, Bosham, Chichester, PO18 8NN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Eazylay Flooring & Beds, Clock Park, Bognor Regis, PO22 9NH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ford Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	0.9%	5	0.5%	0	1.5%	1	1.5%	3	0.6%	0	0.0%	0
Abroad	1.7%	8	0.0%	0	3.6%	2	3.2%	6	0.0%	0	0.0%	0
Internet	30.0%	151	24.8%	21	23.1%	14	37.1%	72	23.0%	17	30.3%	27
Mail order / catalogue	2.0%	10	0.5%	0	4.1%	3	3.3%	6	0.0%	0	0.5%	0
TV shopping	1.0%	5	0.0%	0	7.7%	5	0.0%	0	0.0%	0	0.0%	0
Angmering Village Centre	1.2%	6	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Bedford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Dunelm, Eastern Avenue, Shoreham-by-Sea, BN43 6PD	1.1%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
East Preston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Fairway Furniture, Newton Road, Kingsteignton, Newton Abbot, TQ12 3AD	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferring Local Centre, Worthing	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Fittleworth Village Hall, School Lane, Fittleworth, RH20 1JB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Furniture Village, Old Shoreham Road, Hove, Brighton, BN3 7BD	1.0%	5	0.5%	0	0.0%	0	2.3%	4	0.6%	0	0.0%	0
Goldstone Retail Park, Poynter Road, Hove, Brighton, BN3 7AN	3.0%	15	4.0%	3	3.6%	2	4.2%	8	1.7%	1	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton, SO30 4RT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Horley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Kingstanding Retail Park, Longfield Road, Tunbridge Wells, TN2 3UP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lymington Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Notcutts Garden Pride, Common Lane, Ditchling, Hassocks, BN6 8TN	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regency Carpets, Findon Road, Findon Valley, Worthing, BN14 0EL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sargeant Carpets, Arun Business Park, Shripney Road, Bognor Regis, PO22 9SX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
South Downs Nurseries, Brighton Road, Hassocks, BN6 9LY	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wellington Retail Park, Hambleton Road, Waterlooville, PO7 7FG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
West Quay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
(Don't know / can't remember)	12.6%	63	5.0%	4	13.4%	8	9.8%	19	12.0%	9	26.0%	23
(Don't do this type of shopping)	12.9%	65	15.9%	14	10.5%	7	11.0%	21	17.3%	12	12.3%	11
Weighted base:		501		85		63		194		72		88

Littlehampton Household Survey
for Quod

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Sample:	501	100	100	100	101	100

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q18 Where did you last undertake your household's shopping for DIY and decorating goods?												
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bognor Regis Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0
Littlehampton Town Centre	0.4%	2	0.5%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.6%	3	0.0%	0	0.0%	0	1.5%	3	0.6%	0	0.0%	0
Goring-by-Sea District Centre, Worthing	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
West Durrington District Centre, Worthing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Rustington Local Centre, Littlehampton	0.3%	1	0.0%	0	0.4%	0	0.3%	1	0.6%	0	0.0%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	0.4%	2	0.0%	0	0.0%	0	0.3%	1	0.6%	0	1.0%	1
Barnfield Retail Park, Barnfield Drive, Chichester, PO19 6UX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.4%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Discovery Park, Westhampnett Road, Chichester, PO19 6UX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Downlands Retail Park, Lyons Way, Worthing, BN14 9LA	0.3%	1	0.0%	0	0.0%	0	0.3%	1	1.1%	1	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9LA	1.2%	6	0.0%	0	0.4%	0	3.1%	6	0.0%	0	0.0%	0
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	1.1%	5	1.0%	1	0.4%	0	1.3%	3	2.5%	2	0.0%	0
B&Q, Shripney Road, Bognor Regis, PO22 9NF	9.0%	45	7.6%	6	9.7%	6	0.0%	0	4.4%	3	33.7%	30
B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA	7.9%	39	0.0%	0	0.0%	0	13.4%	26	18.7%	13	0.0%	0
Homebase, Disccovery Park, Westhampnett Road, Chichester, PO19 6UX	1.1%	5	0.0%	0	0.0%	0	0.3%	1	4.1%	3	2.1%	2
Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA	18.5%	93	33.4%	28	39.2%	25	7.6%	15	23.4%	17	9.2%	8
Wickes, Railside Retail Park, Shripney Road, Bognor Regis, PO22 9NG	2.2%	11	0.0%	0	0.0%	0	0.0%	0	4.7%	3	8.5%	7
Wickes, Dominion Road, Worthing, BN14 8JP	1.6%	8	0.0%	0	0.0%	0	3.0%	6	2.8%	2	0.0%	0
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN17 5RA	0.6%	3	2.6%	2	0.0%	0	0.3%	1	0.6%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Abroad	1.6%	8	0.0%	0	3.6%	2	3.0%	6	0.0%	0	0.0%	0
Internet	18.5%	93	21.7%	18	11.8%	7	28.7%	56	1.1%	1	11.8%	10
Mail order / catalogue	4.1%	21	0.0%	0	4.1%	3	9.4%	18	0.0%	0	0.0%	0
TV shopping	2.4%	12	0.0%	0	0.0%	0	6.2%	12	0.0%	0	0.0%	0
Angmering Village Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewers Decorator Centre, Woods Way, Mulberry Lane, Goring-by-Sea, BN12 4QY	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Martlets Trading Estate, Martlets Way, Goring-by-Sea, Worthing,	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0

Littlehampton Household Survey
for Quod

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
BN12 4HF												
Middleton-on-Sea Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ	2.4%	12	1.4%	1	2.3%	1	5.0%	10	0.0%	0	0.0%	0
Travis Perkins, Clapham Common, Clapham, Worthing, BN13 3UR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Travis Perkins, Pier Road, Littlehampton, BN17 5BB	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.3%	37	3.8%	3	1.7%	1	6.6%	13	12.0%	9	12.5%	11
(Don't do this type of shopping)	15.9%	80	25.0%	21	23.7%	15	7.9%	15	19.7%	14	16.1%	14
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Littlehampton Household Survey
for Quod

Weighted:

November 2024

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q19 Where did you last undertake your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?												
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	0.7%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	1.6%	8	0.0%	0	3.6%	2	3.0%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	2.5%	13	2.6%	2	3.4%	2	1.0%	2	9.0%	6	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	0.3%	1	0.0%	0	0.0%	0	0.3%	1	1.1%	1	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	1.8%	9	3.1%	3	2.9%	2	0.0%	0	6.3%	5	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bognor Regis Town Centre	1.1%	5	0.0%	0	0.4%	0	0.3%	1	0.0%	0	5.1%	4
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Chichester City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Littlehampton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0
Worthing Town Centre	2.8%	14	0.5%	0	0.4%	0	5.5%	11	3.6%	3	0.0%	0
Goring-by-Sea District Centre, Worthing	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
West Durrington District Centre, Worthing	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Manor Parade Local Centre, Durrington, Worthing	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Rustington Local Centre, Littlehampton	1.6%	8	1.4%	1	1.3%	1	2.9%	6	0.6%	0	0.0%	0
Tarring Road Local Centre, West Worthing	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Downlands Retail Park, Lyons Way, Worthing, BN14 9LA	1.9%	10	0.0%	0	0.4%	0	1.9%	4	7.7%	6	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9LA	2.1%	10	0.0%	0	1.5%	1	4.3%	8	1.7%	1	0.0%	0
Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	4.3%	21	5.8%	5	4.4%	3	0.3%	1	3.3%	2	12.1%	11
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	0.5%	2	1.4%	1	0.4%	0	0.0%	0	0.6%	0	0.5%	0
B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA	0.3%	1	0.0%	0	0.4%	0	0.3%	1	0.0%	0	0.5%	0
Wickes, Railside Retail Park, Shripney Road, Bognor Regis, PO22 9NG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN17 5RA	18.0%	90	36.3%	31	23.8%	15	8.3%	16	15.7%	11	19.4%	17
West Worthing Local Centre,	0.3%	1	0.0%	0	0.4%	0	0.3%	1	0.6%	0	0.0%	0

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Worthing, BN11 4SR											
Peacehaven Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
North Bersted Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Internet	39.6%	199	30.5%	26	39.3%	25	52.0%	101	18.1%	13	39.1%
Mail order / catalogue	1.9%	9	0.0%	0	4.0%	2	3.5%	7	0.0%	0	0.0%
TV shopping	3.1%	15	4.4%	4	0.0%	0	6.0%	12	0.0%	0	0.0%
A1 Services, Oving Road, Chichester, PO19 7EW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Aldi, Saltbox Road, Bognor Regis, PO22 9FP	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Bristol City Centre	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco Southampton, Regents Park Road, Southampton, SO15 8TA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%
Eastbourne Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Ferring Local Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Horsham Town Centre	0.6%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%
Howdens, Dominion Way, Rustington, Littlehampton, BN16 3HQ	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Lidl, New Road, Littlehampton, BN17 5AX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Lidl, Newlands Road, Bognor Regis, PO22 9FJ	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%
Reigate Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Storrington Town Centre	7.1%	35	2.4%	2	6.9%	4	4.9%	9	19.4%	14	6.4%
(Don't know / can't remember)											
(Don't do this type of shopping)	2.6%	13	5.9%	5	4.4%	3	0.7%	1	3.3%	2	1.5%
Weighted base:		501		85		63		194		72	
Sample:		501		100		100		100		101	

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5			
Q20 Where did you last undertake your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?													
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	0.4%	2	1.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	0.5%	2	0.5%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	1.5%	7	0.0%	0	0.0%	0	3.2%	6	1.1%	1	0.5%	0	
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	1.1%	6	0.5%	0	0.4%	0	0.0%	0	5.8%	4	1.0%	1	
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	
Bognor Regis Town Centre	1.4%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	7.6%	7	
Brighton City Centre	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Chichester City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2	
Littlehampton Town Centre	0.8%	4	1.9%	2	2.7%	2	0.0%	0	0.0%	0	0.5%	0	
Worthing Town Centre	0.8%	4	0.0%	0	0.0%	0	1.8%	3	0.6%	0	0.0%	0	
Broadwater District Centre, Worthing	0.5%	3	0.0%	0	0.0%	0	1.1%	2	0.6%	0	0.0%	0	
Rustington Local Centre, Littlehampton	1.3%	7	2.4%	2	0.0%	0	1.9%	4	1.1%	1	0.0%	0	
Tarring Road Local Centre, West Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	
Downlands Retail Park, Lyons Way, Worthing, BN14 9LA	3.6%	18	0.0%	0	4.1%	3	5.0%	10	8.0%	6	0.0%	0	
Lyons Farm Retail Park, Worthing, BN14 9LA	0.7%	4	0.0%	0	0.0%	0	1.5%	3	1.1%	1	0.0%	0	
Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	8.2%	41	6.8%	6	6.5%	4	5.8%	11	5.8%	4	18.2%	16	
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0	
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN17 5RA	15.2%	76	34.5%	29	25.2%	16	5.2%	10	12.7%	9	13.2%	12	
West Worthing Local Centre, Worthing, BN11 4SR	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	0	0.0%	0	
Abroad	1.3%	6	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	
Internet	35.8%	179	22.8%	19	32.5%	20	50.6%	98	26.3%	19	25.9%	23	
Mail order / catalogue	3.6%	18	2.1%	2	3.6%	2	3.3%	6	0.0%	0	8.4%	7	
TV shopping	2.8%	14	4.4%	4	7.1%	4	3.0%	6	0.0%	0	0.0%	0	
Costco Southampton, Regents Park Road, Southampton, SO15 8TA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	
Currys, Old Shoreham Road, Hove, BN3 7EU	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Horsham Town Centre	0.6%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	
Lymington Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	
Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Church	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	

Littlehampton Household Survey
for Quod

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Road, Hove, Brighton, BN3 2DL												
(Don't know / can't remember)	7.6%	38	8.0%	7	3.2%	2	5.3%	10	18.0%	13	6.9%	6
(Don't do this type of shopping)	9.3%	46	13.0%	11	11.7%	7	5.8%	11	13.1%	9	8.2%	7
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q21 Where did you last undertake your household's shopping on goods for personal care such as soaps, beauty products and medical goods?												
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	1.6%	8	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0
Morrisons Superstore, Bedford Street, Bognor Regis, PO21 1QP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	1.9%	10	1.7%	1	1.9%	1	3.2%	6	0.6%	0	0.5%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	1.5%	7	0.0%	0	0.0%	0	3.2%	6	1.7%	1	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	0.2%	1	0.5%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	4.7%	24	2.6%	2	5.7%	4	8.3%	16	2.8%	2	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8
Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR	0.6%	3	0.5%	0	0.0%	0	0.0%	0	0.6%	0	2.3%	2
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	5.8%	29	0.0%	0	0.0%	0	8.0%	15	19.0%	14	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	5.5%	28	10.6%	9	12.2%	8	1.5%	3	5.0%	4	5.1%	4
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9
Waitrose, Broadmark Lane, Rustington, BN16 2NE	1.7%	8	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0
Waitrose, High Street, Worthing, BN11 1LL	0.4%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Arundel Town Centre	3.8%	19	0.0%	0	0.0%	0	0.0%	0	26.6%	19	0.0%	0
Bognor Regis Town Centre	1.5%	8	0.5%	0	3.6%	2	0.0%	0	0.0%	0	5.7%	5
Chichester City Centre	1.0%	5	1.0%	1	0.4%	0	0.0%	0	1.7%	1	3.1%	3
Littlehampton Town Centre	7.7%	39	20.9%	18	28.0%	18	1.0%	2	1.7%	1	0.5%	0
Worthing Town Centre	5.9%	30	2.1%	2	0.0%	0	10.2%	20	11.3%	8	0.0%	0
Goring-by-Sea District Centre, Worthing	1.0%	5	0.0%	0	0.0%	0	0.3%	1	0.0%	0	4.8%	4
West Durrington District Centre, Worthing	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Findon Valley Local Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Manor Parade Local Centre, Durrington, Worthing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Rustington Local Centre, Littlehampton	5.0%	25	5.2%	4	10.3%	6	5.0%	10	6.0%	4	0.0%	0
Tarring Road Local Centre, West Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The Strand Local Centre, Goring-by-Sea	0.6%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Wick Local Centre, Littlehampton	4.5%	22	22.7%	19	2.9%	2	0.0%	0	1.7%	1	0.0%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Barnfield Retail Park, Barnfield Drive, Chichester, PO19 6UX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.8%	4	4.0%	3	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Discovery Park, Westhampnett Road,	1.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Chichester, PO19 6UX												
Downlands Retail Park, Lyons Way, Worthing, BN14 9LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9LA	4.5%	23	0.0%	0	0.0%	0	9.5%	18	5.7%	4	0.0%	0
Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH	1.7%	8	0.0%	0	3.6%	2	3.2%	6	0.0%	0	0.0%	0
Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Internet	19.4%	97	19.8%	17	10.2%	6	23.4%	45	5.8%	4	27.7%	24
Mail order / catalogue	2.7%	13	0.5%	0	0.0%	0	6.0%	12	0.6%	0	1.0%	1
TV shopping	1.4%	7	0.0%	0	11.2%	7	0.0%	0	0.0%	0	0.0%	0
Angmering Village Centre	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	0	0.0%	0
Barnham Village Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6
Boots Pharmacy, Finisterre Way, Littlehampton, BN17 6RA	1.7%	8	3.1%	3	9.2%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Yapton, BN18 0EY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Co-op, Queen Street, Arundel, BN18 9JG	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
East Preston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Elmer Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Felpham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ferring Local Centre, Worthing	0.4%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Felpham Relief Road, Newlands Road, Bognor Regis, PO22 9FJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lidl, New Road, Littlehampton, BN17 5AX	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.5%	0
Middleton-on-Sea Village Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	10
The Arundel Surgery, Green Lane Close, Arundel, BN18 9HG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Yapton Village Centre	0.4%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
(Don't know / can't remember)	0.4%	2	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.5%	0
(Don't do this type of shopping)	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q22 Where did you last undertake your household's shopping on small household goods, such as home furnishing, glass and china items?												
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	1.1%	5	0.0%	0	4.0%	2	0.3%	1	3.0%	2	0.0%	0
Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	0.2%	1	0.5%	0	0.4%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA	1.8%	9	0.0%	0	3.6%	2	3.2%	6	0.6%	0	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	0.7%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	4.8%	24	11.8%	10	10.6%	7	1.3%	3	6.5%	5	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	0.9%	4	0.0%	0	0.0%	0	0.7%	1	4.4%	3	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	2.4%	12	7.1%	6	1.9%	1	0.0%	0	1.7%	1	4.1%	4
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Arundel Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bognor Regis Town Centre	0.6%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.1%	3
Central London / West End	0.7%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	1.0%	1
Littlehampton Town Centre	1.7%	9	6.4%	5	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	1.5%	7	3.1%	3	0.4%	0	1.3%	3	2.8%	2	0.0%	0
Goring-by-Sea District Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
West Durrington District Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Rustington Local Centre, Littlehampton	1.8%	9	1.0%	1	8.0%	5	1.5%	3	0.0%	0	0.5%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	1.1%	6	4.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	3.3%	16	5.9%	5	0.0%	0	1.0%	2	4.1%	3	7.4%	7
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	7.5%	37	6.6%	6	8.4%	5	9.2%	18	10.8%	8	1.0%	1
B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Homebase, Discovery Park, Westhampnett Road, Chichester, PO19 6UX	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN17 5RA	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	2.1%	10	0.0%	0	0.0%	0	3.1%	6	0.0%	0	5.0%	4
Internet	25.0%	125	16.3%	14	10.8%	7	46.8%	91	6.6%	5	10.4%	9
Mail order / catalogue	1.4%	7	0.0%	0	11.6%	7	0.0%	0	0.0%	0	0.0%	0
TV shopping	2.2%	11	0.5%	0	7.7%	5	3.0%	6	0.0%	0	0.0%	0
Barnham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Furniture Village, Old Shoreham Road, Hove, Brighton, BN3 7BD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock, Grays, RM20 1WN	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Old Barn Garden Centre, Worthing Road, Dial Post, Horsham, RH13 8NR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Oxford City Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL	0.4%	2	0.0%	0	0.0%	0	0.3%	1	1.9%	1	0.0%	0
The Range, Westhampnett Road, Chichester, PO19 7ZL	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.0%	4
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent, ST4 8JG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
West Quay Shopping Centre, Harbour Parade, Southampton, SO15 1QF	0.8%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	14.5%	73	5.7%	5	15.3%	10	13.7%	27	18.7%	13	20.7%	18
(Don't do this type of shopping)	16.9%	85	14.9%	13	8.6%	5	14.1%	27	24.9%	18	24.5%	21
Weighted base:	501			85		63		194		72		88
Sample:	501			100		100		100		101		100

Littlehampton Household Survey
for Quod

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q23 Where did you last undertake your household's shopping on goods such as toys, games, bicycles and recreation goods?												
Asda Supermarket, South Street, Lancing, Brighton, BN15 8AG	1.3%	7	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.5%	0
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	0.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	2.7%	14	5.4%	5	2.3%	1	1.5%	3	6.0%	4	0.5%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	1.1%	6	2.6%	2	4.0%	2	0.0%	0	0.6%	0	0.5%	0
Bognor Regis Town Centre	0.4%	2	0.5%	0	0.8%	1	0.3%	1	0.0%	0	0.5%	0
Chichester City Centre	1.0%	5	4.0%	3	0.0%	0	0.0%	0	0.6%	0	1.5%	1
Littlehampton Town Centre	0.5%	3	2.1%	2	0.8%	1	0.0%	0	0.6%	0	0.0%	0
Portsmouth City Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	2.2%	11	1.0%	1	0.0%	0	4.4%	8	2.5%	2	0.0%	0
Goring-by-Sea District Centre, Worthing	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
West Durrington District Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Rustington Local Centre, Littlehampton	1.8%	9	0.0%	0	7.5%	5	2.1%	4	0.0%	0	0.5%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR	0.5%	3	0.0%	0	0.0%	0	0.3%	1	0.6%	0	1.8%	2
Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	1.3%	7	5.5%	5	2.5%	2	0.0%	0	0.6%	0	0.0%	0
Internet	30.4%	153	16.9%	14	28.0%	18	42.3%	82	20.6%	15	27.2%	24
Mail order / catalogue	3.1%	15	0.0%	0	8.0%	5	3.0%	6	0.0%	0	5.3%	5
TV shopping	2.2%	11	0.0%	0	7.7%	5	3.2%	6	0.0%	0	0.0%	0
Barnham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Birdham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Costco Southampton, Regents Park Road, Southampton, SO15 8TA	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Felpham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Halfords, Southampton Road, Park Gate, Fareham, SO31 6AF	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Hillier Garden Centre Chichester, Main Road, Chichester, PO18 8FL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Lakeside Retail Park, West Thurrock, Grays, RM20 1WN	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Lidl, Stane Street,	0.4%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0

Littlehampton Household Survey
for Quod

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Billingshurst, RH14 9LY												
Middleton-on-Sea Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
The Range, Westhampnett Road, Chichester, PO19 7ZL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't remember)	7.9%	40	9.3%	8	0.8%	1	7.2%	14	4.7%	3	15.8%	14
(Don't do this type of shopping)	39.5%	198	50.1%	43	35.5%	22	30.4%	59	54.2%	39	39.9%	35
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Littlehampton Household Survey
for Quod

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q24 Where did you last undertake your household's shopping on goods such as Books, CDs, DVDs, recording media?												
Asda Superstore, Littlehampton Road, Ferring, BN12 6PN	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Superstore, Hawthorn Road, Wick, Littlehampton, BN17 7LA	0.6%	3	1.7%	1	0.4%	0	0.3%	1	0.6%	0	0.5%	0
Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT	0.6%	3	0.5%	0	1.9%	1	0.3%	1	1.1%	1	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA	1.2%	6	2.4%	2	0.0%	0	0.0%	0	1.1%	1	3.8%	3
Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Arundel Town Centre	1.3%	6	0.5%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0
Bognor Regis Town Centre	1.5%	8	2.6%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Chichester City Centre	2.3%	12	0.5%	0	0.4%	0	0.0%	0	4.7%	3	8.6%	8
Littlehampton Town Centre	3.3%	17	11.1%	9	8.4%	5	0.3%	1	0.6%	0	1.0%	1
Worthing Town Centre	3.7%	19	1.4%	1	1.9%	1	6.5%	13	5.0%	4	0.0%	0
Goring-by-Sea District Centre, Worthing	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
West Durrington District Centre, Worthing	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Findon Valley Local Centre, Worthing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Rustington Local Centre, Littlehampton	4.5%	22	4.8%	4	10.3%	6	4.5%	9	1.1%	1	2.6%	2
Wick Local Centre, Littlehampton	0.9%	5	1.0%	1	0.0%	0	0.0%	0	5.1%	4	0.0%	0
Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT	1.2%	6	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	0
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN17 5RA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham, PO22 0ES	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Ford Village Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	45.0%	225	31.3%	27	44.3%	28	53.4%	104	40.7%	29	43.7%	38
Mail order / catalogue	1.8%	9	0.0%	0	4.5%	3	3.2%	6	0.0%	0	0.0%	0
TV shopping	5.3%	26	0.0%	0	7.7%	5	9.0%	18	0.0%	0	4.8%	4
Barnham Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Co-op, Ferring Street, Ferring, Worthing, BN12 5JP	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Ferring Local Centre, Worthing	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Heathrow Airport, Hounslow, TW6 1EW	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, New Road, Littlehampton, BN17 5AX	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Middleton-on-Sea Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sheffield Park & Garden, A275, Sheffield Green, Uckfield, TN22 3QX	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steyning Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(Don't know / can't remember)	3.2%	16	10.7%	9	4.0%	2	0.3%	1	2.5%	2	2.3%	2

Littlehampton Household Survey for Quod

Weighted:

November 2024

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
(Don't do this type of shopping)	19.6%	98	27.4%	23	16.2%	10	16.7%	32	23.4%	17	17.9%	16
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Q25 Do you ever visit Littlehampton Town Centre?

Yes	58.2%	292	85.5%	73	75.5%	47	43.2%	84	45.0%	32	63.3%	55
No	41.8%	209	14.5%	12	24.5%	15	56.8%	110	55.0%	40	36.7%	32
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Q26 What is the main reason for visiting Littlehampton Town Centre?

Those that visit Littlehampton Town Centre at Q25

Non-Food shopping	17.4%	51	19.0%	14	17.8%	8	15.3%	13	23.4%	8	14.6%	8
Food shopping	13.6%	40	24.6%	18	14.8%	7	2.3%	2	12.6%	4	15.8%	9
Visiting family / friends	7.8%	23	0.0%	0	5.2%	2	7.4%	6	13.9%	4	17.5%	10
Daytime eating / drinking	6.5%	19	2.2%	2	12.1%	6	2.3%	2	6.2%	2	13.8%	8
Other services (such as hairdressers, laundrette, etc.)	6.1%	18	11.8%	9	2.8%	1	2.3%	2	12.3%	4	3.6%	2
Leisure activities	5.7%	17	0.6%	0	5.5%	3	15.1%	13	0.0%	0	1.6%	1
Visit the market	5.4%	16	5.2%	4	0.0%	0	14.3%	12	0.0%	0	0.0%	0
Window shopping / browsing	5.3%	15	8.9%	6	4.2%	2	5.3%	4	3.7%	1	2.4%	1
Health services (such as doctor, dentist, hospital, etc.)	5.2%	15	3.1%	2	1.1%	1	3.4%	3	1.2%	0	16.7%	9
For a walk / walking the dog	5.1%	15	0.6%	0	7.8%	4	5.6%	5	12.9%	4	3.2%	2
Evening eating / drinking	4.9%	14	0.6%	0	0.0%	0	15.1%	13	1.2%	0	1.6%	1
Financial services (such as banks / building societies, etc.)	4.1%	12	9.4%	7	7.8%	4	0.8%	1	1.2%	0	0.8%	0
Use railway station	3.8%	11	5.4%	4	15.2%	7	0.0%	0	0.0%	0	0.0%	0
Click and collect shopping order from shop	3.3%	10	5.2%	4	0.0%	0	7.0%	6	0.0%	0	0.0%	0
Work there	1.1%	3	0.6%	0	5.3%	2	0.0%	0	0.0%	0	0.8%	0
Commuting to work elsewhere	0.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit place of worship / cemetery	0.4%	1	0.6%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0
Visit the library	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	11	0.0%	0	0.0%	0	3.4%	3	11.4%	4	7.5%	4
Weighted base:		292		73		47		84		32		55
Sample:		311		77		83		46		44		61

Littlehampton Household Survey
for Quod

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q27 Why don't you visit Littlehampton Town Centre? [MR]												
<i>Those that don't visit Littlehampton Town Centre at Q25</i>												
Lack of choice and range of non-food shops	29.9%	63	39.3%	5	56.6%	9	33.4%	37	14.0%	6	21.0%	7
There's nothing there	14.1%	30	34.4%	4	28.9%	4	9.3%	10	13.9%	5	16.1%	5
Lack of security / don't feel safe	13.1%	27	27.9%	3	46.0%	7	14.2%	16	1.0%	0	2.8%	1
Too far away from home	12.1%	25	0.0%	0	0.0%	0	16.3%	18	9.0%	4	11.9%	4
Environmental quality of the centre (i.e. doesn't look nice)	11.9%	25	31.1%	4	34.8%	5	5.4%	6	16.0%	6	10.5%	3
Lack of choice and range of food shops	11.9%	25	21.3%	3	16.3%	2	12.8%	14	13.0%	5	1.4%	0
Poor atmosphere / unfriendly people	9.8%	20	3.3%	0	3.4%	1	14.4%	16	3.0%	1	7.7%	2
Hard to get to by car	3.7%	8	0.0%	0	0.0%	0	5.6%	6	0.0%	0	4.9%	2
Health / mobility reasons	3.4%	7	16.4%	2	3.4%	1	1.1%	1	7.0%	3	1.4%	0
Choice of leisure facilities (cinema, gym, pubs, etc.)	3.0%	6	3.3%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Traffic congestion	3.0%	6	0.0%	0	0.0%	0	5.3%	6	1.0%	0	0.0%	0
Too many coffee shops	2.9%	6	6.6%	1	16.3%	2	2.6%	3	0.0%	0	0.0%	0
Inconveniently located car parking	2.8%	6	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0
Too busy / noisy	2.7%	6	0.0%	0	0.0%	0	4.8%	5	1.0%	0	0.0%	0
Not enough parking / hard to find a space	1.9%	4	0.0%	0	0.0%	0	0.6%	1	2.0%	1	7.7%	2
Too many charity shops	1.5%	3	3.3%	0	18.0%	3	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	1.2%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.2%	1
Choice of services (hairdressers, banks, etc.)	1.2%	2	11.5%	1	0.0%	0	0.6%	1	1.0%	0	0.0%	0
Too many vape shops	1.1%	2	0.0%	0	14.6%	2	0.0%	0	0.0%	0	0.0%	0
Don't have access to a car	1.0%	2	0.0%	0	0.0%	0	1.1%	1	1.0%	0	1.4%	0
Expensive car parking	0.9%	2	3.3%	0	0.0%	0	0.6%	1	1.0%	0	1.4%	0
Too many nail bars	0.4%	1	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops	0.4%	1	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Don't know what's there	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Poor layout	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Don't like the amusement park there	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Nothing, no reason to visit)	19.2%	40	0.0%	0	0.0%	0	20.1%	22	29.9%	12	19.6%	6
(Don't know)	2.6%	5	0.0%	0	0.0%	0	0.0%	0	11.5%	5	2.8%	1
Weighted base:		209		12		15		110		40		32
Sample:		190		23		17		54		57		39

GEN Gender of respondent:

Male	39.2%	196	28.4%	24	32.7%	20	42.3%	82	46.2%	33	41.5%	36
Female	60.8%	305	71.6%	61	67.3%	42	57.7%	112	53.8%	39	58.5%	51
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

AGE Could I ask how old you are please?

18 to 24	4.0%	20	4.4%	4	3.9%	2	3.0%	6	5.1%	4	4.8%	4
25 to 34	12.9%	64	13.2%	11	3.9%	2	18.1%	35	10.3%	7	9.5%	8
35 to 44	16.3%	82	9.3%	8	12.4%	8	25.4%	49	10.8%	8	10.1%	9
45 to 54	16.7%	84	12.1%	10	28.5%	18	19.2%	37	9.4%	7	13.0%	11
55 to 64	17.9%	90	24.9%	21	20.6%	13	12.5%	24	17.4%	13	21.5%	19
65 +	32.3%	162	36.1%	31	30.7%	19	21.8%	42	47.0%	34	41.1%	36
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100

Littlehampton Household Survey
for Quod

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
QUOTA Zone												
Zone 1	17.0%	85	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.5%	63	0.0%	0	100.0%	63	0.0%	0	0.0%	0	0.0%	0
Zone 3	38.7%	194	0.0%	0	0.0%	0	100.0%	194	0.0%	0	0.0%	0
Zone 4	14.4%	72	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0
Zone 5	17.5%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	88
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100
PC Postcode Sector												
BN12 5	6.8%	34	0.0%	0	0.0%	0	17.5%	34	0.0%	0	0.0%	0
BN12 6	10.7%	54	0.0%	0	0.0%	0	27.7%	54	0.0%	0	0.0%	0
BN13 3	6.5%	33	0.0%	0	0.0%	0	0.0%	0	45.4%	33	0.0%	0
BN16 1	3.3%	17	0.0%	0	0.0%	0	8.6%	17	0.0%	0	0.0%	0
BN16 2	1.8%	9	0.0%	0	0.0%	0	4.7%	9	0.0%	0	0.0%	0
BN16 3	6.5%	32	0.0%	0	0.0%	0	16.7%	32	0.0%	0	0.0%	0
BN16 4	9.6%	48	0.0%	0	0.0%	0	24.7%	48	0.0%	0	0.0%	0
BN17 5	7.9%	39	46.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN17 6	12.5%	63	0.0%	0	100.0%	63	0.0%	0	0.0%	0	0.0%	0
BN17 7	9.1%	46	53.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN18 0	5.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	28
BN18 9	7.8%	39	0.0%	0	0.0%	0	0.0%	0	54.6%	39	0.0%	0
PO22 0	5.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	27
PO22 6	6.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	32
Weighted base:		501		85		63		194		72		88
Sample:		501		100		100		100		101		100